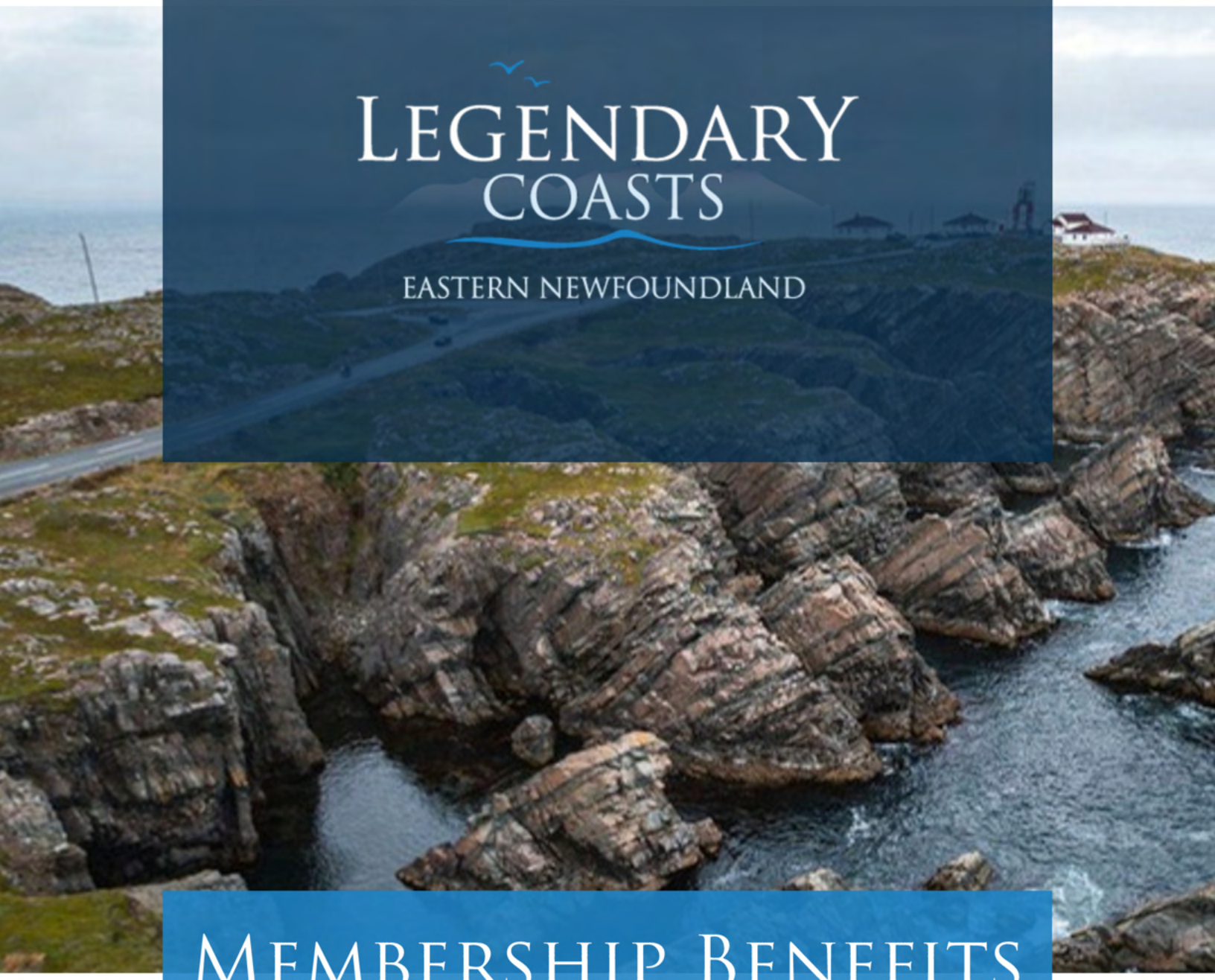

LEGENDARY COASTS

EASTERN NEWFOUNDLAND

MEMBERSHIP BENEFITS

Welcome to Legendary Coasts of Eastern Newfoundland (LCEN). We are one of five Destination Management Organizations in Newfoundland and Labrador dedicated to developing a stronger industry and economy throughout our region.

We're honoured to work with some of the best and brightest in the tourism industry. LCEN has developed strong partnerships with the following organizations:

Newfoundland & Labrador

HOSPITALITY NEWFOUNDLAND & LABRADOR

Atlantic Canada Opportunities Agency

Agence de promotion économique du Canada atlantique

Canada

SAINT-PIERRE MIQUELON Des îles d'exception

Who We Are

A destination management organization (DMO) is an organization whose primary function is to attract visitors for the purpose of enhancing the local economy through purchase of room nights, food and beverage, retail items, transportation, attractions, and visitor services.

Destination management organizations bring together organizations that serve all aspects of the visitor experience so that they can share insights into what makes their community stand out as a visitor destination. Destinations with a strong DMO will be more competitive, have increased visibility, and have better economic performance than those without one. This careful planning ensures strategic, long term success of the destination.

Legendary Coasts of Eastern Newfoundland (LCEN) represents the voice of our region on both a provincial and federal level. We are a liaison between our provincial tourism industry and our operators; we are your voice in the conversation, bringing your interests to the table, and also ensuring you are supported with training, funding, learning, and development opportunities.

In partnership with Newfoundland and Labrador Tourism, LCEN markets eastern Newfoundland to potential visitors. We work with operators to create visitor experiences that we can sell to the world; we work with travel media to produce content that showcases our region; and we work with travel trade partners to provide travellers with information to ensure eastern Newfoundland is top of mind when choosing their next destination.

LCEN's region encompasses all areas east of Terra Nova National Park, including the Burin and Bonavista Peninsulas and the Avalon Peninsula, excluding the St. John's Metro area. We also have a working partnership with our French neighbours to the south, Saint-Pierre et Miquelon. That's a lot of territory, but that means a lot of amazing visitor experiences!

Our Team

The LCEN team consists of professional staff members dedicated to unique roles that come together to create a holistic approach to achieve our main goal - to increase visitation and visitor expenditure in eastern Newfoundland & Labrador.

Julie Bungay

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Sarah Decker

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Saint-Pierre et Miquelon Partnership
sarah@legendarycoasts.com

We are here to help! Please contact us with any questions you may have.

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Travel Trade

Working with travel trade means partnering with intermediaries - tour operators, receptive tour operators, wholesalers, and travel agents - to increase presence and demand for eastern Newfoundland and Labrador in provincial, national, and international marketplaces.

Our team attends travel trade shows across Canada and internationally. We represent our members, distribute their brochures or sales sheets, and work with tour groups and travel agents to encourage them to incorporate our region and our members into their travel itineraries and packages.

Consumer Travel Shows

Our team attends consumer travel shows across Canada. Our members benefit from increased brand awareness, promotion of their products, direct feedback from potential consumers, and obtaining firm bookings.

Travel Media

Our team works with travel writers, bloggers, and social media influencers from all over the world to create content that helps inspire visitors to make eastern Newfoundland & Labrador their next destination.

We support on-the-ground logistics for travel trade and travel media to experience our tourism products first hand through familiarization (FAM) tours, ensuring our members receive preferential treatment when selecting accommodations, meals, and experiences to showcase.

Market Readiness

The LCEN team is here to guide you in optimizing your online presence - to support you in creating an online space that will tell your story, invoke emotion, and inspire travellers to seek out the experiences you offer.

- We provide feedback and support for your Newfoundland & Labrador Operator's Portal listing, business website, google listing, and social media channels to ensure that you are best promoting your brand and products.
- We curate content galleries for use in your online listings, social media, and other promotional material.
- We provide experience assessments - a review of the experiences you offer in order to identify areas for improvement and growth.
- We are a liaison between members and the provincial tourism industry, keeping you informed of any learning, funding or development opportunities.
- We offer member exclusive add-on services, including provincial traveller's guide advertorials, design work for printed and digital marketing materials, social media design, and post scheduling.

The LCEN team regularly hosts webinars and workshops, both in-person and online, for our members. Our sessions cover topics spanning all aspects of the tourism industry. Our webinars and workshops also serve as an excellent networking opportunity for our members to connect and engage with other like-minded tourism operators in our region.

For more information contact us at info@legendarycoasts.com.

Product Development

In partnership with Newfoundland & Labrador Tourism's Product Development team, LCEN assists in creating packages, developing experiences, and expanding current offerings to help members increase visibility, growth, and visitor expenditures.

Our team supports collaboration between members and across the industry. We work with you to develop travel itineraries that highlight the many unique attractions and experiences in our region.

Special Projects

The LCEN team identifies destination development opportunities and supports impactful regional projects like the Communities of Interest (COI), a social media marketing program showcasing our hiking trails, and the province-wide geotourism campaign, Beneath Your Feet.

Our members benefit as we prioritize their accommodations, attractions, and experiences in these initiatives. Content collected through these projects highlights members and partners, boosting regional marketing efforts.

Wayfinders

As a benefit for members and a trip planning tool for travellers, LCEN develops annual subregional wayfinders that highlight all of our members in each region. These wayfinders are distributed at travel and trade shows frequented by our target markets and are available for members to distribute, free of charge, to their guests.

Saint-Pierre & Miquelon Partnership

Our proximity to Saint-Pierre & Miquelon (SPM) presents a very unique and exciting opportunity for tourism, exclusive to our region. LCEN has a working partnership with Tourism Saint-Pierre et Miquelon. Together we work to create opportunities for development, partnership, and marketing across both regions.

We're engaged with Tourism SPM in travel trade, travel media, product development, experience development, skills development and training, market readiness, events, and special projects. This allows our members and region to access additional markets - and to enjoy increased exposure in all areas of marketing due to the mutually beneficial nature of our partnership.

We also operate a seasonal Visitor Information Centre in Fortune, providing important information to visitors travelling both to and from Saint-Pierre et Miquelon.

This working relationship grants a unique opportunity for our members to engage directly with SPM tourism and to avail of project opportunities not available in other areas of the province.

Contact us today to learn how your business can engage with SPM to increase visibility and capitalize on our region's most unique selling proposition - sharing a border with France!

Join our industry newsletter

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