

NATURE • HISTORY • CULTURE • NATURE • HISTOIRE • CULTURE • NATURE



**TERRE-NEUVE-ET-LABRADOR**

CANADA TOURISME FRANCOPHONE

COMMUNAUTAIRE

A photograph of a hiker with a red backpack standing on a rocky cliff edge, looking out over a vast ocean under a cloudy sky. The cliff is covered in green moss and small plants. A decorative line of white diagonal dashes runs from the top right towards the bottom left, passing behind the text.

*Your  
Memorable  
Journey!*



# Who are we?

ExploreTNL is the tourism service in French belonging to the francophone community under the HorizonTNL banner in St John's. One person works full time in collaboration with Horizontnl and is supervised by an executive director.

We are a provincial francophone non-profit organization and work in conjunction with the local, provincial, national governments in tourism.

## Our Mandate:

To create community-based projects to promote bilingual tourism in Newfoundland and Labrador by highlighting Francophone cultures, francophone part of NL history, and the French language as an official language in Canada. We also work to support a positive image of the province as a land of heritage and hospitality by assisting bilingual businesses. We work with positive values in all our projects to support strong tourism and service excellence - respectful of the natural environment, Aboriginal peoples and open to other communities.



## Our mission:

to be constantly connected to the provincial tourism industry, to new trends and to increase bilingual tourism offer and experience throughout the province.

## Our network:

We have institutional and private partnerships and 2.0 material, we participate in conventions and trade shows, we work with a large network at the national level of Rdée Canada Tourism and Francophone tourism offices present in all provinces of Canada which helps us to be a leader in our sector.

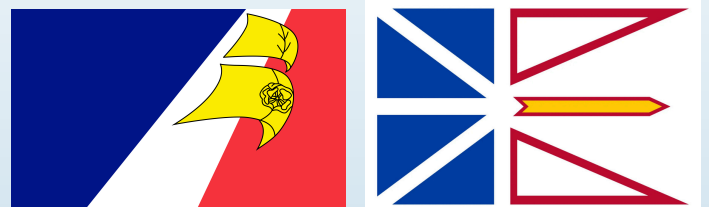


## Contact:

**Valérie Saltel,**

Francophone Tourism Development Coordinator

151 Crosbie Road - Suite 402   [promotion@exploretnl.ca](mailto:promotion@exploretnl.ca)  
St. John's, NL A1B 4B4   709-763-4461



# The French-speaking community of NL is:

The history of French-speaking Newfoundlanders and Labradorians is little known, but rich and ancient. It dates back to the time of European exploration of North America and has evolved over the centuries despite many challenges. Here's a glimpse of that history:

## The beginnings (16th - 18th centuries)

- **Basque, Breton and Norman fishermen:** From the 16th century onwards, French fishermen frequented the coasts of Newfoundland, particularly for cod fishing. They came mainly from Brittany, Normandy and the Basque country.
- **Limited settlement:** Unlike other regions of Atlantic Canada, the French did not establish major permanent settlements in Newfoundland, but did set up seasonal posts, notably on the "French Shore" to the northwest of the island.

## Conflicts and treaties (17th-19th centuries)

- **Franco-British conflicts:** Rivalries between France and England had a direct impact on the French presence in Newfoundland.
- **Treaty of Utrecht (1713):** This treaty puts an end to the War of Spanish Succession. France cedes Newfoundland to Great Britain, but French fishermen retain certain fishing rights on the French Shore.
- **Treaty of Paris (1763):** Confirms British supremacy. French fishing rights are maintained, but closely monitored.

## Francophone presence in the 19th century

- Despite the constraints, a few **French-speaking communities** sprang up, often the result of interbreeding between French fishermen and local populations, including the Mi'kmaq.
- The most enduring settlement was **Cap Saint-Georges**, on the Port-au-Port peninsula (western Newfoundland), still one of the province's French-speaking strongholds today.

## Decline and anglicization (20th century)

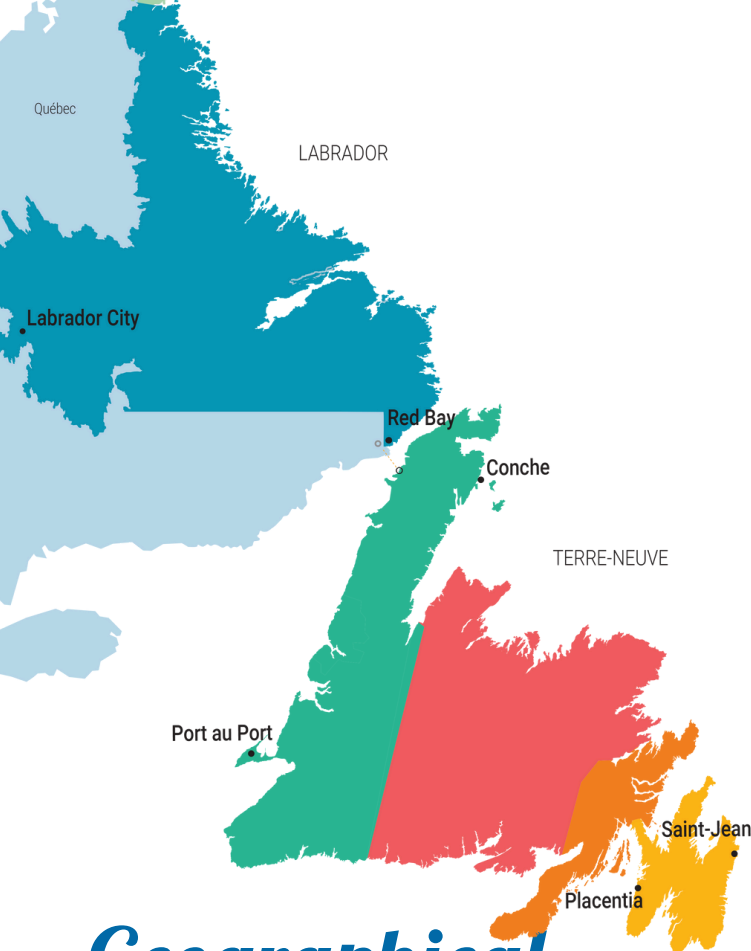
- The pressure of anglicization, geographic isolation and lack of government support led to a decline in the French language.
- Until the mid-20th century, **there were no official French-language schools** and few public services in French.
- Francophonie becomes increasingly marginalized.

## Cultural and activist renaissance (1970s to present)

- In the 1970s, Francophones **begin to assert their linguistic and cultural rights**.
- Creation of the **Fédération des francophones de Terre-Neuve et du Labrador (FFTNL)** in 1973.
- Francophone schools opened, notably in **Cap-Saint-Georges, Labrador City, Happy Valley-Goose Bay and Saint-Jean** (St. John's).
- French is recognized as a minority language with certain rights.

## Francophones today

- The Francophone **population is estimated at around 2,000 to 3,000**, with around **20,000** people claiming some knowledge of French.
- Main Francophone communities:
  - **Péninsule de Port-au-Port and area**
  - **Saint-Jean**
  - **Labrador (Labrador City)**
- Despite their small numbers, Francophones have an active community and cultural life (media, festivals, schools, associations).



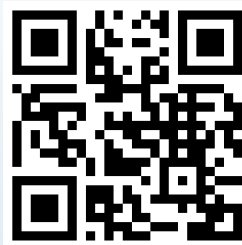
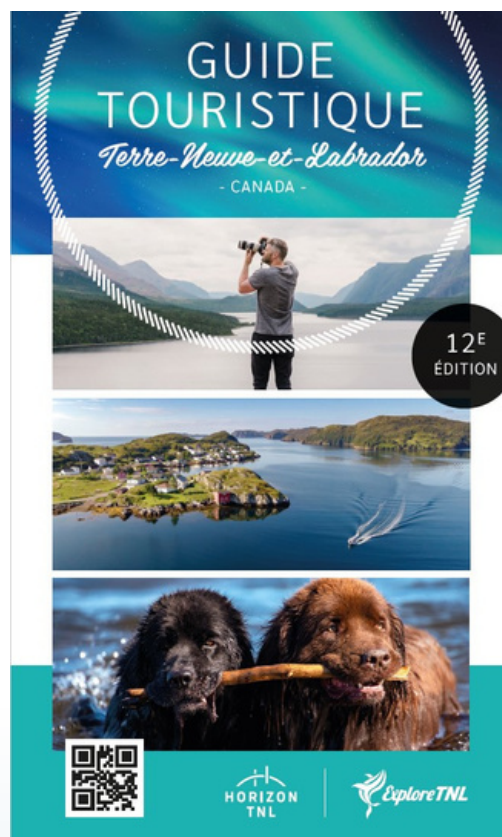
## Geographical highlights

iof TNL's French-speaking community:

- **South - Placentia:** former French capital from 1662 to 1713: Canada Park - Castle Hill and Colony of Avalon
- **Capital - St. John's Newfoundland:** Colonial Building - multicultural francophone community - Le centre "des Grands Vents" (shows - French classes - French community support services - francophone schools) - NL's francophone music scene
- **Ouest - Conche:** French Shore Interpretation Center (settlement of whaling families as early as the 16th century)
- **Ouest - Port-au-Port:** bread ovens - Acadian families settled here (18th century) - Musicians and storytellers present.
- **Labrador - Labrador city:** presence of families who came from Quebec to work in the mines - Southern Labrador - expedition route 51

## Projects completed:

- A tourist guide in French
- A 2025 roadmap in French for tourism professionals + a presentation video Theme: Friendship between host communities in TNL
- Tours by locals: Carte blanche given to 8 different profiles of French-speaking locals to promote their little corner of TNL
- Advertising campaigns for the sustainable tourism concept: Eco-gestures on vacation



Link to the French tourist guide





# NL's French-language festivals:

## Local communities

Festival d'Hiver à St-Jean: February

La Saint-Jean à St-Jean : Feu de camp : June

Fête de la Saint-Jean : June

Fête de l'Acadie à St-Jean : August

Festival du Vent à St-Jean : November

Les Rendez-vous de la Francophonie in St-Jean: March

For complete details and up-to-date information on these events, please visit our official website here:

[www.acfsj.ca](http://www.acfsj.ca).

## West:

Contact ARCO: [www.arcotnl.ca](http://www.arcotnl.ca)

## Labrador:

contact: [www.afltnl.ca](http://www.afltnl.ca)



## Others festivals (french-speaking series)

Folk Festival African Roots St. Johns Festival (Sarfest)  
Lawnya Vawnya - spring, St. John's (Capital) Festival  
littéraire francophone de TNL: biennial, returning in  
November since 2022 (Capital) Harbour voices - June,  
St. John's (Capital)

For more information, contact the cultural department  
of the Fédération des francophones à TNL: website:  
Arts et culture e-mail: [culturel@fftnl.ca](mailto:culturel@fftnl.ca)

## Francophone Day in NL:

**May 30th**

## Canada Day:

**July 1st**

## Trails in the footsteps of Francophone history:

- Trinity South D'Iberville Trail: From Heart's Content to New Perlican
- The Ancestors' Route in Port-au-Port

Tours ideas on [exploretnl.ca](http://exploretnl.ca)

More infos: [promotion@exploretnl.ca](mailto:promotion@exploretnl.ca)



# Our services:

**EXPLORE TNL:** Free tourism and business marketing support for individuals and French-speaking communities in TNL

- Expertise in promotional strategy for national and international French-speaking tourism markets in TNL: personalized interviews, advice
- Personalized advice for targeted content
- Business coaching from inception to organizational development
- French tourism information on several digital platforms: Facebook-Instagram-  
[info@exploretnl.ca](mailto:info@exploretnl.ca)
- Translation services (fee-based)
- Press relations in French and English
- Tourism Projects management - community based



[horizontnl.ca](http://horizontnl.ca)

Development economic  
through francophone  
tourism in NL



[exploretnl.ca](http://exploretnl.ca)

website tourism in French in NL and  
NL traveler's guide in French –  
Public – Partnership NL Gov

## Joint services:

**HORIZON TNL:** Bilingual/French online and one-on-one coaching to adapt to new trends:

- Sustainable development,
- Temporary and permanent immigration and workshops to raise awareness of cultural and professional norms in Canada,
- Support for new arrivals and job seekers (CVs, cover letters, introductions to employers, individual coaching)
- Support for start-ups (face-to-face or online entrepreneurship services: consulting services and projects, business start-up workshops, thematic workshops: financial management, cooperatives, human resources, digital strategy...)

## Contact:

**Valérie Saltel**

Francophone Tourism Development Coordinator

151 Crosbie Road - Suite 402 [promotion@exploretnl.ca](mailto:promotion@exploretnl.ca)  
St. John's, NL A1B 4B4 709-763-4461



**TERRE-NEUVE-ET-LABRADOR**  
CANADA TOURISME FRANCOPHONE  
COMMUNAUTAIRE