

**TOURISM**

# Forget the rest of the world

*Tourism campaign promotes vacationing at home*

**By HOLLY HILL**  
THE TELEGRAM

**P**layful, simple and traditional describe the theme of the “No Place Like Home” campaign to encourage Newfoundlanders and Labradorians to travel at home this summer.

The province has worked for years to bring tourists to the province — now its encouraging Newfoundlanders to vacation here instead.

The campaign, which was launched at The Rooms in St. John’s on Tuesday is designed to remind people what the province has to offer in its tourism industry.

Newfoundland is gaining recognition as a worldclass vacation destination.

Chairwoman of the Newfoundland and Labrador Tourism Marketing Council, Judy Sparkes-Giannou, says the campaign offers ideas and experiences that people may not think about.

“This campaign is very fresh and it sort of has a little humour in there as well and I think it will be very well received by Newfoundlanders and Labradorians,” she said.

Sparkes-Giannou was joined by Tourism, Culture and



**Judy Sparkes-Giannou, chairwoman of the Newfoundland and Labrador Tourism Marketing Council announced the launch of the “No Place Like Home” campaign Tuesday at The Rooms, while highlighting the campaign’s importance on the province’s economy. Fiddler Kelly Russell ( below) played for the audience at the launch.**

— Photos by Holly Hill/The Telegram

Recreation Minister Tom Hedderson and president of Hospitality Newfoundland and Labrador, Bruce Sparkes, Tuesday to launch the second year of the campaign.

Sparkes-Giannou hopes the new campaign will help the province’s economy.

“We’re obviously competing on a level marketplace these days, so any initiative that we can undertake to make sure people are considering Newfoundland and Labrador as a vacation option and staying at home — is money well-spent,”

Sparkes-Giannou said.

Newfoundland’s tourism industry generates \$820 million in revenue each year and employs 47,000 people directly and indirectly.

The campaign’s advertising components include a tourism website, television, newspaper, radio and direct mail brochures.

The direct mail brochure will offer activities, coupons, events, packages and a calendar so vacationers can schedule their travelling time — it will be sent to homes across the province.

“This exciting new campaign will continue to raise awareness about the wonderful activities and attractions available to Newfoundlanders and Labradorians right here at home and to encourage more travel home this year,” Hedderson said.

Fiddler Kelly Russell is featured playing in many of the ads. Hedderson said even the province’s famous pitcher plant could not resist dancing to his traditional folk music.

It’s hoped the new campaign will enforce sights and sounds of the province to get Newfoundland spirits excited about vacationing at home.

“It’s designed to remind people that there’s still no place like home for great vacation getaways — asking our people to be tourists at home,” said Hedderson.

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