



Newfoundland & Labrador Tourism

STAY HOME VEAR 2020

Summer Resident Campaign Summary



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.







SAY

A

HOME

YEAR

2020

PRIMARY LOGO



SECONDARY LOGOS HOME HOME HOME YEAR 2020 YEAR 2020 YEAR 2020 8 8 8 8 HOME HOME HOME HOME YEAR 2020 YEAR 2020 YEAR 2020 YEAR 2020

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'.

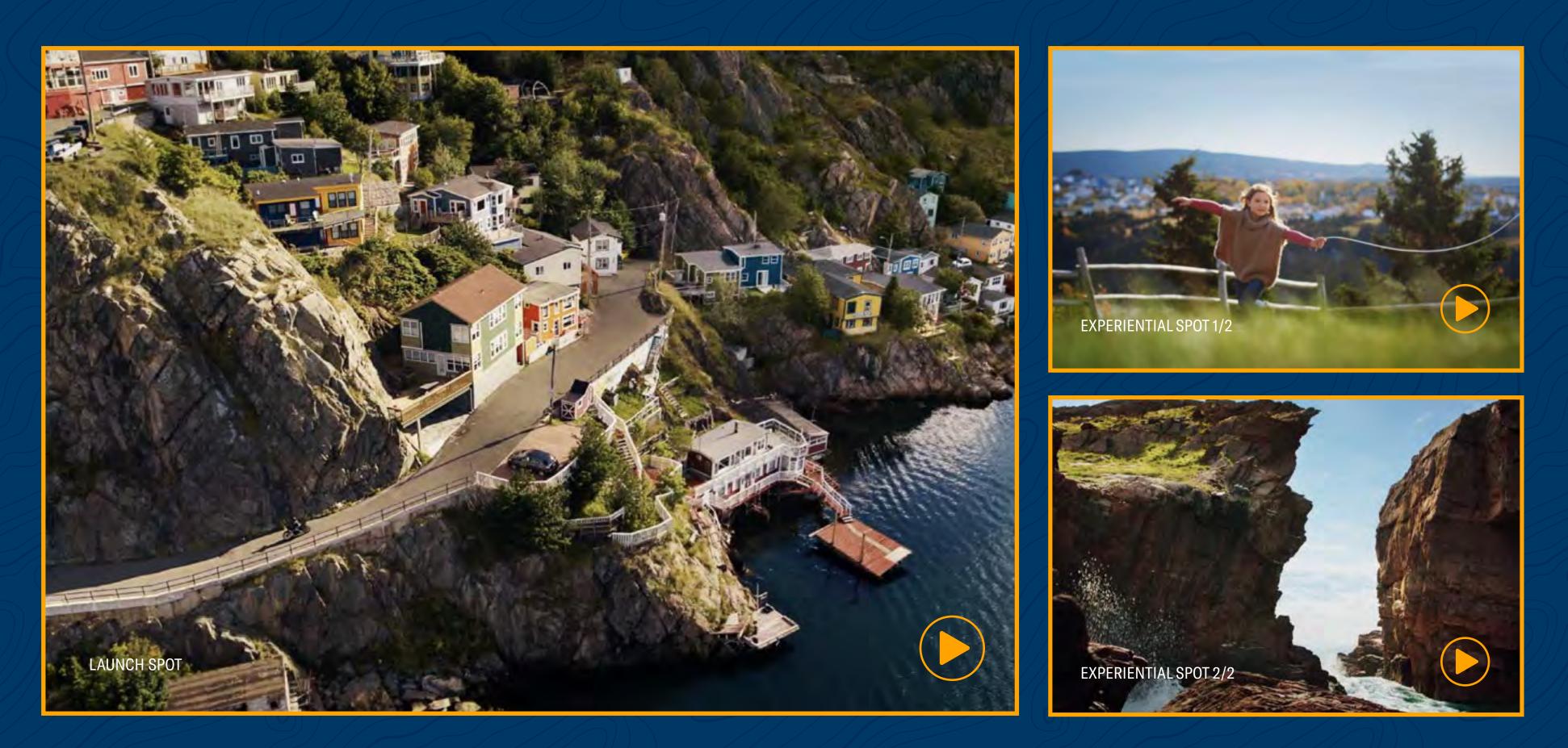


STAY HOME YEAR 2020



HOME







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.









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'.





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.





WEBSITE

We created <u>StayHomeYear.ca</u>, 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 STAYHOMEYEAR.CA -









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).



















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.





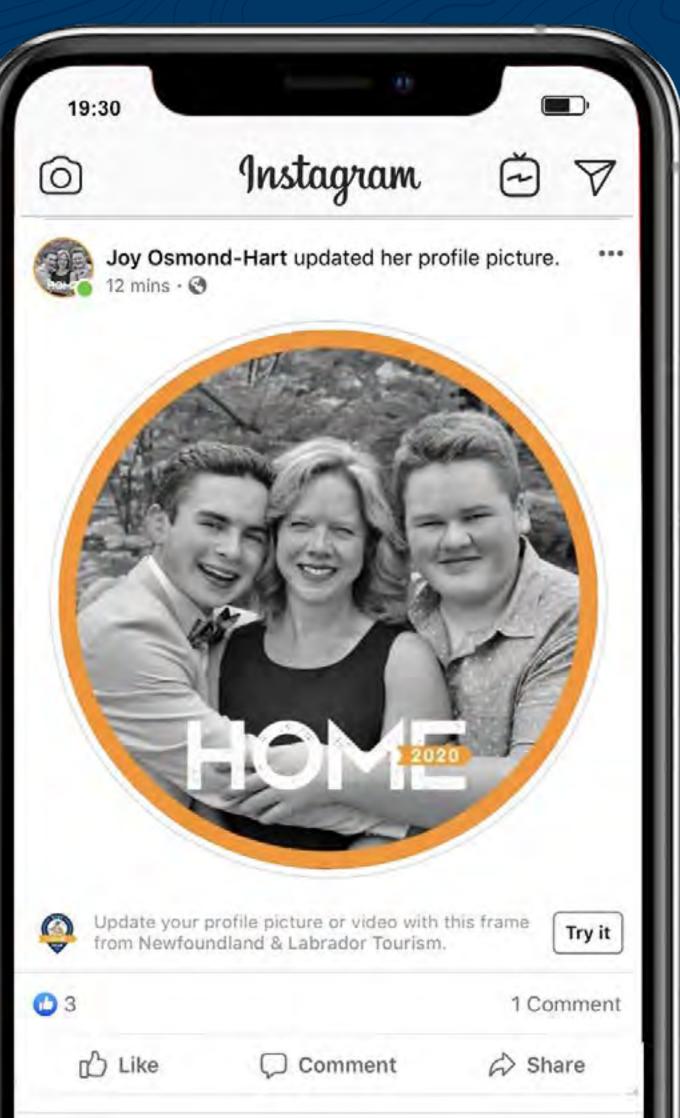
FACEBOOK & INSTAGRAM ASSETS

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.





Branded Facebook Profile Frame



Branded GIPHY Sticker

19:30		0	\$ [
June 2	6 2:12 PM		
			2020
	SEARCH 'STAY H		
	UNDER G		
330			
States		4	







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

0.0.0



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.











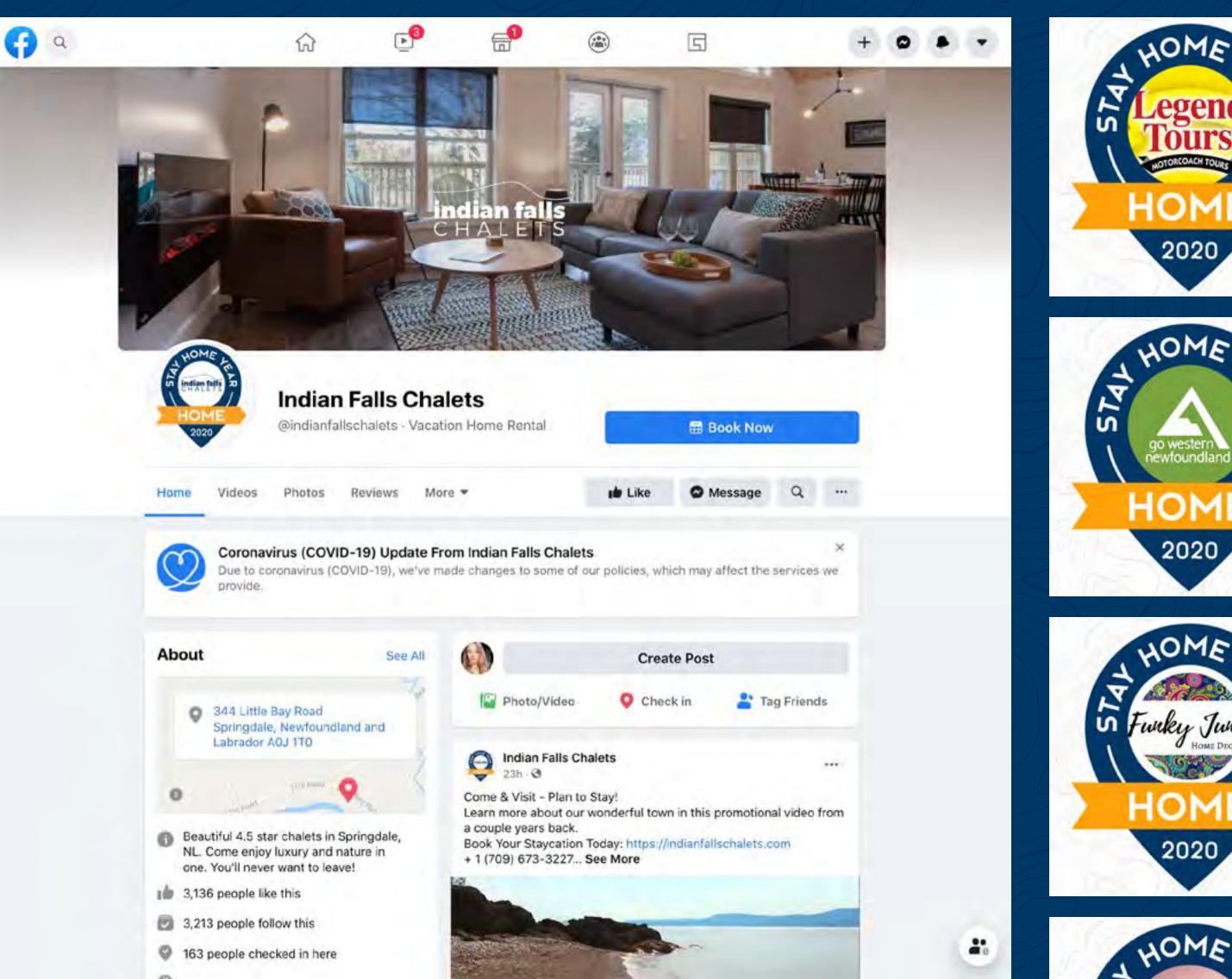
CAMPAIGN TOOLKIT

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.





<u>Click here</u> 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.









ming, But should it really take a GLOBAL RANDERIC to make everyone approcrate starting home this summer (1

oud Newfoundlanders and and travel bloggers at GaysAssumiThelian used but the of the bispect intervolve are happy to continue to learn is that we AURADY have an many of the him at homal

lietter still, they can be seen without the hands of going to the anport!

Set what are you meaning that subscreet if staying home? We say ROTHING because New Roundland and Labracia's got you coverse

give the cold shoulder because you can experience them right here at home...

No Way New Zealan



Pyoulie Lord of the Wings obsetsed Nex Lens, maybe you'd want to visit New Zealand to see the movie set of gress rooted hobbit Nahihata But why y Note over 1,000 years ego in 13-bar aux Meadours on the Geast Rorthern Periovala? Outside of Greenland, this is the only Villing Settlement in ALL North Americal Trafts a huge dealt Sonry Troats, why don't you my into your ascord breakfair

2. Goodbye Grand Canyon)



The desired the Grant Carryon is The States may give you the Reeling of being on Mars, but did you even know that we have a desert

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.

Travel the WORLD Right Here in Newfoundland and Labrador

- will who known when, transling outside our province of Newfoundfand and Labrador is looking much laus
- and fluin, we LOVE travel and have lived and travelled to over 40 countries on five continents. Here learned so much how traveling the

- to me near 2020 a summer to remember and to help, here's our list of the workfit must popular destinations you can

oldsend in Newfound and Oker Aux Meadava pittur

of the holes of holicEng imaginary charactery when you can suit an original antiment ulligo of actual VICHO

Grand Campon is Newfoundland & Labrador (Gran Monie National Park pictured)

10x77 The Tablelands inside Gen Minne Alational Park will make you think you stepped onto a different planet. The continents of Albia



Candice Walsh Chance Cove, or Thailand? (Without the palms.)



Corinne Peddle Tulk > StaycationNL

Vewfoundland is sooo beautiful. We travel the world to see exquisite sites that we already have in our own back yard.

One Pic is Fogo, the other the Grand Canyon both during sunset. One cost me a few hundred dollars to enjoy for endless hours the other

housands to spend an hour.

Remind me again why we waited for a pandemic to truly see our beauty and enjoy our province?



Ingo Nicolaus Welcome to Ireland right here at home! Also nown as Crow's Head!



Donna Baird I visited Lumsden, Lumsden beach... stunning beauty of sandy beaches....it's like having a piece of California in NL... Vour province.



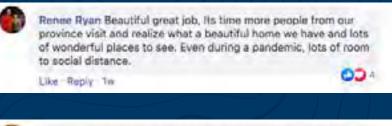
Like Reply Tw



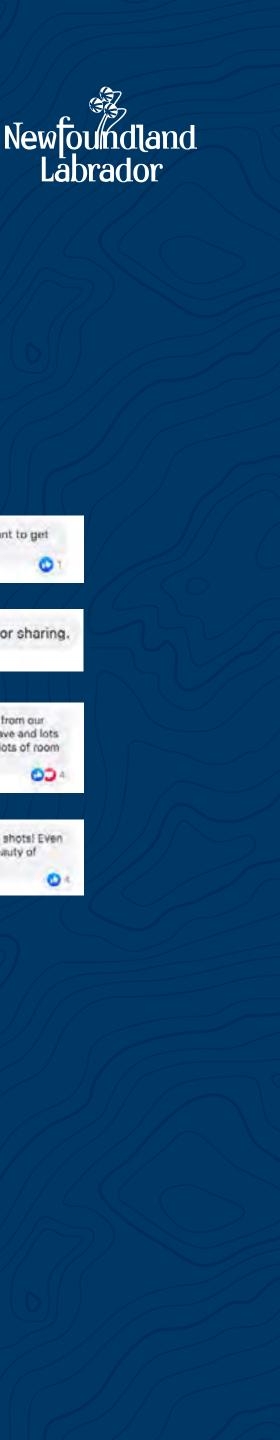


Like Reply tw

Lori O'Keefe This is amazing! Thanks for sharing. Like Reply 1w



Miranda Christine Love the side by side comparison shots! Even to some places we've been, we never realized the beauty of certain places here 0





you know?

ok 485 million years for Mother Nature to create Gros Morne onal Park, a place unlike any other on earth! Glaciar waters ed during hundreds of years, cliffs and thunderous waterfalls.



Colouring sheet #7

Can you find the right trail? Help the hiker climb Gros Morne!



Puzzle #2

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.





Help the Moose find its family

Oh-Ohl Baby Moanin got last. Dive firm a handl



Did you know?



Newfoundland Labrador

Puzzle #1

HOME YEAR 2020 ACTIVITY \$B00K≤ 0 COLOUR & PUZZ







Government of Newfoundland and Labrador. Tuesday at 9140 PM 6

HOME

We are LIVE from Cabot Tower in St. John's with the ...

REACTIONS FROM RESIDENTS

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



Lee Lee Stuckie I am so excited to visit places I have not been. Hotels booked, local restaurants and seeking fun general stores. e

02

3w Like Reply

Ron Wanda Matthews Walking the trail and enjoying lunch in Bonavista.



2d Like Rep



Top Fan Heather Power - 16:55 Love it!



Alice Collins O'Keefe • 16:55 Ø Ø Ø Ø



Angela Parsons • 16:57 Love it!



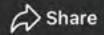
Sasha Morgan • 16:57 Love this. Staycation 2020!



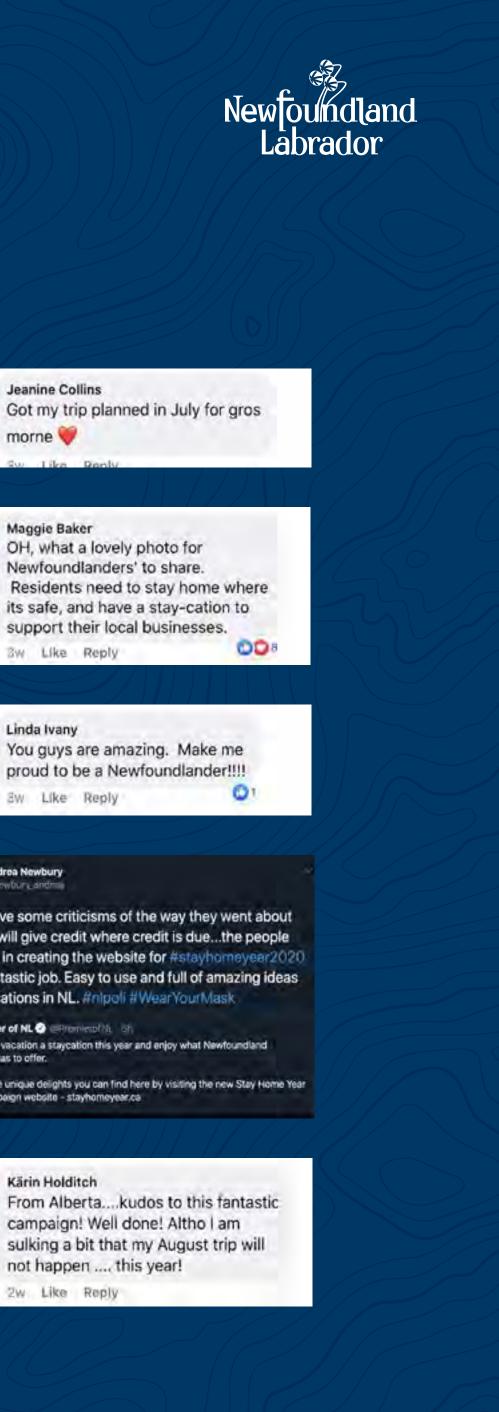
Deb Bee = 16:58 Love it



Charlene MacIsaac Bowden • 16:59 That's awesome 🙋

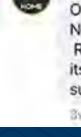


Write a comment...





Jeanine Collins Got my trip planned in July for gros morne 📢



Maggie Baker

Linda Ivany

Sw Like Reply

OH, what a lovely photo for Newfoundlanders' to share. Residents need to stay home where its safe, and have a stay-cation to support their local businesses. 3w Like Reply



Top Fan

Sheila King-Andrews

How many different logos do you have? My daughter is painting them for our staycation. We seen the hiking one last night wondering if there were any more.



Kärin Holditch

From Alberta....kudos to this fantastic campaign! Well done! Altho I am sulking a bit that my August trip will not happen this year!

2w Like Roply



2w Like Reply

U

Andrea Newbury

I may have some criticisms of the way they went about it...but I will give credit where credit is due...the people involved in creating the website for #stayhomeyear2020 did a fantastic job. Easy to use and full of amazing ideas for staycations in NL. #nlpoli #WearYourMask

Premier of NL @ @Promiero/NE - Gh Make your vacation a staycation this year and enjoy what Newfoundland Labrador has to offer.

Explore the unique delights you can find here by visiting the new Stay Home Year 2020 campaign website - stayhomeyear.ca



SUMMER CAMPAIGN RESULTS











STAYHOMEYEAR.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



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







PROVINCIAL TOURISM OPERATORS

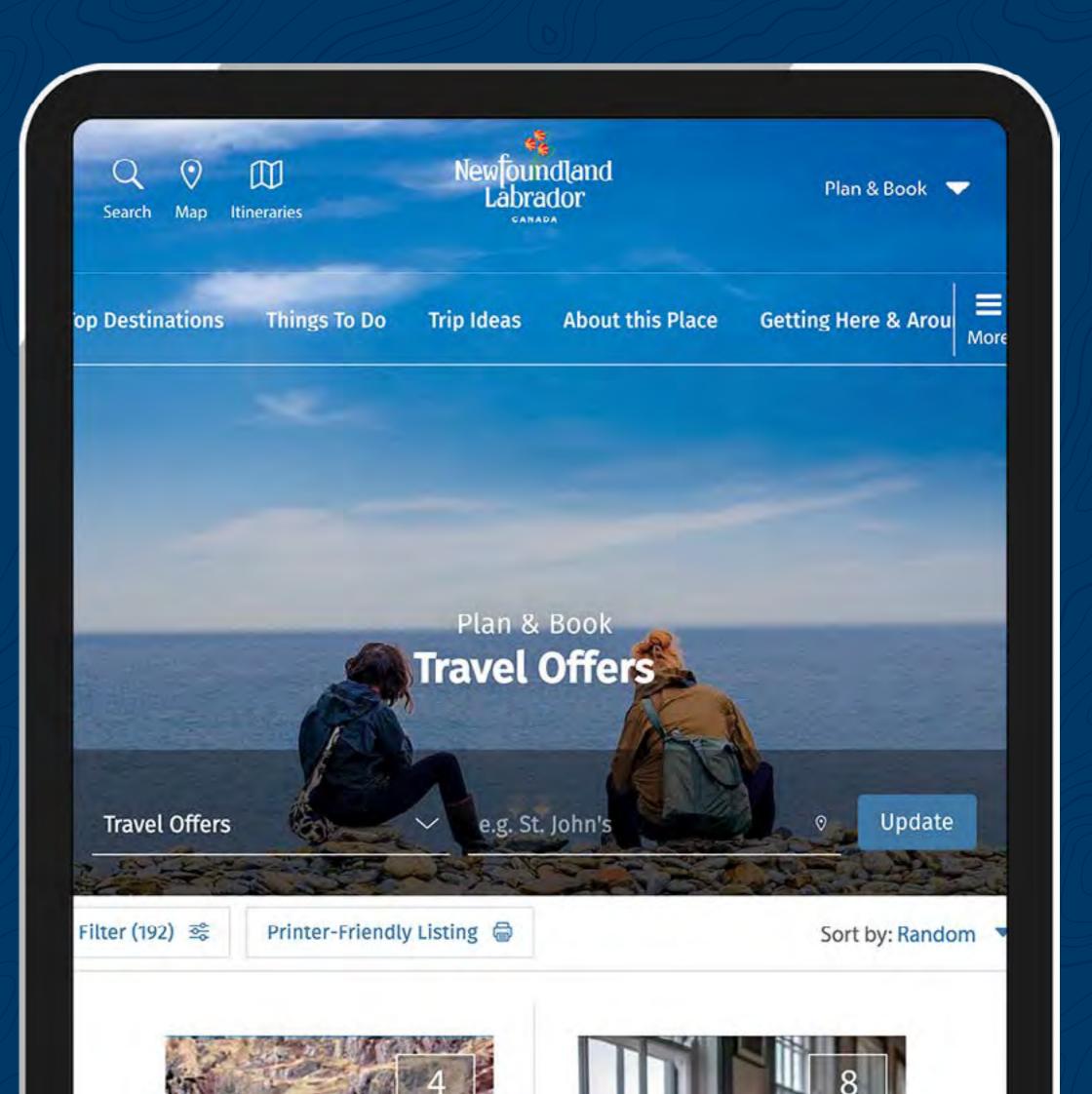
Operator packages featured in the campaign received 45,763 pageviews and 6,127 referrals

On NewfoundlandLabrador.com, there were:

469,542 Business Listing Pageviews

64.85

Total Operator Referrals





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

+37% Traffic

+65% Business Listing Pageviews

Operator







2020



PAID DISPLAY ADS

Impressions delivered 75K Website conversions

23,656 Total operator referrals







Newfoundland

ealing, But should in really take a GLOBAL PRADERING to make everyone approximate starting home this summer (1

webb built sum of the biggent lemone we are happy to continue to learn is that we ALREADY have an many of the limit at home!

Better still, they can be seen without the hands of going to the anport!

So what are you musing this summer if stepping home? We say NOTHING because NewNoundiand and Laboratics got you convest

give the cold shoulder because you can experience them right here at home...

1 No Way New Zealand



Pyoulie Lord of the Wings obsetsed Nex Lens, maybe you'd want to visit New Zealand to see the movie set of gress rooted hobbit highlats But why Note over 1,000 years, ego in 13/cer aux Meadours on the Graat Rorthern Reninssal Cutside of Greenland, this is the only Vierog Settlement in ALL North Americal That's a huge shall forty finds, why don't you cry into your second breakfast,

2. Goodbye Grand Canyon)



The desert of the Granic Canyon in The States may give you the Reeling of being on Mars, but did you even know that we have a devent 10x77 The Tablelands inside Gen Minne Alational Park will make you think you stepped onto a different planet. The continents of Albia

ENGAGEMENT

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



Travel the WORLD Right Here in Newfoundland and Labrador

By Geys Around The Bay

- will who known when, traveling outside mar province of Newfoundland and Labrador is toiking much late
- oud Newfoundlanders and and travel bloggers at GaysAssumiThelian and Bully, we LOVE travel and have lived and travelled to over 40 countries on five continents. Here learned so much from traveling the

- ore Year 2020 a summer to remember and to help, here's our list of the workf's must popular destinations you can

pictured in NewFound and (Okrat Jus Meadava picture

the holes of holicking imaginary characters when you can suit at original attement ellips of actual VICHGN

Grand Canyon in New Journal and & Labradov (Gran Morrie National Park pictured)



Candice Walsh Chance Cove, or Thailand? (Without the palms.)

DDy



Like Reply 1w

Corinne Peddle Tulk + StaycationNL Vewfoundland is sooo beautiful. We travel the world to see exquisite sites that we already have in our own back yard.

One Pic is Fogo, the other the Grand Canyon both during sunset. One cost me a few hundred dollars to enjoy for endless hours the other housands to spend an hour.

Remind me again why we waited for a pandemic to truly see our beauty and enjoy our province?!

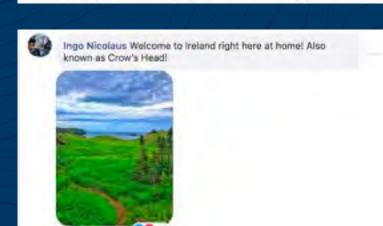


C Comment

A Share

D Like

Like - Reply - Iw



Donna Baird I visited Lumsden, Lumsden beach... stunning beauty of sandy beaches....it's like having a piece of California in



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

16,545

engagements during the last few weeks of the campaign









EXTENSION



TAY

HOME

YEAR

2020

5

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.













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.





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.





