

Newfoundland and Labrador – Unique Selling Points



Less is more.
Like crowds
for instance.

It's as if the world itself forgot about this place. Not that it matters. Eventually, it becomes the only world you ever want to know.

COASTLINE. Magnificent ocean vistas along 29,000 kilometres (18,000 miles) of coastline. Visit colourful historic towns and fishing villages nestled around fjords, inlets, coves, guts, bays, and tickles.

LABRADOR. One of the world's last great frontiers and home to ancient Indigenous cultures. 'The Big Land' has more than 300,000 square kilometres (115,830 square miles) of pristine wilderness, including Torngat Mountains National Park, and the oldest known burial mound in North America.

ICEBERGS. Breathe in plenty of fresh sea air along Iceberg Alley, where a sparkling spring parade of towering, 10,000-year-old icebergs unfolds every year, in a beautiful clutter of pristine white and azure blue.

COME FROM AWAY. Come meet the people of Gander and throughout the province who welcomed the world on 9/11 and whose kindness inspired the Broadway Musical.

Four UNESCO World Heritage Sites

GROS MORNE NATIONAL PARK.

It took 485 million years for Mother Nature to create Gros Morne, a place unlike any other on Earth. Hike along the Earth's mantle, or climb to life-changing summits. Travel through fjords carved by glaciers millennia ago, leaving behind towering cliffs and thunderous waterfalls.

L'ANSE AUX MEADOWS NATIONAL HISTORIC SITE.

The only authenticated Norse site in North America. Visit the Viking encampment, and talk to characters bringing the Viking history to life.

WORLD'S LARGEST CONCENTRATION OF HUMPBACK WHALES.

When ancient icebergs drift south and humpbacks migrate north, they're bound to cross paths. Meet 22 varieties of whales and dolphins.

SEABIRD CAPITAL. We're home to some of the world's largest and most accessible seabird colonies in North America. More than 35 million seabirds gather here every year. See northern gannets, kittiwakes, murrets, Atlantic puffins, osprey, falcons, hawks, storm petrels, razorbills, and bald eagles at 6 ecological reserves, including the magnificent Witless Bay and Cape St. Mary's Ecological Reserves.

DISCOVERY UNESCO GEOPARK. The Bonavista Geopark includes 9 sites along 280 kilometres of stunning coastline. It highlights the significant geological and paleontological features of the area and its unique history and culture.

RED BAY NATIONAL HISTORIC SITE.

Located on the Labrador Coastal Drive, Red Bay was the 16th-century capital of the Basque whaling industry in North America. Today, you can explore the former whaling town and immerse yourself in the traditional life of a Basque whaler.

MISTAKEN POINT ECOLOGICAL RESERVE.

See fossils of creatures that lived more than 550 million years ago, when all life was in the sea. This is the best place on Earth to witness evidence of the planet's earliest multicellular life.

GEOGRAPHIC SIZE. Newfoundland and Labrador is 405,720 square kilometres (156,649 square miles), about the same geographic size as Japan, and more than 3 times the size of the Maritime provinces.

MOST ACCESSIBLE WILDLIFE IN NORTH AMERICA. The most concentrated moose population on the planet, an abundance of black bear (some topping the scales at 600 pounds), and polar bears can be seen in Labrador.

HISTORY. Immerse yourself in history at 10 National Historic Sites, 9 Provincial Historic Sites, 3 Provincial Museums, and more than 150 community museums.

MOST EASTERLY POINT IN NORTH AMERICA. Stand on the edge of North America at Cape Spear Lighthouse National Historic Site where you can see the sun rise before anyone else and be the first on the continent to ring in the New Year.

EARTH'S GEOLOGICAL SHOWCASE. The Johnson Geo Centre tells the intriguing life story of our planet and people, and Gros Morne National Park unravels the mystery of the Earth's tectonic upheaval.

ARCHAEOLOGICAL SITES. Go back 9,000 years (before the Egyptian pyramids) to the Maritime Archaic people, and the more recent Palaeo-Eskimo and Beothuk.

UNIQUE PLANTS & ANIMALS. 19 designated Wilderness and Ecological Reserves preserve and protect important ecosystems, rare and endangered flora, fauna, and natural artifacts. Visit Memorial University's Botanical Garden.

OUTDOOR ODYSSEY. Hike along ancient footpaths to deep fjords, towering cliffs and sub-arctic barrens, through lush inland forests, and over the Earth's mantle. These diverse trails and the fresh sea air will rejuvenate mind, body, and spirit. Take a sea kayak to caves, inlets, and secluded beaches along routes protected by offshore islands, and view the land from the sea.

200 ATLANTIC SALMON RIVERS. Reel 'em in with world-class angling and trophy brook trout fishing.

ONLY 30 MINUTES FROM FRANCE. Visit Saint-Pierre et Miquelon, a little bit of France just off our southern shore. Accessible by air and by ferry from Fortune.

CREATIVE CULTURE. We're renowned for poetry, humour, song, art, and craftsmanship. Visit galleries, bookstores, and music stores. Or take in one of our internationally acclaimed festivals of film, literature, music, or pageants set amidst our cultural, creative, and welcoming cheer.

AUTHENTIC CUISINE. Sample our dishes from land and sea — cod tongues, cod cheeks, caribou, snow crab, salmon, moose, bakeapples, wild berries, tea and lassy buns, touts, salt fish and brewis, and Jigg's Dinner.

INTERNATIONAL CRUISE DESTINATION. Newfoundland and Labrador has 39 ports of call serving special interest, expedition, circumnavigation, transatlantic, and North American itineraries.

TIME ZONE. Newfoundland has its own time zone. 'Newfoundland Time' is 1.5 hours ahead of Eastern Time.

LATITUDE. St. John's, our capital city, is located at the same latitude as Seattle, USA, and Paris, France.

DELIGHTFUL DIALECTS. We speak more dialects of English here than any other place in the world. And we have also penned our very own Dictionary of Newfoundland English.

Newfoundland and Labrador Tourism
P.O. Box 8700, St. John's, NL, Canada, A1B 4J6
Tel: (709) 729-2831 or Fax: (709) 729-0057
Toll-Free: 1-800-563-6353
Email: contactus@NewfoundlandLabrador.com
Website: NewfoundlandLabrador.com/TravelTrade

