

Come Home 2022 Industry Engagement

Come Home 2022

Home means something different to everyone. But to everyone here – it means a lot. Come Home 2022 is a celebration for family and friends, full of music, events, food, and fun.

We know in our hearts there is no better place to live or to visit (for the first time or the 10th time) than Newfoundland and Labrador. And no better place to come home to. This is the reunion we've all been waiting for.

The tourism industry is a huge part of what makes this province home. Your role during Come Home 2022 is an important one. You will be welcoming guests, providing exceptional experiences and sharing the stories of this place to all who come. Across the province and throughout the year, there will be plenty of opportunities for the tourism industry to get involved, promote, and leverage the buzz around Come Home 2022 for your business.



How can you get involved?

In addition to our vacation travellers, this year also presents a great opportunity to target friends and relatives of Newfoundland and Labrador who'll be returning to explore the province through packages, experiences, and offerings presented by businesses like yours. We encourage you to reach out to past clients – both here and away – and invite them to join the celebration. Your efforts will help generate interest and maintain momentum throughout 2022. This group of consumers will help our tourism industry rebound stronger than ever. The following pages outline how you can get involved.

1. **Visit ComeHome2022.ca**
2. **Like and Follow our Social Channels**
3. **Use #ComeHome2022 and Create Social Media Posts**
4. **Update your Business Profile Photo**
5. **Use Virtual Meeting Backgrounds**
6. **Use Come Home 2022 Logos**
7. **Use Come Home 2022 Logos for Promotional Items / Resale**



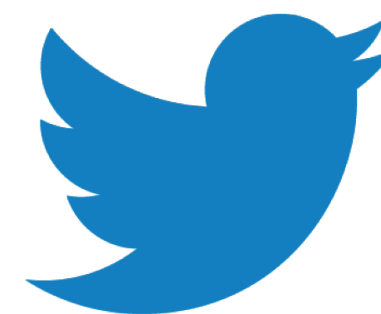
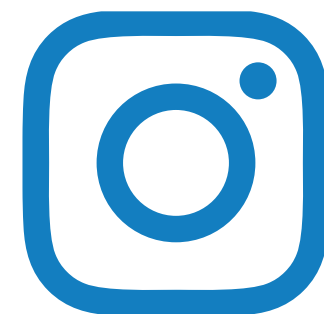
1. Visit ComeHome2022.ca

Check out ComeHome2022.ca for updates throughout the year – including festivals and events – and sign up for our eNews. Hosting a Come Home Year event? Please log on to the [NL Tourism Operator Portal](#) to create and / or update your free listings on NewfoundlandLabrador.com and maximize your discoverability.



2. Like, Follow and Share our Social Channels

One of the best ways to get involved is to follow all our social channels. Now you'll be connected and can share campaign content at any point throughout the year. Stay tuned for updates such as stickers you can use on Facebook and Instagram Stories, and more.



Click the social icons to visit our pages

3. Use #ComeHome2022 and Create Social Media Posts

Always include #ComeHome2022 on all posts about the celebration, especially if you are offering products and experiences with a come home year theme. Encourage those who visit your business or use your service to share their experiences with #ComeHome2022 and #ExploreNL

Here are some tips for preparing your social posts:

- Ground your copy in what we want people to do – i.e., plan a vacation to Newfoundland and Labrador because it's Come Home 2022 and there is lots to see and do.

- Remind your followers that this is the year for the reunion we've all been waiting for, and that you're safely open for business.
- Share with your followers / audience what Come Home 2022 means to you. Consider what makes your business or product offering / experience special and unique and be authentic in telling that story.
- Stay optimistic – inspire everyone to be a part of this movement and ultimately drive tourism across the province.



4. Update your Business Profile Photo

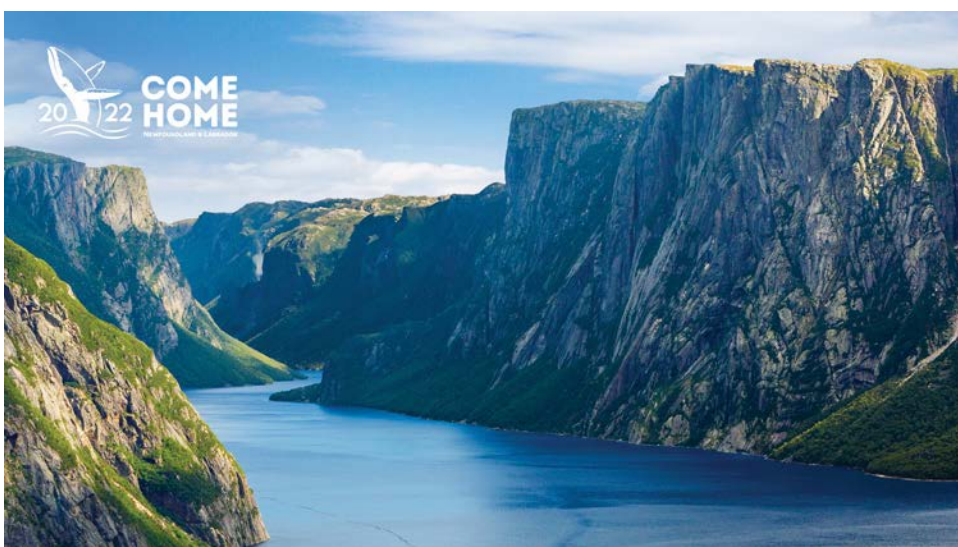
Show your excitement for Come Home 2022 by creating a custom profile picture for your business for use on social media channels. Encourage your employees to do the same in their personal channels.



[Click here to make yours](#)

5. Use Virtual Meeting Backgrounds

If participating in virtual meetings throughout the year, feel free to download and use one of the following backgrounds:



[Click images to download](#)

6. Use Come Home 2022 Logos

Each and every piece of Come Home 2022 communication creates an unforgettable impression. That's why it's important to manage our brand carefully and keep all communications consistent. Please refer to our Logo Standards Guide for all details and information about using our new logos.

[Click here to download
and use our logos](#)



7. Use Come Home 2022 Logos for Promotional Items / Resale

To apply for use of the Come Home 2022 logo for commercial / sales purposes, please complete the [Logo Licencing Application](#). The application form must be signed and returned by email to the contact below. You can always visit the [Department of Tourism Culture, Arts and Recreation website](#) for more information.

Any inquiries regarding the Come Home 2022 Logo Licencing Program, please contact:

Alison MacLeod-Boland

Email: AlisonMacLeod-Boland@gov.nl.ca

Phone: 709.729.5729

There is no cost to you or your company to use the Come Home 2022 logo, so we encourage you to register!



Thank you

Questions? Email us.

contactus@newfoundlandlabrador.com

