



Newfoundland & Labrador Tourism

STAY HOME YEAR 2020

Summer Resident Campaign Summary



STAY HOME YEAR 2020

CAMPAIGN OVERVIEW

2020 has been full of obstacles, especially for a tourism destination like Newfoundland and Labrador. Travel restrictions meant that the best opportunity to generate income for the provincial tourism industry was right here at home, with residents. But convincing residents to vacation at home would require some romancing. We had to rekindle their love of home. And demonstrate that it's overflowing with things to see and do. So, how could we appeal to residents' desire for unique travel experiences, while also supporting the industry and promoting local tourism operators?

CREATIVE DIRECTION

In Newfoundland and Labrador, home is much more than a place where you grew up. It's a feeling. So much so, that residents have a longstanding annual tradition called 'Come Home Year', where expats are encouraged to return home for summer festivities. It dates all the way back to 1966. Knowing this, we decided to flip Come Home Year on its head. We launched 'Stay Home Year', a fully integrated campaign that asks Newfoundlanders and Labradorians to consider vacationing at home.





STAY HOME YEAR 2020

PRIMARY LOGO



SECONDARY LOGOS



BRAND IDENTITY

Both warm and inviting, the Stay Home Year brand identity paints a welcoming picture of travel throughout the province. It even borrows a few elements from the provincial flag. This 'master logo' became the basis of seven other logos, each rooted in its own travel activity.

SIGNAL HILL PROJECTION

Stay Home Year launched with a symbolic statement: Cabot Tower lit up the night sky with a massive projection of the word 'HOME'.



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LAUNCH SPOT



EXPERIENTIAL SPOT 1/2



EXPERIENTIAL SPOT 2/2

TELEVISION

A series of emotive television spots and weather sponsorships on NTV and CBC invited Newfoundlanders and Labradorians to 'rediscover home', encouraging them to experience all the things they've always wanted to experience. The first spot introduced the concept of Stay Home Year, while the latter two spots helped highlight specific destinations and activities that were open to travellers.

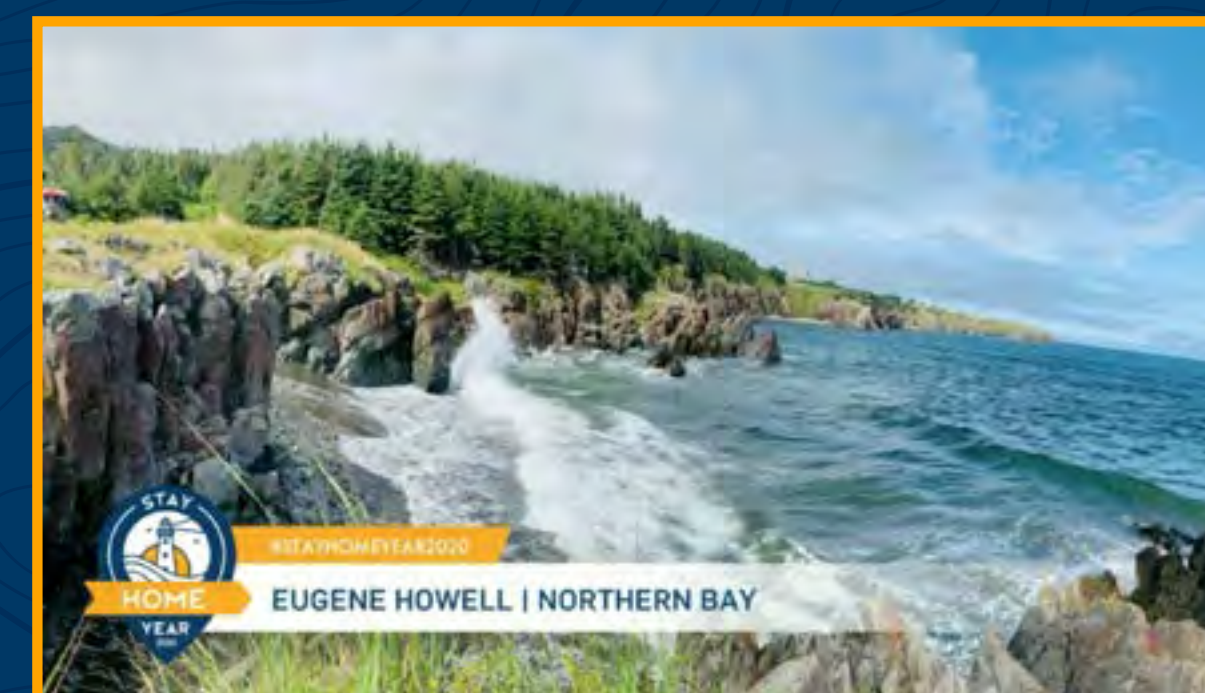
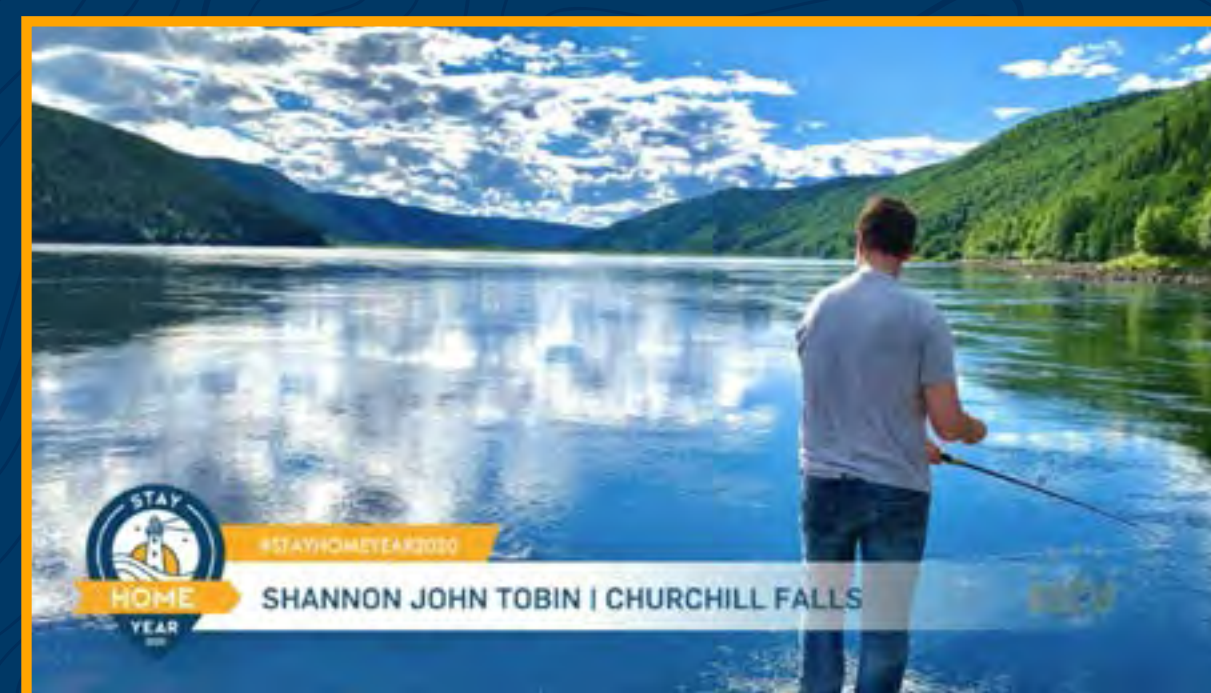


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NTV PHOTO OF THE DAY

In partnership with NTV, the daily 'Photo of the Day' segment was rebranded to the 'Stay Home Year Photo of the Day'.





STAY HOME YEAR 2020



RADIO

We created a radio series entitled 'Reasons to Stay'. As the title might suggest, the series gave residents reasons to stay and travel at home. It was voiced by none other than Gordon Pinsent himself, Newfoundland and Labrador's most beloved and recognized voice.



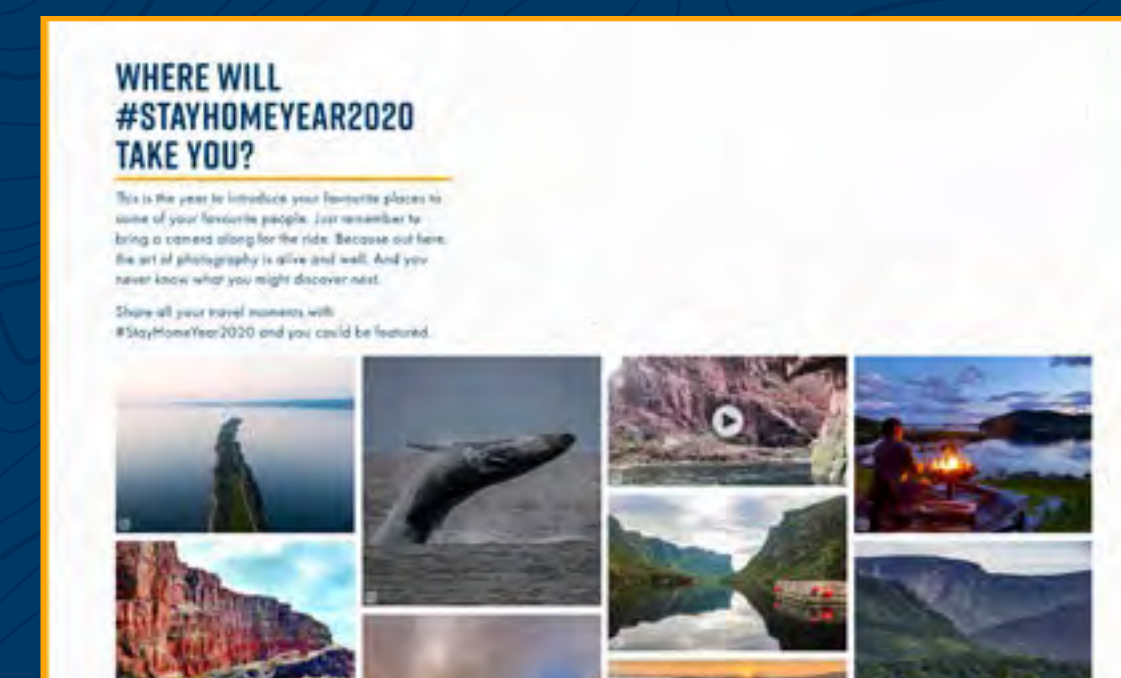


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WEBSITE

We created StayHomeYear.ca, a travel hub that's chock-full of travel suggestions, packages, and offers for residents to explore and book. Not only does the site provide residents with an abundance of ways to enjoy Stay Home Year, it also gives prominence to tourism operators.



[CLICK HERE TO VISIT STAYHOMYEAR.CA](http://StayHomeYear.ca)



STAY HOME YEAR 2020



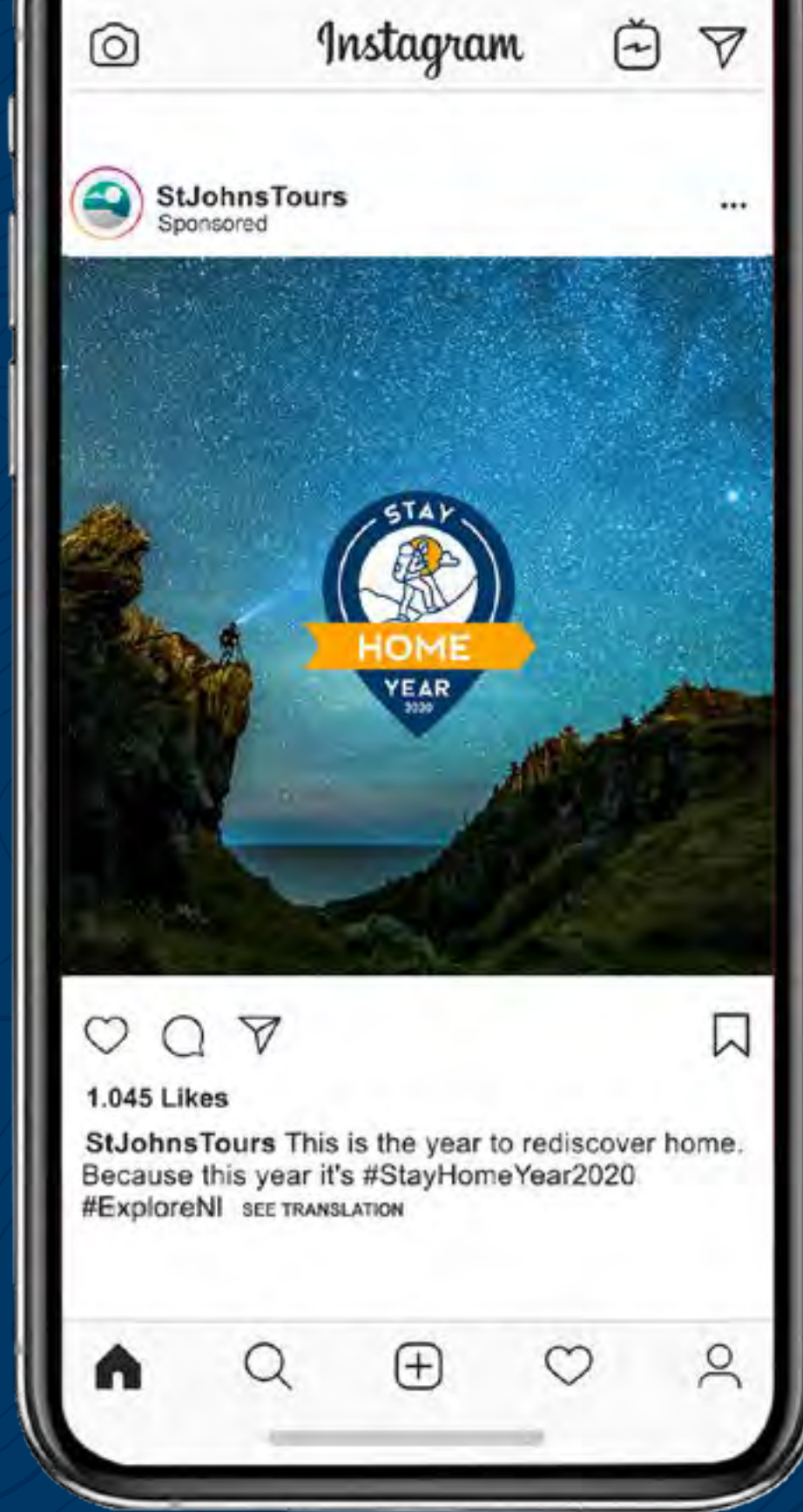
DIGITAL DISPLAY ADS

Our display ads reminded residents that 'this is the year to rediscover home', and that there's no better way to do so than by supporting local tourism operators. Each package display ad did this by highlighting a specific travel operator and offer (80 offers to be exact).





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SOCIAL ADS

Our social ads were designed to drive relevant traffic to StayHomeYear.ca. Each ad relied upon a corresponding Stay Home Year logo to help communicate the destination or activity being promoted.



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Branded Facebook Profile Frame



Branded GIPHY Sticker



FACEBOOK & INSTAGRAM ASSETS

A sticker of the 'HOME' identity for both Facebook and Instagram, and a photo frame for Facebook allowed residents to show support for the campaign.





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Newfoundland & Labrador Tourism ✓
July 28 · 🌐

The biggest show in the universe plays out above our heads each and every night. This is the year to pull up a chair, sit back, and watch, as it lights up the night #StayHomeYear2020



NEWFOUNDLANDLABRADOR.COM
Top Places for Stargazing
Newfoundlandlabrador.com is your online resource for discovering...



BRANDED SOCIAL CONTENT

From a night of stargazing to a day at the beach, our branded content posts were designed to inspire travel within the province by sharing little-known destinations and activities with our audience.

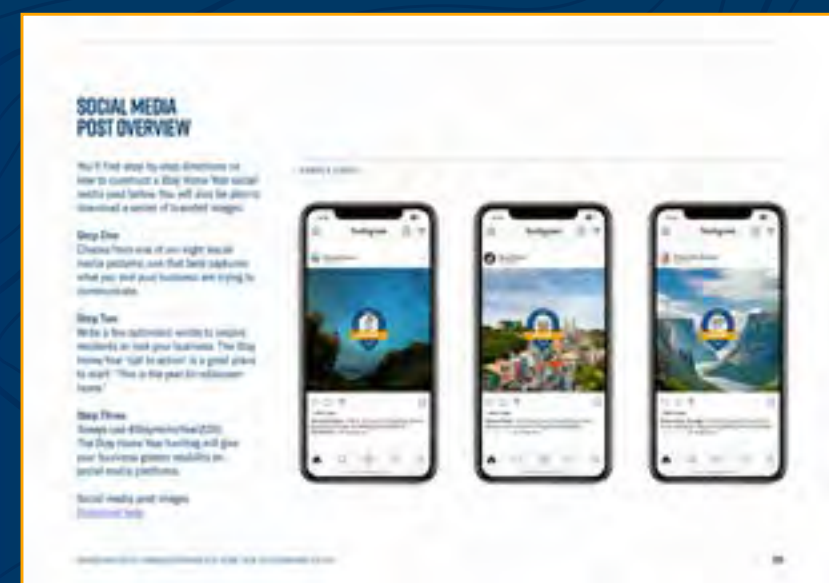


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CAMPAIGN TOOLKIT

To provide the tourism industry with the right tools, a campaign toolkit included campaign logo files and tips on how to participate. It even allowed operators to incorporate their own logo into the Stay Home Year logo.





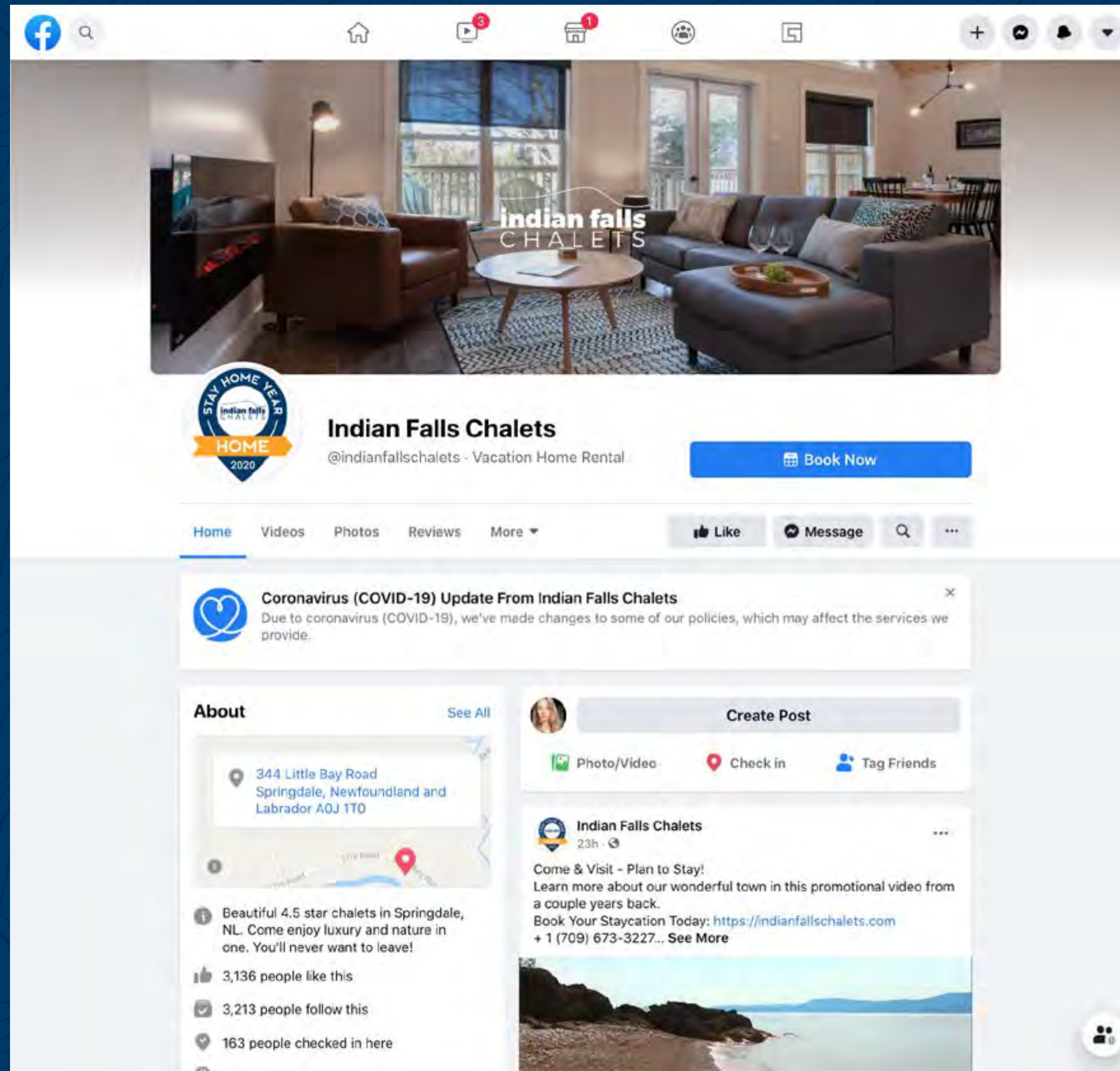
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[Click here to see how it works](#)

OPERATOR LOGO GENERATOR

This enabled the tourism industry to visibly attach themselves to the Stay Home Year campaign. With a few clicks, they could download a personalized logo to use on their social media accounts.





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INFLUENCER PARTNERSHIP

We enlisted the services of popular local bloggers 'Gays Around the Bay' to write and share a fun travel article that compared places in Newfoundland and Labrador to exotic places around the world. The idea being you don't have to travel far to see the world. It's all right here at home.



(With the world locked down until who knows when, traveling outside our province of Newfoundland and Labrador is looking much less appealing. But should it really take a GLOBAL PANDEMIC to make everyone appreciate staying home this summer?? We're Chris and Larry, two proud Newfoundlanders and avid travel bloggers at GaysAroundTheBay.com. Home grown from Mount Pearl and St. John's, we LOVE travel and have lived and travelled to over 40 countries in five continents. We've learned so much from traveling the world but one of the biggest lessons we are happy to continue to learn is that we ALREADY have so many of the world's wonders right here at home! Better still, they can be seen without the hassle of going to the airport! So what are you missing this summer if staying home? We say NOTHING because Newfoundland and Labrador's got you covered! Let's make Stay Home Year 2020 a summer to remember and to help, here's our list of the world's most popular destinations you can give the cold shoulder because you can experience them right here at home...

1. No Way New Zealand!

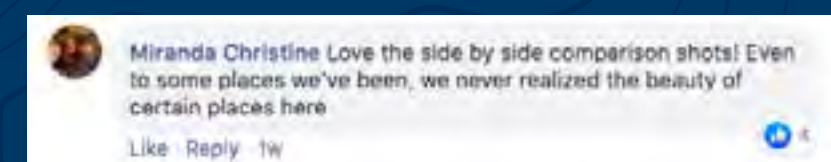
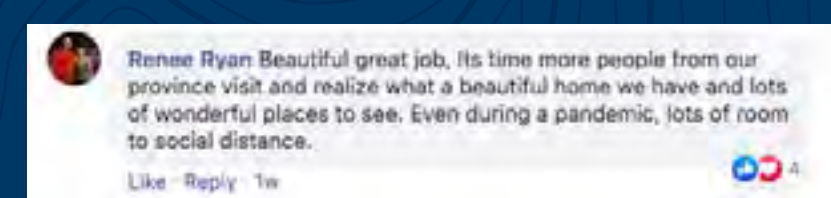
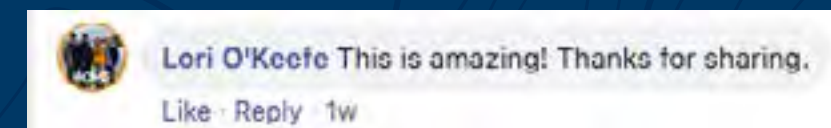
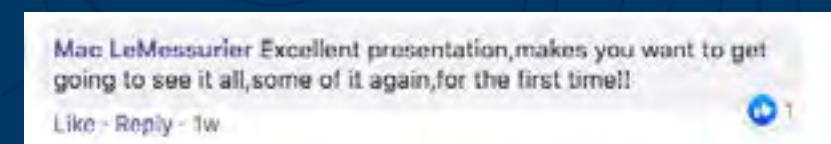
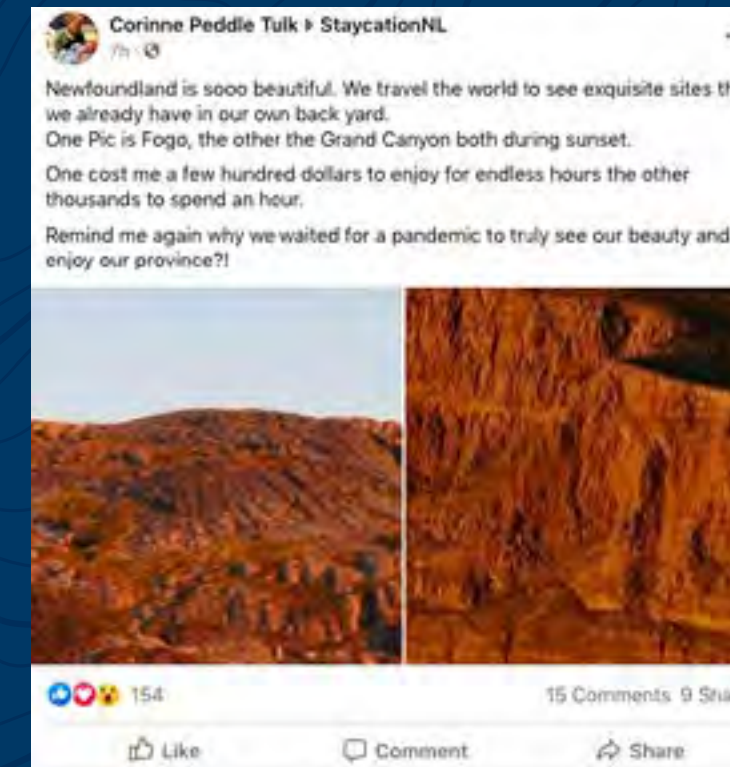


New Zealand (hobbit houses pictured) vs Newfoundland (Green Aux Meadows pictured)
If you like Lord of the Rings, maybe you'd want to visit New Zealand to see the movie set of grass-roofed hobbit habitats. But why visit the holes of hobbiting imaginary characters when you can visit an original settlement village of actual VIKINGS here over 1,000 years ago in Green Aux Meadows on the Great Northern Peninsula? Outside of Greenland this is the only Viking Settlement in ALL North America! That's a huge deal! Sorry Frodo, why don't you try into your second breakfast.

2. Goodbye Grand Canyon!

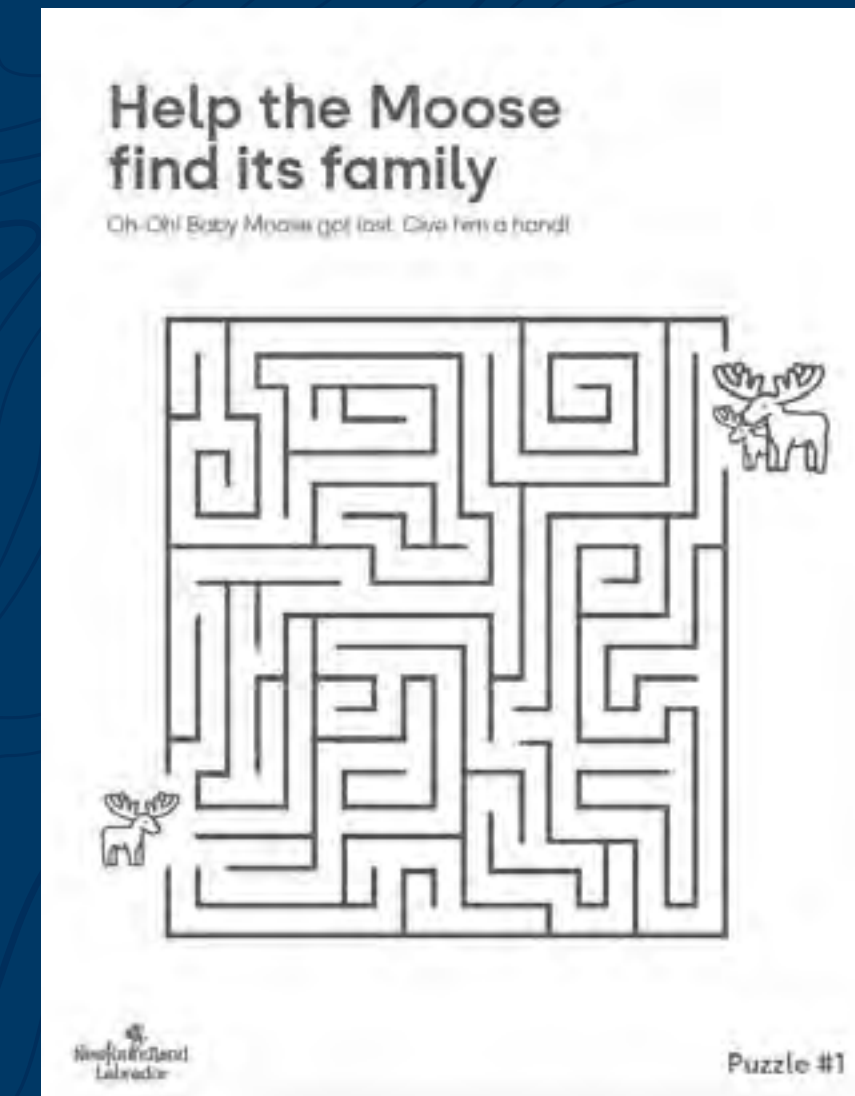
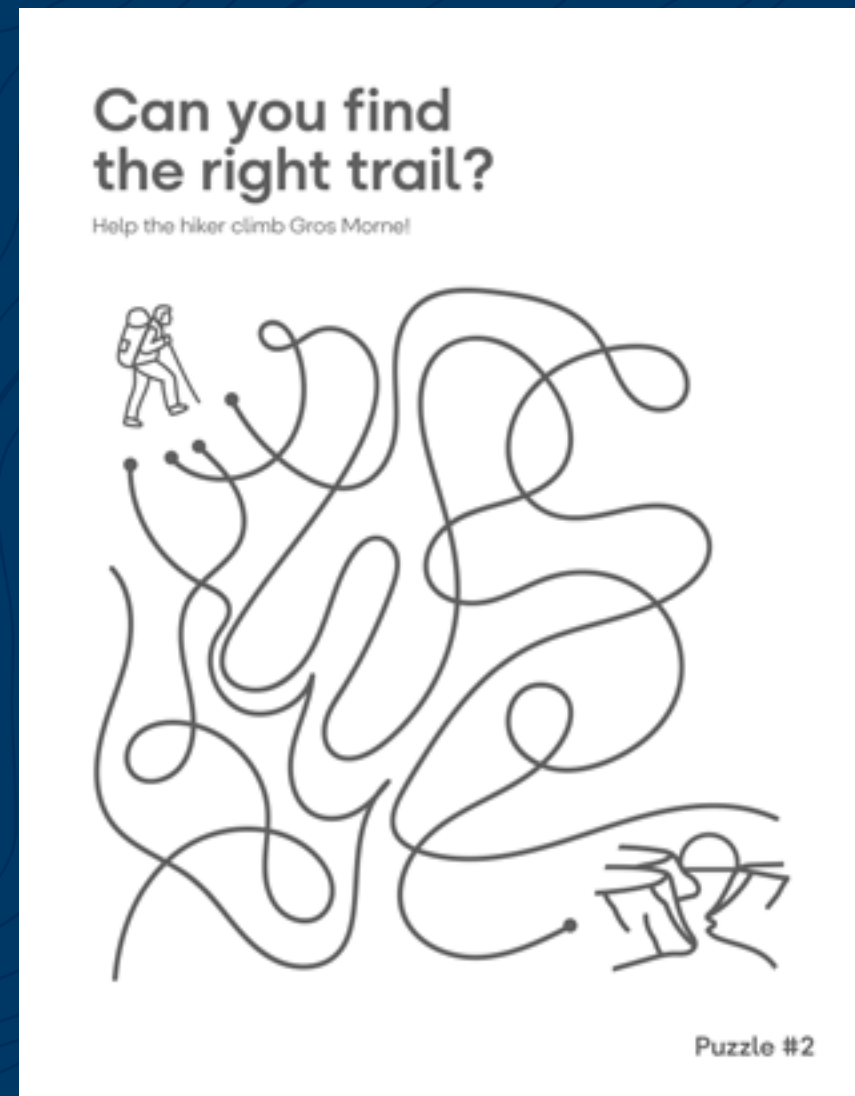


Grand Canyon vs Newfoundland & Labrador (Goosime National Park picture)
The desert of the Grand Canyon in the States may give you the feeling of being on Mars, but did you even know that we have a desert too? The Tablelands inside Gros Morne National Park will make you think you stepped onto a different planet. The continents of Africa





STAY HOME YEAR 2020



ACTIVITY BOOK

For many Newfoundlanders and Labradorians, a road trip across the province typically includes a car full of kids. To help keep them busy, we created a free downloadable Stay Home Year activity book that was shared through social media.

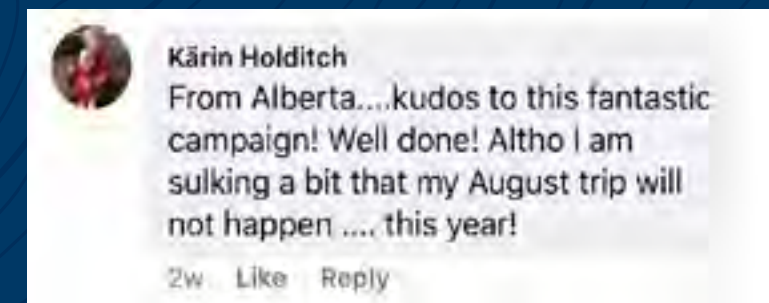
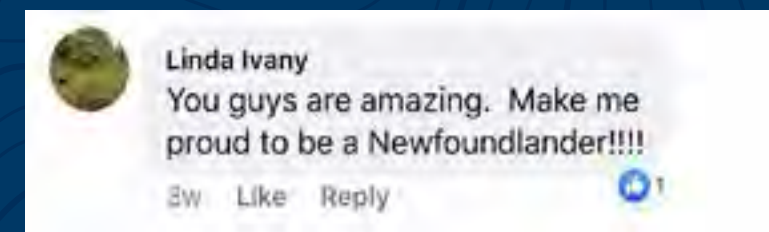
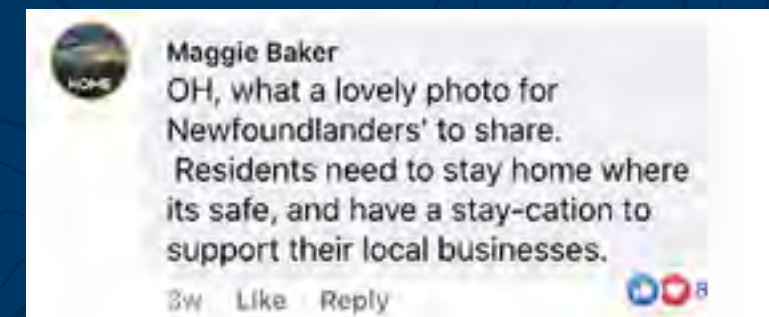
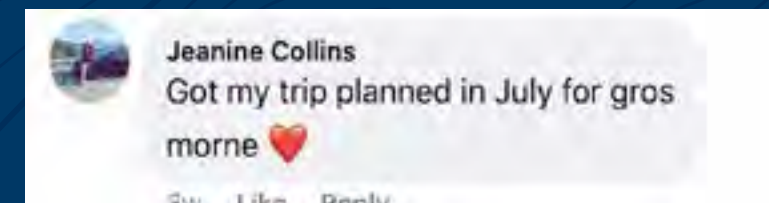
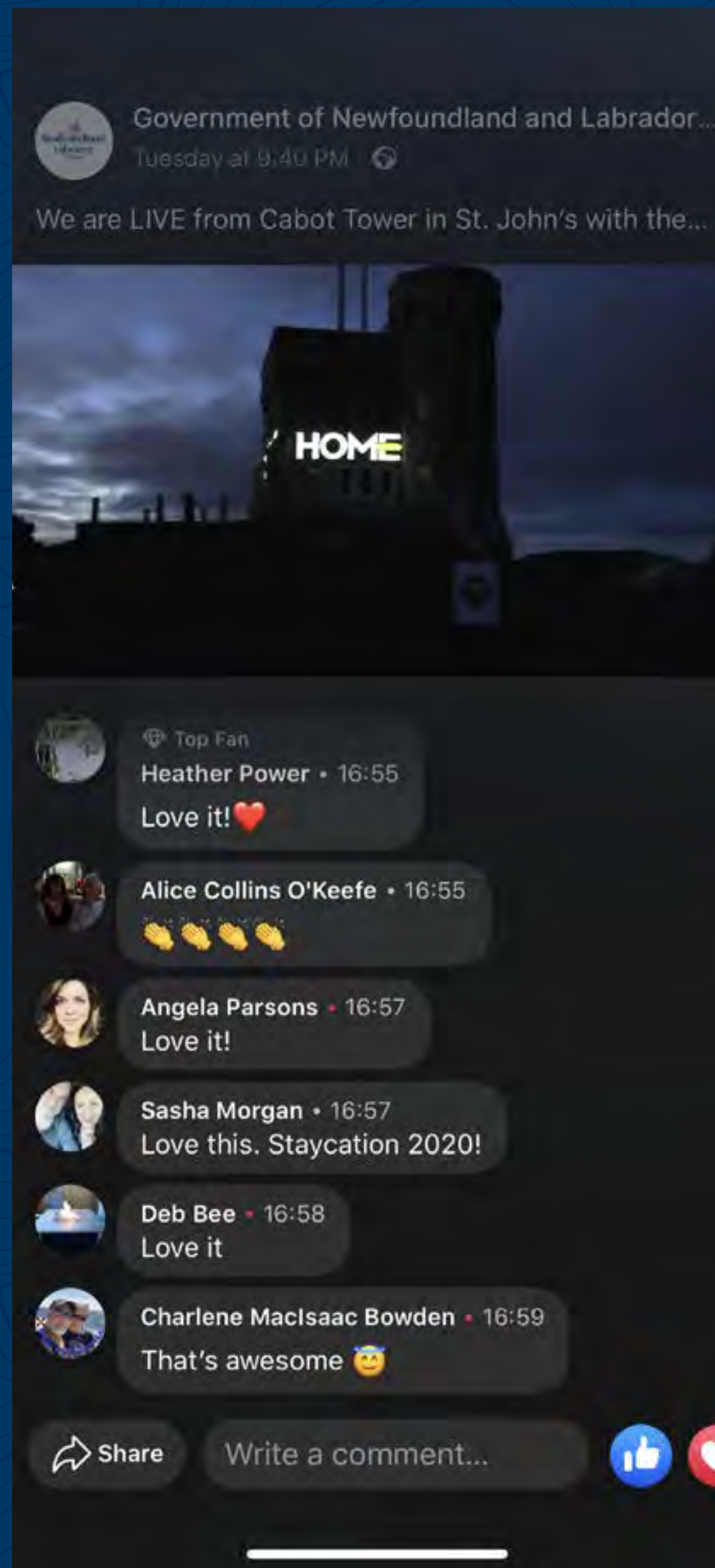


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REACTIONS FROM RESIDENTS

Newfoundland and Labrador's love of home is alive and well.





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SUMMER **CAMPAIGN RESULTS**



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STAYHOMEEAR.CA

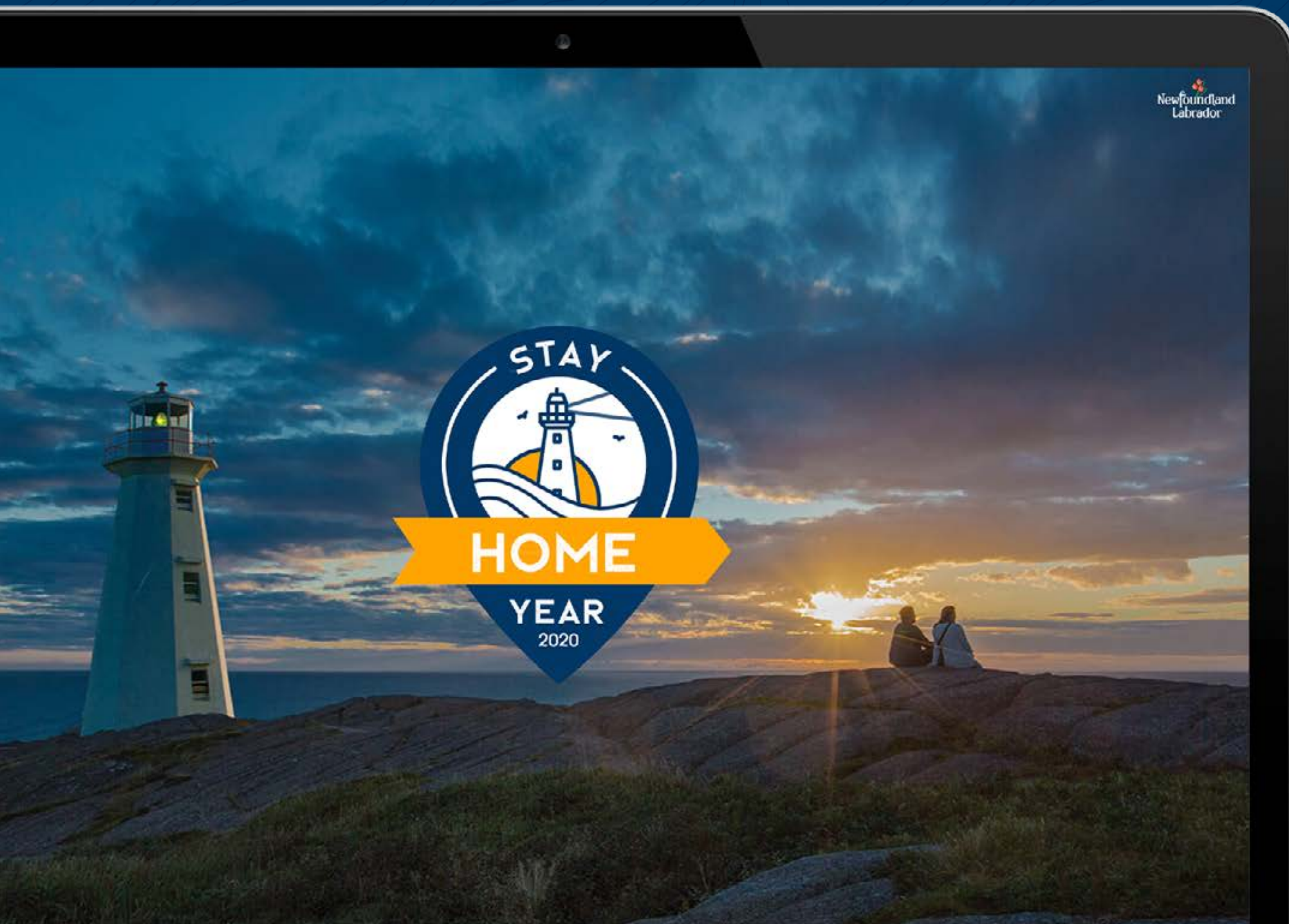
45,884 Sessions to the campaign page

26,539 Clicks on Plan & Book icons

9,040 Clicks on Featured Packages

NEARLY 60%

Of visitors clicked on summer travel planning information





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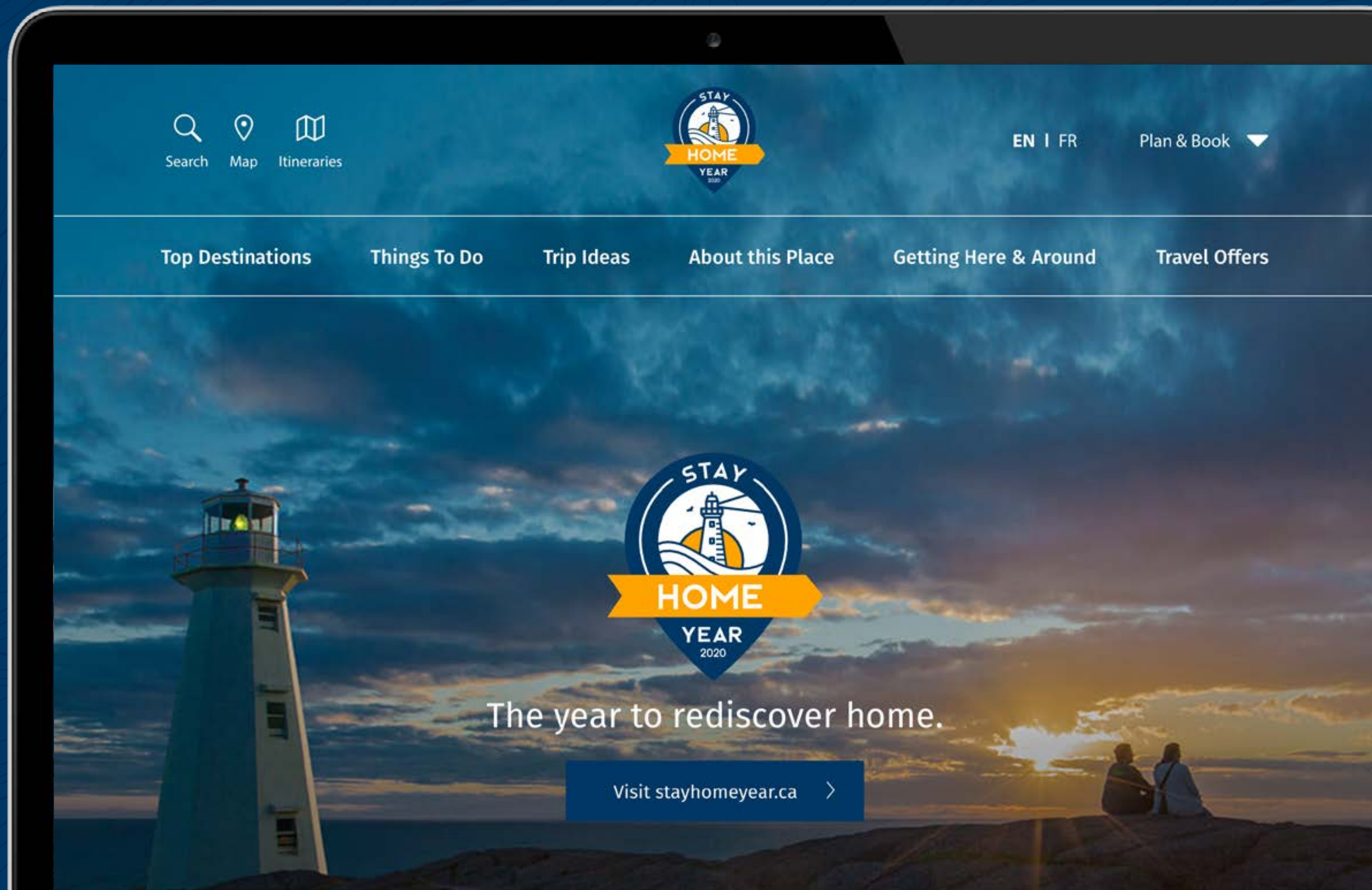


NEWFOUNDLANDLABRADOR.COM

25,597

Direct referrals from
StayHomeYear.ca

Summer campaign
visitors spent an average
of 6 minutes & 33
seconds on site – **3x the
average time of 'regular'
online visitors**





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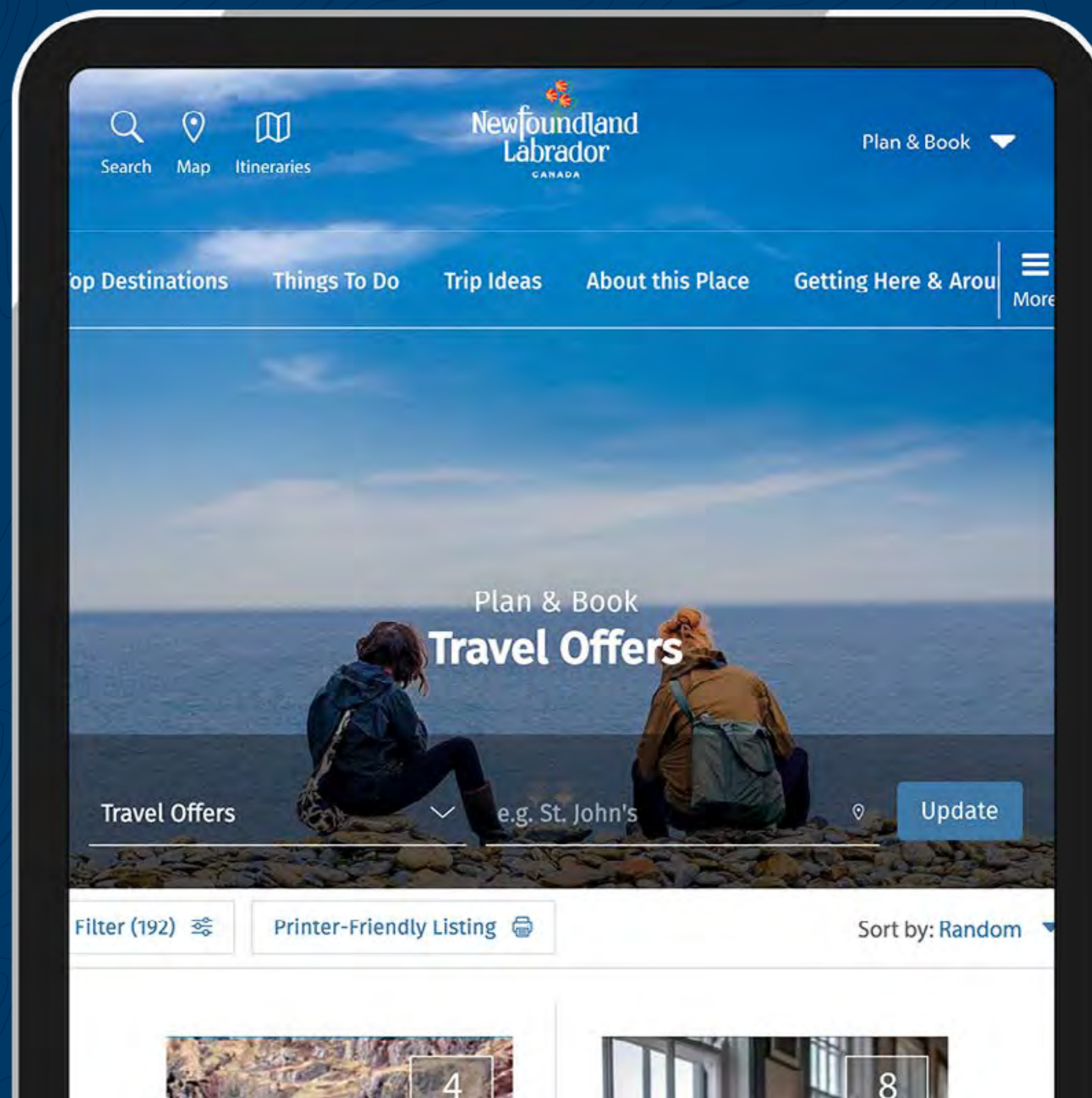
PROVINCIAL TOURISM OPERATORS

Operator packages featured in the campaign received 45,763 pageviews and 6,127 referrals

On NewfoundlandLabrador.com, there were:

469,542 Business Listing Pageviews

164,850 Total Operator Referrals



Year-over-year activity from residents of the province increased dramatically:

+37% Traffic

+65% Business Listing Pageviews

+38% Operator Referrals



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PAID DISPLAY ADS

10M + **75K**
Impressions delivered Website conversions

23,656 Total operator referrals





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ENGAGEMENT

Social media generated nearly 350K engagements, with engagement per post up **320%**



(With the world locked down until who knows when, traveling outside our province of Newfoundland and Labrador is looking much less appealing. But should it really take a GLOBAL PANDEMIC to make everyone appreciate staying home this summer??)

We're Chris and Larry, two proud Newfoundlanders and avid travel bloggers at GuysAroundTheBay.com. Home grown from Mount Pearl and St. John's, we LOVE travel and have lived and travelled to over 40 countries on five continents. We learned so much from traveling the world but one of the biggest lessons we are happy to continue to learn is that we ALREADY have so many of the world's wonders right here at home!

(Better still, they can be seen without the hassle of going to the airport!)

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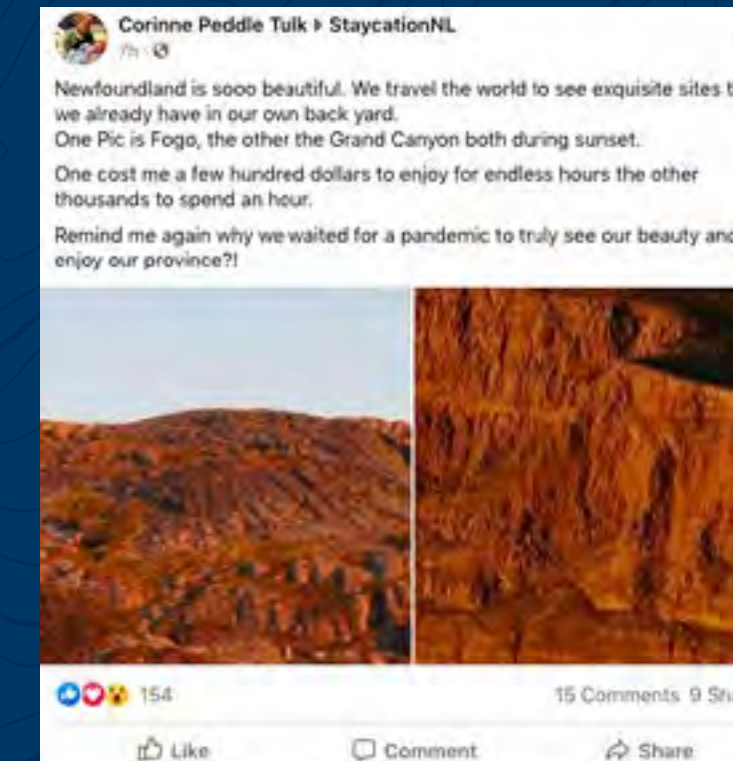
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Our 'Stay Home and Travel the World' travel article generated

16,545

engagements during the last few weeks of the campaign



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FALL EXTENSION



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PRIMARY LOGO



SECONDARY LOGOS



BRAND IDENTITY FALL

The Stay Home Year brand identity evolved to position 'Hiking & Walking' as the Primary logo and a new 'Food & Dining' secondary logo was created and added to the operator toolkit to reflect key fall products.



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LAUNCH SPOT



EXPERIENTIAL SPOT 1/2



EXPERIENTIAL SPOT 2/2

TELEVISION

A series of television spots and weather sponsorships on NTV and CBC invited Newfoundlanders and Labradorians to 'take their time' and discover fall at home this year. The two 30-second TV spots were cut from a longer digital video which was shared in social. This initiative also included sponsorship of NTV's Photo of the Day segment during the Evening News Hour.



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FALL INFLUENCER PROGRAM

As a part of the Fall Campaign, we contracted five photographers from around the province to capture and share relevant content on social media during the campaign window. This also helped build NL Tourism's library of Fall content to use in the future.





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