



# **HOSPITALITY**

NEWFOUNDLAND & LABRADOR

*2012 Annual Report*



## MESSAGE FROM THE CHAIR



Dear members and partners,

As I enter the halfway point in my term as HNL Chair, I am pleased to present to you the 2012 annual report of the association's primary activities. The tourism industry in Newfoundland and Labrador continues to grow and I am pleased to say that Hospitality Newfoundland and Labrador, the tourism industry association, is well positioned to adapt to change and overcome challenges as they occur.

HNL's leadership and staff are tremendously engaged in the membership and have worked hard to ensure that the association is the leader and the voice of the provincial tourism industry on matters that affect the industry's growth and competitiveness. HNL's Board committees of policy, finance, governance, professional development and membership were very active throughout the year, providing leadership on the strategic priorities identified by our members. As a result, progress was made in advancing both the competitive environment for the tourism industry as a whole and the sustainability of the association itself.

Aside from working on issues of priority to our members, HNL is also an active leader and driver of the private-public partnership of the Newfoundland and Labrador Tourism Board, established to champion the implementation of *Uncommon Potential: A Vision for Newfoundland and Labrador Tourism*. The level of collaboration among HNL, regional Destination Management Organizations and our government partners is unprecedented and producing results. In particular, HNL is pleased to have played a leadership role in the development of the new *Tourism Assurance Plan (TAP)*, which aims to provide assurance to travellers about the quality of tourism services and attractions being promoted in the province. This program, being launched in 2013, is a fundamental step in building our reputation as a destination that is committed to offering quality tourism experiences and services to our guests.

I would like to extend a sincere thank you to our valued members and partners for your continued support and commitment to the tourism industry association. And thank you for the overwhelming show of support for me as I embarked on this new role as your Chair. I am confident that under HNL's leadership, the tourism industry is poised to attain strategic and organizational objectives in 2013 that will benefit the entire industry. I hope that you will continue to be a part of our dynamic network of tourism industry leaders and seek out opportunities to get involved.

Sincerely,

A handwritten signature in black ink that reads "Darlene Thomas". The signature is written in a cursive, flowing style.

Darlene Thomas  
Chair, Hospitality NL

## **PROVIDING LEADERSHIP – New partnerships and changing relationships**

### ***Uncommon Potential: A Vision for Newfoundland and Labrador Tourism***

After successfully developing and launching the 10-year tourism strategy, *Uncommon Potential: A Vision for Newfoundland and Labrador Tourism* in 2009, HNL along with its partners in government and industry quickly started working on the priorities and activities for the next decade. Four years into the *Vision*, HNL, as a member of the NL Tourism Board, continues to focus on implementing the activities related to the seven strategic priorities outlined in *Vision 2020* and performs a leadership role in advocacy, training and communications. Addressing these priorities will provide the foundation for extraordinary growth and enable all tourism stakeholders to continue to build a sustainable tourism industry, which is an economic driver for the province.

Vision 2020 identified Private Public Leadership as the number one priority in moving the tourism Vision forward in Newfoundland and Labrador. 2011 saw the realignment of the Destination Management Organizations (DMOs) and the establishment of the Eastern DMO. As a natural progression, 2012 saw the forging of a strengthened and more collaborative relationship between HNL and these industry partners.

HNL and the DMOs have been steadily working together behind the scenes on the NL Tourism Board and various partnership initiatives; however, a new level of commitment to one another has now been further defined acknowledging a joint commitment to industry. By working together, HNL and its DMO partners can deliver a level of industry service that uses economies of scale, and scope, to better play on individual organizational strengths.

Part of this new relationship involves the integration and dissemination of information including a new format for *Tourism Times*. Our quarterly newsletter now includes updates from each of the provincial DMOs highlighting regional information, opportunities, events, etc. This new format will help ensure that each and every tourism operator in this province, whether a member of any particular organization or not, has the ability to feed into the other organizations that are impacting the future of tourism. With all players receiving the same information from the best possible sources, more opportunities will formulate in the best interest of operators and, therefore, the industry.

These strengthened partnerships have allowed for greater collaboration and exchange of ideas and in December 2012, HNL's Chair and/or CEO were proud to participate in regional stakeholder meetings hosted by Destination Labrador and Go Western Newfoundland. Participating in both of these sessions helped strengthen further the collaboration between HNL and DMO networks and HNL is excited to participate in future stakeholder sessions with the Eastern DMO and Adventure Central tourism networks. This year, HNL also partnered with Adventure Central, the Departments of Tourism, Culture and Recreation and Innovation, Business and Rural Development and the Atlantic Canada Opportunities Agency to offer an Accelerated Market Readiness (AMR) and Business Retention and Expansion (BR&E) project which offered BR&E diagnostics and AMR mentoring to 20 operators in the Central Region. HNL also partnered with Eastern DMO on a front-line customer service/local knowledge training initiative, which had a participation of 50 employees/participants in the region.

This realigned and re-focused approach to the roles and responsibilities of tourism organizations ensures all partners continue to motivate each other to make strategic decisions that are feasible and in line with our industry goal of doubling tourism revenues by 2020.

### **Tourism Assurance Plan**

Leading up to 2012, HNL took the lead on the development of a Tourism Assurance Plan (TAP), a quality assurance program of minimum standards that the NL Tourism Board will launch in 2013. TAP, the first step in providing assurance to travelers about the quality of tourism services and attractions being promoted in the province, involves five common minimum standards that are aimed at promoting tourism organizations that provide quality travel experiences and assist tourism services and attractions improve the way they operate. In the future, these standards must be met in order for tourism services and attractions to participate in provincial marketing and development initiatives, qualify for membership in HNL and participate in partnership/ membership activities with regional DMOs.

HNL, in partnership with TCR and the NL Tourism Board partner organizations, also intends to act as the coordinator of the *proposed* Destination Development project, which is to be implemented regionally over a three-year period.

The Destination Development project will focus on:

- Obtaining a collection of critical data for each region that paints a clear picture of a destination's status, opportunities and challenges related to its tourism offering.
- Developing an action plan for each region that will improve the destination's long term success through a pro-active process of improvement.
- Improving collectively, Newfoundland and Labrador as a tourism destination (through regional development) and individual tourism business operators to be more profitable.

Visit [www.uncommonpotential.com](http://www.uncommonpotential.com) for updates on the *Vision*.

### **Vision Investment and Action Plan**

HNL annually assists the NL Tourism Board develop and evolve its investment and action plan in order to achieve the milestones outlined in the *Vision*. The objectives of the investment plan are to clearly articulate the short- and medium-term objectives of the NL Tourism Board that will contribute to the ultimate accomplishment of the *Vision*, a doubling of tourism revenues by 2020. The objectives include increasing the sustainability, quality, market readiness and professionalism of the tourism industry in the province; strengthening partnerships with key economic development and funding agencies to leverage increased investment for the tourism industry; leveraging private investment in stimulating economic, employment and social opportunities especially in rural Newfoundland and Labrador; strengthening the leadership, capacity and coordination of provincial, regional and community-based tourism organizations and equipping industry stakeholders with proactive, high quality research to enable strategic investment decisions that lead to sustainable development.

**HNL's 2012 representatives on the NL Tourism Board:**

- Darlene Thomas, Seaside Suites/HNL Chair
- Roger Jamieson, Kilmory Resort
- Mark McCarthy, McCarthy's Party
- Barry Rogers, Iceberg Quest



*The Honourable Derek Dalley, Minister of Tourism, Culture and Recreation (Oct. 2011 – Oct. 2012)  
with board members and support staff of the NL Tourism Board.*

## Silver Anniversary Scholarship

In September 2012, HNL presented its Silver Anniversary Scholarships to **Whitney Sharpe**, the daughter of Deborah Sharpe, owner and operator of Whitsha Inn Bed and Breakfast in Twillingate, and **Toni Kearney**, an employee of the Mayflower Inn and Adventures located in Roddickton.



Whitney Sharpe

Established in 2008 in honour of HNL's 25th Anniversary, the *Silver Anniversary* Scholarship is a way for HNL to invest in future leaders of the tourism industry. Each year, two Silver Anniversary Scholarships are awarded to a dependant or employee of a current HNL member to assist with the cost of post secondary education. The scholarships are awarded based on educational goals and direction, academic performance, extra-curricular activities and community involvement.

HNL's Silver Anniversary Scholarship is proudly supported by:

- The Boone family
- The Sparkes family
- Hospitality Newfoundland and Labrador

Each recipient received a \$1500 scholarship.



Toni Kearney



## **BUILDING A SUSTAINABLE TRANSPORTATION NETWORK**

The tourism industry depends on Newfoundland and Labrador's transportation system being accessible, affordable and reliable in order to grow. In the past few years, with coordinated advocacy efforts by Hospitality Newfoundland and Labrador and its partners, the transportation network in the province has witnessed significant improvements: the Marine Atlantic ferry service has welcomed the introduction of new vessels and improved user communication systems; the car rental situation has experienced increased user satisfaction due to heightened communications concerning availability and the importance of early reservations; the provincial government awarded the design contract for six new ferries, introduced new vessels into service and in Budget 2012, announced \$5 million to start the construction of a new ferry for Fogo Island and Change Islands.

In addition to these initiatives, major investments into provincial airport infrastructure have been initiated and vast increases in inbound airline seat capacity have unfolded. Provincial airports are expanding runways and facilities to better accommodate travellers and at St. John's International Airport, work has begun on the installation of a Category 3 Instrument Landing System (Cat 3 ILS) on the principal runway and a number of associated infrastructure improvements required to support this technology to bring the airport's usability to 98.9%. Together, these factors have contributed to improved and easier access for travellers to and around Newfoundland and Labrador.

However, work remains to be done in the area of sustainable transportation, and in particular, with the provincial ferry system and Trans Labrador Highway. The provincial ferry fleet is aging and the acquisition of new vessels is a long-term prospect. It will be at least a couple of years before replacement vessels are available, and with little flexibility in the availability of vessels around the province, the potential service challenges are a concern, particularly in the peak summer season. There is also great concern in the Labrador region about the ability of provincial ferry system to adequately deal with current growth in traffic from the completion of the Trans Labrador Highway and anticipated growth from several big resource development projects in the region. The Trans Labrador Highway also requires a focus on services and amenities to improve the highway's market-readiness for travellers. With long stretches between communities and services on the highway, work is needed to ensure the safety and comfort of travellers using the highway, including bathroom facilities, communications infrastructure and pull-offs.

Reliable and affordable transportation with modern amenities and supporting services is an essential building block of growth and development for the tourism industry. HNL will continue to advocate for sustained investment in all areas of transportation including improvements to infrastructure, terminal conditions, directional signage, capacity, reservation processes, tourism information and customer service.

## **DEVELOPING A SUSTAINABLE INDUSTRY**

### **Land use and natural areas issues**

2012 witnessed growing concern over the increasing competing interests on our land-based resources. As a resource-based industry with our natural surroundings and untouched areas making Newfoundland and Labrador a desirable and unique travel destination, the continued success of tourism and achievement of *Uncommon Potential: A Vision for Newfoundland and Labrador Tourism* is dependent on the industry's ability to access and responsibly utilize the land and water resources of the province.

In Newfoundland and Labrador, there are places that can be considered 'crown jewels of tourism' and require special consideration when deliberating land use and development plans; however, there is little in legislation or policy that treats these special regions differently for their high tourism value. Development decisions are often irreversible and, as a resource-based industry, tourism requires vision and stewardship for the responsible development and protection of our natural areas.

To ensure the long-term sustainability of the tourism industry, while providing a balance with other resource-based industries and community development, HNL will continue to advocate to the provincial government about the need to establish tourism management guidelines and prioritize key tourism areas that require immediate attention. As Newfoundland and Labrador continues to thrive as a desirable place to live and do business, the need for a comprehensive Tourism Resource Management Plan to guide communities and developers in situations of competing land use, especially in areas of high tourism value, has never been greater.



**Western Brook Pond Fiord**

© Parks Canada, Robert Schechter



## REGULATORY ISSUES

### Tourism Establishment Act

HNL was engaged by the Department of Tourism, Culture and Recreation last year to participate on a committee to evaluate the Tourism Establishment Act, identify shortfalls and develop suggestions for changes to the legislature. Changing the legislation would have an impact on the tourism environment in the province from the perspective of potential enhancements to quality assurance standards and enforcement, the offering of better quality tourism experiences to travellers, and potential increased enforcement efforts to curb unlicensed properties. In 2012, HNL Board members, CEO and staff participated in consultation sessions held throughout the province by the Department of Tourism, Culture and Recreation seeking feedback on where to go with provincial tourism regulations. The locations included Happy Valley-Goose Bay, L'Anse au Clair, Plum Point, Corner Brook, Twillingate, Grand Falls-Windsor, Clarenville and St. John's. In addition to attending these sessions, HNL hosted a webinar to allow tourism operators who could not attend in person the opportunity to feed into the consultative process.

Members of the Tourism Establishment Act Committee are:

- Carol-Ann Gilliard, HNL CEO
- Rex Avery, Steele Hotels
- Greg Fleming, Ramada Hotel
- Todd Wight, Ocean View Hotel
- David Adams, Tickle Inn at Cape Onion
- Rick Stanley, Ocean Quest Adventure Resort
- Gina Byrne, Square Pond Friends & Family Campground

Changes to the legislation are expected to be announced in 2013.

### Quality Assurance

In HNL's 2012 Membership Survey, *Quality* was identified by industry as the #1 issue. As such, HNL is eagerly awaiting the launch of the **Tourism Assurance Plan (TAP)**, the first step in providing assurance to travellers about the quality of tourism services and attractions being promoted in the province.

TAP involves five common minimum standards that are aimed at promoting tourism organizations that provide quality travel experiences and assist tourism services and attractions improve the way they operate. The standards are:

1. **The ability to communicate and receive messages from customers by telephone, email and an online presence; and at a minimum, accept credit and/or debit card payment and respond to inquiries on a daily basis.**
2. **Possess and maintain valid licenses, permits and all other regulatory requirements to operate.**
3. **Maintain current and sufficient levels of liability insurance. Proof of insurance to be provided upon request.**
4. **Must deliver actual experiences or services being promoted and/or offered to the consumer.**
5. **Must be in good standing with Tourism Assurance Plan's complaints procedure.**

Newfoundland and Labrador's TAP is designed to elevate traveller confidence in local tourism services and attractions by ensuring that all organizations promoted in Newfoundland and Labrador meet these common minimum standards. Throughout late 2012, HNL was pleased to work with other partners of the NL Tourism Board to gather feedback in preparation of the launch of the program in February 2013 at HNL's Annual Conference and Trade Show.

### **Liquor Control Act**

In the fall of 2012, several issues surrounding the Liquor Control Act were examined by the provincial Department of Finance. While some may be considered longstanding issues for the tourism industry, others are being newly brought forth by the Newfoundland and Labrador Liquor Corporation (NLC). The issues being examined include **(1) Minimum Liquor Pricing, (2) Alcohol Service on Good Friday and Christmas Day, (3) Banning Pre-Mixed Drinks, (4) Liquor Licenses and (5) Bring Your Own (BYO) Policy.**

HNL considers restaurant and dining experiences as paramount to the success of the tourism industry in Newfoundland and Labrador and supports social responsibility as it pertains to alcohol consumption. HNL recognizes that any changes to the Liquor Control Act, particularly those that affect the level of revenue that can be made from alcohol sales, may restrict the ability of establishments to further reinvest in their businesses and remain competitive. HNL will continue to work towards further ensuring the viability of businesses that are contributing to and servicing the tourism industry and continue to advocate that government must very clearly articulate the rationale for considering changes to the Liquor Control Act, all while considering the viability of liquor establishments.

### **Provincial Minimum Wage**

In late 2012, the Labour Relations Agency released the advisory committee's review on minimum wage. The report outlined two recommendations for the Provincial Government to consider: that the minimum wage be increased in 2013 to reflect the loss of purchasing power since 2010, and that the increase be preceded by at least six months notice to stakeholders and the public; and beginning in 2014, that the minimum wage be adjusted annually based on the previous year's all-items Consumer Price Index (CPI) for Newfoundland and Labrador.

HNL recommends that there be no increase in the minimum wage in 2013, that no mandated changes be made to the minimum wage structure and any future increases must be gradual and based upon economic conditions. The CPI should act as a ceiling that government uses when setting minimum wage, but government must retain the right to forgo increases if necessitated by economic conditions. HNL suggested the implementation of other qualitative active labour market programs, such as training apprenticeships, tip differentials and education programs, would allow low wage earners to engage in incentives that further their ability to earn increased wages. Such programs would allow government to target lower wage earning groups without creating adverse situations for small businesses. HNL understands that as the cost of living increases, it is reasonable to accept that minimum wage rates must increase to ensure a reasonable quality of life for those working in minimum wage occupations. As such, HNL recommends that a schedule for minimum wage increases be implemented to coordinate with the predicted inflation rate.

## MAINTAINING A DYNAMIC WORKFORCE



### SuperHost Atlantic

SuperHost Atlantic is an internationally recognized Customer Service and Tourism Awareness Training Program. The seven (7) hour workshop focuses on communication and customer service, and examines attitudes to service and interactions with customers.

More than 400 tourism front line employees from across the province participated in the SuperHost Atlantic customer service workshop in 2012.

### The New Face of *emerit*®

2012 saw some big changes to *emerit*® Tourism Training and Certification! Aside from the new brand image and the new and improved website, new products were announced for tourism occupations and processes for industry certification were revitalized.

**emerit**.ca<sup>®</sup>

Products include:

- National Occupational Standards • Workbooks • eBooks • Online Training • Trainer's Guides
- and **two new certification categories**

**Professional Certification** encompasses many of the occupations previously grouped as Tourism Certified Professional, or Front Line occupations. The majority of these occupations are entry level, and customer service based. A simple two step process is required to achieve this valued industry credential – pass the occupational knowledge exam and meet the required number of experience hours.

**Specialist Certification** is a new credential that recognizes competence in more advanced or management level occupations. Achieving Specialist Certification means passing the occupational knowledge exam, achieving minimum experience requirements, passing a performance evaluation and maintaining the credential through a renewal process.

Training and certification programs from *emerit* are still recognized as the best training resources available to the tourism and hospitality industry! In 2012, more than 150 individuals embraced *emerit* by purchasing products, writing exams and completing certification.

### Ready to Work

Ready to Work is a national skills development program designed to assist people with transition in the workforce and operates on the premise of community partnerships. In 2012, 69 future tourism employees participated in the program through HNL's training partnerships with the Shorefast Foundation/Fogo Island Inn, AXIS Career Services, Isthmus Area Development

Association, Stella Burry Foundation, Community Education Network and the Port Blandford-Winterbrook Development Association.



### **It's Good Business: Responsible Alcohol Service**

This awareness program for servers in licensed establishments combines information on the responsible service of alcohol to patrons with techniques to ensure their safety during and after their visit to the establishment.

In partnership with the Newfoundland and Labrador Liquor Corporation, HNL offers this program across the province online learning. In 2012, 113 beverage servers participated in this program.

### **Career Awareness**

In 2012, Hospitality Newfoundland & Labrador's professional development team delivered over 20 industry and career awareness presentations. Recipients of these presentations include industry members, tourism business owners/operators/employees, DMOs, government departments, educational institutions and high school students. Topics discussed included emerald Tourism Training products and professional certification, labour market information, tourism career opportunities, the Discover Tourism website and the Canadian Academy of Travel & Tourism.

The professional development team also participated in six career/job fairs throughout the year. At these fairs, HNL spoke to students and adults about career opportunities in the tourism industry.

### **UPSKILL Essentials to Excel**

For the past year, HNL has been working with twelve (12) hotels throughout the province in the UPSKILL Essentials to Excel demonstration project. Each participant hotel was selected through a random assignment application process and was offered a customized training solution for their frontline staff via the UPSKILLS project. The objective of the project is to help participating employers identify essential skills needs and deliver customized workplace based training solutions to address the identified skills gaps. HNL is working with a pan-Canadian network of partners to implement the project and to date, more than 80 tourism operators and more than 1000 employees in eight provinces have participated in the UPSKILL project.

## TECHNOLOGY

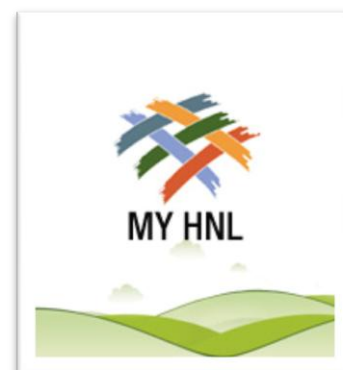
The worlds of technology and tourism have never been more entwined! To continue to attract travellers and meet their needs, it is essential that tourism operators embrace technology as a fundamental business tool and stay on top of trends in social media, online business and with mobile technology. Technology advancements have changed the behavior of travellers who now expect easy and instant access to information as well as online reservation capabilities.

As such, HNL, in 2012, integrated a new position into the management team – **Manager of Technology**. This position takes a lead role on everything technology involved in membership, communications and professional development activities! A key component to the role of the Manager of Technology is to provide HNL members and the tourism industry with technology mentoring sessions offering guidance and information that can help businesses identify growing technology needs and stay in touch with today's constantly evolving traveller needs.

HNL continues to support TourismTechnology.com in its efforts to promote and enhance technology integration within the tourism sector. The partnership includes the four Atlantic Tourism Industry Associations, the four Atlantic Provincial Governments and the Tourism Atlantic branch of Atlantic Canada Opportunities Agency (ACOA).

Throughout 2012, HNL continued to offer webinars, allowing participants to contribute to live discussions with industry experts on topics designed to give tourism operators the information they need to grow their businesses. HNL also hosted webinars for industry stakeholders who do not have the resources to do so themselves.

Since redesigning hnl.ca in 2011, HNL has continued to enhance the *MyHNL* feature and its interactive, member-specific features including discussion forums, member profiles and member news.



HNL has also begun revamping its social media strategy by creating and maintaining not just an online presence, but an online personality! HNL has official accounts on *Twitter*, *Youtube*, *Facebook* and *LinkedIn*.

HNL has also made significant strides toward the completion of the new Customer Relationship Management (CRM) system in the past year. The new CRM allows more efficient use of resources in managing HNL's membership with enhanced billing features and an improved platform for communications.

HNL believes in technology as one of its five core values and is hoping to lead by example in supporting its members with the integration of technology to maintain their growth and profitability. HNL will continue to seek out and utilize technology tools that will improve efficiencies from human resources and financial perspectives.

## CELEBRATING EXCELLENCE AND PARTNERSHIPS

2012 Tourism Excellence Award Winners

**H. Clayton Sparkes Accommodator of the Year Award:** Hotel North, St. Anthony & Happy Valley-Goose Bay, NL

**John Atkins & Co. Tourism Champion Award:** Wayne Follett, former CEO, Marine Atlantic Inc.

**Maxxim Vacations Tourism Business of the Year Award:** Iceberg Quest Ocean Tours, St. John's & Twillingate, NL

**Cal LeGrow Innovator of the Year Award:** Roots, Rants and Roars, Elliston, NL

**Corporate Partner of the Year Award:** St. John's International Airport Authority, St. John's, NL

**PRIDE Award:** Barbara Genge, Tuckamore Lodge, Main Brook, NL

**Norman Parsons Memorial Award:** Beulah Oake, Seven Oakes Island Inn, Change Island, NL

**The Cruise Vision Award:** Jean Pierre Andrieux

**Restaurant Appreciation Award:** Raymond's, St. John's, NL

**Cultural Tourism Award:** The Craft Council of Newfoundland and Labrador

**Sustainable Tourism Award:** Riverfront Chalets and Rafting, Aspen Brook, NL

**Tourism Atlantic Technology Award:** Ocean Quest Adventure Resort, Conception Bay South, NL

**Doug Wheeler Award:** The Beaches Heritage Centre, Eastport, NL



Jeff LeGrow presents the Cal LeGrow Innovator of the Year Award to Marilyn Coles-Hayley & Todd Perrin of Roots, Rants and Roars



HNL Chair, Darlene Thomas, presents the Corporate Partner of the Year Award to Keith Collins, CEO of the St. John's International Airport Authority



Bruce Sparkes and Judy Sparkes-Giannou present the H. Clayton Sparkes Accommodator of the Year Award to Judy & Lloyd Hillier of Hotel North

### **HNL's 2012 Conference and Trade Show – February 23 – 25, 2012**

HNL's Annual Conference and Trade Show was held in Gander in 2012 and brought together industry stakeholders from all over Newfoundland and Labrador! Keynote speaker, Dave Carroll, provided proof of the power of one voice in today's socially driven world. The trade show was a great success and over 300 delegates enjoyed a fantastic weekend participating in educational and networking sessions that helped secure new partnerships and build business opportunities.

### **Tourism Awareness Week – June 4–8, 2012**

On June 6, HNL's Board of Directors and staff traveled to Corner Brook to host a tourism luncheon to help recognize the contribution tourism makes economically and socially to the province. Held at The Glynmill Inn, the luncheon hosted over 65 people from the west coast of the province. The Honourable Derrick Dalley, Minister of Tourism, Culture and Recreation was on hand to deliver the keynote address. Also at the luncheon, HNL was pleased to recognize individuals for receiving their emerit® certification as well as present the *Ambassador of Hospitality Award* to Parks Canada – Newfoundland and Labrador.

### **Atlantic Canada Showcase – September 30 – October 2, 2012**

Newfoundland and Labrador proudly hosted Atlantic Canada Showcase (ACS) from September 30-October 2, 2012 in St. John's, NL. As a buyer-seated marketplace designed especially for the group tour, F.I.T. and specialty travel industry, ACS 2012 was a unique opportunity to showcase tourism products and services from all four Atlantic Provinces to both national and international buyers. In total, 53 buyer representatives from tour companies participated in ACS 2012, meeting with over 150 tourism operator sellers from the Atlantic Canada region. It was a resounding success with 100% of buyers indicating they will be doing future business with ACS sellers and 97% of sellers saying they will be doing future business with ACS buyers.



The Welcome Wagon at NL Night at The Rooms – ACS 2012

## **HNL BOARD OF DIRECTORS & STAFF**

### **2012 Board of Directors**

Darlene Thomas, Seaside Suites - *Chair*

Greg Fleming, Ramada St. John's - *Vice-Chair & Hotel/Motel Association of NL*

Rex Avery, Steele Hotels - *Secretary/Treasurer*

Peter Antle, Greenwood Inn & Suites - *Director-at-Large*

John Dicks, John Dicks Tourism Consulting - *Director-at-Large*

Annette Parsons, Neddies Harbour Inn - *Director-at-Large*

Rick Stanley, Ocean Quest Adventure Resort - *Director-at-Large*

Todd Warren, Everlast Professional Properties Inc. - *Director-at-Large*

Todd Wight, Ocean View Hotel - *Director-at-Large*

Dion Finlay, Compton House & Leaside Manor - *Bed & Breakfast Association of NL*

Cathy Lomond, Hotel Port aux Basques - *Restaurant Association of NL*

### **Employees**

Carol-Ann Gilliard, Chief Executive Officer

Melissa Ennis, Workforce Development Coordinator

Craig Foley, Manager, Technology

Juanita Ford, Manager, Workforce and Industry Development

Susie Green, Membership Coordinator

Scott Penney, Training Coordinator

Karen So, Accounting

Krista Sweetland, Workforce Development Coordinator

Lynn Taylor, Manager, Policy and Communications

Lisa McDonald, Tourism Board Manager



## HNL's 2012 Industry Partners

Gold Partner



Silver Partner

Cal LeGrow

Bronze Partner

