



Fall Marketing Toolkit

Attract the right fall guests and inspire them to book.

2025

Getting Started

Audience & Goals

- ☐ Define your target audience: couples, solo travellers, small groups, 45+, culinary fans, hikers, history buffs, etc.
- ☐ Review the **Vacation Visitor Profile for Fall Visitors**.
- ☐ Identify goals: sell fall travel offers, increase mid-week bookings, extend stays, extend your season by two weeks, etc.
- ☐ Tailor travel offers and marketing to match your audience and goals.

Make the most of NewfoundlandLabrador.com

For travel offers, it is not necessary to offer a discount nor is it necessary to partner to create a travel offer. It can be something simple that you already do.

- ☐ List all fall travel offers on NewfoundlandLabrador.com.
- ☐ Update open/close dates for September and October.
- ☐ Write enticing and motivating descriptions.
- ☐ Use all 500 characters in the description field.
- ☐ Do not include redundant information or phrases like "Visit our website for more information" or "We have something for everyone" in the description.

Sign in to the Newfoundland & Labrador Tourism Operator Portal (NLTOP):
www.nltourismoperatorportal.ca

Best Practices for Social Media

Celebrate fall on your social media channels! Remember that social media is a two-way street, keep it conversational and use storytelling that engages your audiences' emotions. Your voice on social media forms part of your business' brand, so be honest and authentic. Use emojis appropriately and sparingly.

Facebook

- ☐ Update profile including bio, links, hours of operation, and contact info.
- ☐ Share travel offers more than once and in different formats (reels, posts, stories).
- ☐ Collaborate with and tag nearby businesses and partners.
- ☐ Respond to tags, comments, reviews, and messages.
- ☐ Your logo should be your profile photo for brand building and recognition.
- ☐ Add a seasonal cover photo.

Instagram

- ☐ Update profile including bio, links, and contact info.
- ☐ Share travel offers more than once and in different formats (reels, posts, carousels, stories).
- ☐ Add any travel offer partners as collaborators on relevant posts.
- ☐ Tag other profiles, including @gowesternnl and @newfoundlandlabrador
- ☐ Respond to tags, comments, and messages.
- ☐ Your logo should be your profile photo for brand building and recognition.
- ☐ Add Alt Text to images to increase accessibility.
- ☐ Use trending audio.
- ☐ Use 3-5 hashtags per post.
- ☐ Share user generated content (UGC) in your Instagram stories.
- ☐ Update highlights and create one just for fall.

Post Ideas

- ☐ Share seasonal tips: best fall hikes, packing tips, weather, what's open.
- ☐ What to expect during the slower, fall season.
- ☐ What makes your business eco-friendly/sustainable?
- ☐ What's happening in your region/community?
- ☐ What makes your fall product unique?
- ☐ Tell a fall story or review from past fall guests.
- ☐ Share why fall visitors are important to your small, local business.
- ☐ Meet the autumn staff.



Social Media Post Examples

Image	Topic	Text
	Scenic & Cultural Hook	The colours are here, the trails are quiet, and the stories are waiting. This fall, explore Gros Morne's rugged coastlines, vibrant communities, and warm hospitality. Your bucket list trip starts now.
	Culinary Focus	Fall tastes better here. From fresh-seafood to cozy café treats, pair your Western Newfoundland adventures with unforgettable flavours.
	Wildlife & Nature	Watch the leaves turn gold, the waves crash along the coast, and the wildlife roam in their natural habitat.
	Your fall specific experience or offer	Your bucket list trip to Western Newfoundland is taking place this fall. <i>[insert travel offer details + how to book]</i>



Hashtags for Instagram

When properly used hashtags increase the reach and visibility of your content. This will guide Instagram users with interests that match your business to your profile. Pick 3-5 tags per post that are relevant to the content of each post.

Western NL

#GoWesternNL
#VikingTrail
#GrosMorne
#VisitGrosMorne
#DestinationGrosMorne
#YDF (Deer Lake Airport)

Provincial

#ExploreNL
#NewfoundlandandLabrador
#Newfoundland
#EastCoast
#AtlanticCanada

National

#ExploreCanada
#ForGlowingHearts
#ImagesOfCanada
#HeartsOfCanada
#Canada
#EnjoyCanada
#TravelCanada

Activity Specific

#WhalesNL
#BirdsNL
#HikeNL
#FoodNL
#NLCraftBeer
#ArtsNL
#MadeInNewfoundland

The Great Outdoors

#ExploreMore
#GetOutside
#GreatOutdoors
#LifeOfAdventure
#GoExplore
#TakeMoreAdventures
#Wildlifephotography

Indigenous

#DestinationIndigenous
#IndigenousTourism
#TheOriginalOriginal

Image



Text

Capture the season's most stunning moments. Explore Western Newfoundland where wildlife roam against a backdrop of fall colours. Message us to book your photography tour.
[add available dates]

Hashtags

#ExploreNL
#GoWesternNL
#TravelCanada
#WildlifePhotography



E-Newsletters

- Send an e-newsletter dedicated to fall. Keep it short and with a strong call to action (CTA) that encourages the reader to book now.
- Use a seasonal subject line, “Why Fall is the Best Time to Visit Gros Morne.”
- Highlight events, hours, fall offers, and experiences.

Header Image	Subect	Text
	Find Fall Adventure in Gros Morne	Fall in Western Newfoundland means crisp air, colourful trails, and fewer crowds. Whether it's hiking through Gros Morne's rolling hills, exploring coastal villages, or tasting the season's best, there's no better time to visit. Book your fall escape today.
	Autumn Event Line Up: Music, Hikes, and Culture in Western Newfoundland	From local music nights to guided hikes, autumn in Western Newfoundland is full of experiences that connect you with our landscapes, culture, and community spirit. Start planning your trip. <i>[add dates and details for fall events]</i>
	Relaxing fall seaside escape for couples.	A crisp, fall walk on the beach is exactly what you need. Pair that with a gourmet seaside picnic and 3-nights in Gros Morne National Park for the ultimate, relaxing getaway. Book for October 2025 and you'll have the beach all to yourself. <i>[add offer details]</i>



Website and Blog

Blogs improve your search engine optimization (SEO), especially when they include keywords. Repurpose blogs into newsletters and social media content.

Remember to:

- Update hours of operation, contact info, and “Book Now” links.
- Create a fall-specific landing page if possible.
- Add any travel offers listed on NewfoundlandLabrador.com to your website (and vice versa) so potential visitors have a smooth **path to purchase**.
- Include a propelling call to action (CTA).

Example Landing Page Intro

Discover the magic of fall in Western Newfoundland. Experience golden coastlines, hearty local cuisine, and a warm welcome from the people who call this place home. Whether you’re here for hiking, history, or just the view, your perfect autumn getaway awaits.

Example Blog Opening

If you’ve only seen Newfoundland and Labrador in summer, you’ve been missing its best-kept secret: fall. September and October bring vibrant colours, peaceful trails, and the chance to connect deeply with the land and its people. In Western Newfoundland, autumn is a season to slow down, savour, and explore.

Keyword Examples

Use keywords in blog titles, headings, and body text to help search engines (Google, Bing, etc.) find your content and show it to trip planners. When thinking about keywords, think about what trip planners type into search engines.

- | | |
|--------------------------------|----------------------------------|
| • Fall hiking tour | • Live music |
| • Fall/autumn leaves | • Local people |
| • Fall colors/colours | • Lighthouse experience |
| • Fall culinary experiences | • Rural community |
| • Gros Morne | • Coastal |
| • Gros Morne National Park | • National park |
| • Newfoundland and Labrador | • Sightseeing |
| • Newfoundland | • Boat tour |
| • Western Newfoundland | • Atlantic Canada |
| • Vikings | • Newfoundland fall getaway |
| • Fall festivals | • Fall culinary tour |
| • Fall road trips Newfoundland | • Fall packing list Newfoundland |
| • Scenic autumn views | |



Other Marketing Tools

Since fall visitors to Newfoundland and Labrador plan their trips online, here are some other platforms to consider in your marketing plans.

Online

- ☐ Update Google listing: hours of operation, location, contact info, are up to date. Add a post sharing your fall travel offers or to say that you're open.
- ☐ Add fall travel offers to your email signature.
- ☐ Add or update your follow up email for bookings to include fall travel offers, or cross promote other tourism experiences and offers.
- ☐ Check your listings with online travel agents OTAs (i.e., booking.com.)

Metrics

- ☐ Track social media engagement, what performs well, what doesn't?
- ☐ Track website visits and how site visitors find your website.
- ☐ Track e-newsletter opens.
- ☐ Record this info for next year.

Digital Assets

- ☐ What marketing and digital assets do you currently have? Do you have photos and content from previous years that can be repurposed?
- ☐ What gaps can you address this year so that you'll have that content for next year?

Need images or video?

Go Western Newfoundland's content gallery:
gowesternnl.smugmug.com

NL Tourism's content gallery:
platform.crowdriff.com/m/NewfoundlandLabrador

Traditional Media

On-the ground marketing to consider:

- ☐ Distribute brochures at visitor information centres (VICs) in Port aux Basques, Deer Lake, Gros Morne and at any other local businesses.
- ☐ Word of mouth—let others know that you're open for business.
- ☐ Radio ads for shoulder-season promotions.
- ☐ A-frame sidewalk signs.

