

GO WESTERN NEWFOUNDLAND



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WHY SHOULD I BE LISTED ON NEWFOUNDLANDANDLABRADOR.COM?

Often, you'll hear us at Go Western Newfoundland encouraging operators to get listed on NewfoundlandLabrador.com, renew their listings, or add new travel offers—but why does it matter? Below are key reasons why being featured on the province's official tourism website is one of the best ways to increase your visibility, reach more travelers, and grow your business.



REACH MORE TRAVELERS

1.

- All provincial tourism advertising drives visitors to NewfoundlandLabrador.com
- Connect with travelers already in the trip planning stage
- Reach a highly targeted audience ready to book

BE WHERE VISITORS PLAN THEIR TRIPS

2.

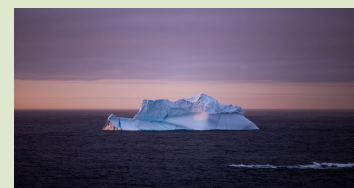
- Many travelers use the site as a primary trip planning tool
- Help visitors discover and choose your experience
- Be part of their journey from inspiration to booking



GET FEATURED IN PROVINCIAL MARKETING OPPORTUNITIES

3.

- Opportunity to be included in featured articles (e.g., "Craft Beer throughout Newfoundland")
- Benefit from free editorial promotion
- Get discovered through storytelling and themed content
- Eligible for campaigns, partnerships, FAM tours and promotions
- Potential features in social media and advertising





GET LISTED IN REGIONAL WAYFINDER SERIES

5.

- 4 regional documents created by Go Western Newfoundland highlight the tourist attractions in the sub-regions throughout Western Newfoundland
- Distributed at consumer and travel shows
- Distributed at Visitor Information Centres
- Only businesses listed on NL.com are eligible
- Gain exposure through print and in-person promotion



BUILD CREDIBILITY AND TRUST

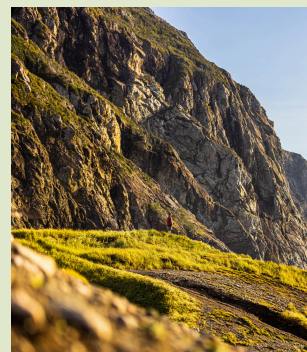
4.

- Listing on the official provincial tourism website signals legitimacy and professionalism
- Builds confidence with potential customers
- Highlights to visitors that you meet TAP requirements

FREE PROMOTION

6.

- Listing is a free, high-value marketing tool
- Ongoing exposure at no cost
- Big reach without a big budget



INTERESTED IN BECOMING LISTED?

Reach out to Sophia@gowesternnewfoundland.com to schedule a time to meet.



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