



HOSPITALITY

NEWFOUNDLAND & LABRADOR

GUIDING GROWTH

MEMBERSHIP PACKAGE

GUIDING

Advocacy
Learning
Networking



Who we are...

Hospitality NL Mission Statement

Hospitality Newfoundland and Labrador, the provincial tourism industry association, advances growth in tourism through advocacy, development initiatives and membership opportunities.

Hospitality NL Vision Statement

Hospitality Newfoundland and Labrador, the voice of tourism, provides leadership and direction for the sustainability and growth of the tourism industry.

Hospitality NL Core Values

In order to be leaders for a sustainable tourism industry, Hospitality NL has adopted the following core values:

➤ **Sustainability**

Hospitality NL believes that the industry's sustainability for future generations is of utmost importance. The preservation of our province's natural and cultural integrity and the economic sustainability of our businesses and organizations are vital to this end.

➤ **Whole Industry Perspective**

Hospitality NL will recognize, respect and respond to the diverse needs of our rural and urban members operating various types of businesses and organizations.

➤ **Environment**

Hospitality NL believes that our environment is our most valuable tourism asset and an essential component of the tourism industry's future. We are dedicated to the sustainable development of our natural and cultural resources and protection of our environment.

➤ **Technology**

Hospitality NL believes technology is an enabler. We will encourage and support our members in the integration of technology to support their growth and profitability.

➤ **Accessibility**

Hospitality NL is committed to assisting our members regardless of where they are located to obtain the resources and tools they require.



What we do. Hospitality NL advances the industry...

Advocacy & Government Relations

By working with provincial and federal government officials, Hospitality NL is in a position to be heard and as such, is able to make true changes that help advance the tourism industry in Newfoundland and Labrador.

Visit www.hnl.ca for all the latest information and news.

Participation in Uncommon Potential: A Vision for Newfoundland and Labrador Tourism

Uncommon Potential: A Vision for Newfoundland and Labrador Tourism (Vision 2020) was released in 2009 and was developed through partnership between industry and government to outline the seven strategic directions that will guide the tourism industry towards the ultimate goal of doubling tourism revenues by 2020.

In June 2009, the Newfoundland and Labrador Tourism Board was established with the mandate of driving the strategic directions outlined in *Vision 2020*. The NL Tourism Board is a public-private partnership with provincial and federal government representatives as well as industry representatives that are focused on the *Vision's* common goals.

Hospitality NL was involved in the development of *Uncommon Potential* from day one. Hospitality NL Board members helped developed the strategic directions and Hospitality NL representatives sit on the NL Tourism Board by attending regular monthly meetings and engaging in projects to move the work of the *Vision* forward.

Hospitality NL is here to represent industry. All tourism operators are encouraged to log onto www.uncommonpotential.com to view the complete *Vision 2020* document. Contact Hospitality NL to share thoughts and opinions on *Vision 2020* and how to build the tourism industry in Newfoundland and Labrador.





What we do. Hospitality NL keeps you informed...

Communications & Information Sharing

Hospitality NL is dedicated to keeping members informed about the issues that really affect the tourism industry:

- **Hospitality NL's E-News** – This email newsletter is distributed only to Hospitality NL members and contains the most up-to-date details on the latest issues that affect the tourism industry.
- **Hospitality NL's Social Media Presence** – Through Facebook and Twitter, Hospitality NL provides daily updates and interacts with the tourism community about any and all things tourism related! Find links to new articles, new research, event listings and more. In addition, Hospitality NL uses Flickr to share photos of major events and LinkedIn to connect and share stories with tourism professionals from all across Canada.
- **Hospitality NL's Quarterly Tourism Times** – Tourism Times is the only publication of its kind, specifically focused on providing an overview of the tourism environment of the province including articles from industry stakeholders and practical information for tourism organizations. The digital newsletter has a direct circulation of more than 2500, reaching tourism stakeholders from every corner of the province and Hospitality NL partners throughout Canada, as well as an infinite and diverse audience of online followers via *Issuu*.
- **Industry Updates** – As the industry changes, changes in policy can affect tourism businesses. Hospitality NL makes sure members have the most up-to-date information on any changes that could affect them. Hospitality NL ensures that members are first to know the details on issues affecting the tourism industry. As soon as we know it, members know it.



What we do. Hospitality NL helps make the right connections...

Skills & Knowledge Development/Training

The tourism industry operates in a competitive environment and the expectations of travelers are becoming higher and higher. Hospitality NL offers diverse industry focused workshops, certifications and training resources to enhance our members' core business viability.

- **Technology Mentoring** - 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 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. Hospitality NL's Technology Coordinator provides guidance and information that can help businesses identify growing technology needs and stay in touch with today's constantly evolving traveller needs. One-on-one tourism mentoring might be the answer for operators who are interested in improving their online presence. During the session, operators learn how to offer online reservations; their current website is evaluated and they receive counsel on how to improve their online presence to attract potential customers. If you are interested in this one-on-one mentoring program, please contact Hospitality NL's Technology Coordinator at 1-800-563-0700.
- **Webinar Series** – Hospitality NL's Webinar Series is an exclusive offering to members of HNL only! Registration and participation is absolutely FREE!
- **WorldHost® Fundamentals** – A one-day workshop that teaches front-line employees the skills and techniques required to provide exceptional customer service. This workshop was created in 1985 to prepare British Columbia's tourism workforce to host the world at Vancouver's Expo '86. Originally launched as SuperHost, the program was rebranded in 2010 when BC hosted the Winter Olympics. Hospitality NL is pleased to be able to offer this energizing customer service workshop.
- **It's Good Business, Responsible Alcohol Service** – This program will help businesses implement ways of reducing alcohol-related risk while maintaining or enhancing profits. This awareness program for servers and managers in licensed establishments covers information on the responsible service of alcohol to patrons. The program is delivered through online learning.
- **Food & Beverage Service Workshop** - This one-day workshop provides an overview of the knowledge and skills required by food and beverage servers. It will be interactive and practical, and you will be able to incorporate the acquired skills immediately in your workplace.



What we do. Hospitality NL helps make the right connections...

Networking

Developing relationships with industry colleagues can result in new partnerships and new opportunities which is why Hospitality NL hosts several special events throughout the year specifically for the tourism industry. By attending Hospitality NL's special events, members have the opportunity to connect with others in the industry to discuss how working together can yield better results for everyone!

➤ **Hospitality NL's Annual Conference and Trade Show**

This annual event takes place in February and features an opportunity for members to network and market their business. The valuable industry contacts made during this event have helped members increase their exposure while developing new business partnerships. The information sessions give delegates a chance to gain valuable information while the trade show provides the chance to market businesses and make the contacts that will really matter!

➤ **Tourism Week**

Tourism Week is a national initiative that highlights the impact of travel and tourism in Canada and raises the sector's profile from coast to coast. As part of Hospitality NL's involvement in Tourism Week, Hospitality NL partners on a series of events across the province to recognize the contribution tourism makes economically and socially to Newfoundland and Labrador and its residents.

➤ **Partner Associations**

Partnership in the tourism industry is becoming more and more important as Newfoundland and Labrador becomes a more sophisticated destination of choice. Hospitality NL's joint membership with the Hotel/Motel Association allow operators in this sector to receive additional value from their Hospitality NL membership by also receiving membership in this sector association. The mandate of the Hotel/Motel Association of NL is specific to the needs to this sector but Hospitality NL is always there to help. By partnering on initiatives, we are able to work more strongly on issues that help advance the industry and your sector.



What we do. Hospitality NL helps make the right connections...

Destination Management Organizations (DMO)

The tourism industry in Newfoundland and Labrador has never been stronger. Hospitality NL works hard to advocate and train the industry but we also work hard to connect it. Hospitality NL is proud of our partnership with each of the five provincial Destination Management Organizations. Our provincial DMOs help build a tourism environment that they can sell at trade shows, to travel writers, and to those from our own backyard and beyond! Representing your region, each DMO works with the Department of Tourism, Culture and Recreation to develop the sights and sounds unique to your region and then promote it to the world! Getting involved with your DMO gives you the opportunity to market your products and services in ways that go far beyond any brochure, and membership is just the beginning!

Check out what your regional DMO can do to help develop and promote your business to ensure you are offering the quality experiences travellers to this province have come to expect.

Destination Labrador

Randy Letto
P: 1-888-896-6507
E: info@destinationlabrador.com
www.destinationlabrador.com
174 Hamilton Road, Glenn Plaza
P.O. Box 1239, Station C
Happy Valley-Goose Bay, NL A0P 1C0

Adventure Central

Shannon Pinsent
P: 1-888-489-2366
E: info@adventurecentralnewfoundland.ca
www.adventurecentralnewfoundland.ca
4B Bayley Street
Grand Falls Windsor, NL, A2A 2K2

Go Western

Mark Lamswood
P: 709-639-9624
E: info@gowesternnewfoundland.com
www.gowesternnewfoundland.com
2 Herald Avenue
Suite 303, Millbrook Mall
Corner Brook, NL A2H 4B5

Legendary Coasts of Eastern Newfoundland

Kathi Stacey
P: 709-699-1602
E: kathi.stacey@easternnlldmo.com
www.legendarycoasts.com
Suite 101-102, 27 Goff Ave.
Carbonear, NL A1Y 1A6

Destination St. John's

Cathy Duke
P: 1-877-739-8899
E: info@destinationstjohns.com
www.destinationstjohns.com
Suite 201, 11 Waldegrave Street
St. John's, NL A1C 4M5



What we do. Hospitality NL provides recognition...

Member Promotions

➤ Hospitality NL's Web Page

www.hnl.ca works for members! Redesigned in 2011, this valuable tool provides members with a community-focused platform where they can get the latest information on all things tourism related including industry news, events, research, trends, and much more!

➤ Hospitality NL Front Page

- **Featured sectors:** Updated weekly with a new sector, this is a great way to showcase member businesses through the use of photos and up-to-date information.
- **Member news:** Showcasing news items from members, this area is another way in which Hospitality NL works to promote member businesses.

➤ Hospitality NL Directory

- **Easy search function:** Hospitality NL's member directory makes it easy to find a member business.
- **Intelligent organization:** Complete with instant search capabilities and auto-complete, member profiles are organized in terms of their respective sector.
- **Customizable views:** Members can also be viewed in several different ways (logo, list and detail), depending on the user's preference.

➤ MyHNL

- **Profile management:** Through this section of the site, members are able to edit and manage their profile, create news items, post event listings and advertise career opportunities.
- **Member interactions:** This members-only section allows members to interact with other members by following them. This allows a member to choose who shows up in their activity feed.

➤ Business Profile

- **One page summary:** The Hospitality NL business profile provides members with a space to showcase their business, as well as the tools needed to inform customers and other members about products and services offered.
- **Direct Contact:** If an email address is provided within a profile, anyone can submit a message directly to it using the "Email Us" button located on your page.
- **Social network integration:** Business profiles are capable of incorporating Twitter feed so users can learn more about companies in one simple page.
- **Activity feed:** Within a business profile, users will also be able to see the latest activities. This area displays when the profile is last updated, as well as any news and events that have been posted to the site, which helps to illustrate an active and interesting business.



What we do. Hospitality NL provides recognition...

Marketing

➤ **Hospitality NL Member Designation**

The Hospitality NL logo is recognized as the logo of excellence throughout the tourism industry. With a Hospitality NL membership, member businesses will receive a decal featuring the Hospitality NL logo to proudly display as a sign of dedication to the industry. For information on how to access and use the Hospitality NL promotional tools, please contact Hospitality NL's Membership Coordinator at 1-800-563-0700 or hnl@hnl.ca.

➤ **Hospitality NL's Member to Member Discount Program**

This valuable program gives each member the chance to draw more attention to their business by offering specials and promotions to other Hospitality NL members. Any member can be a part of this benefit campaign. To learn more, please see page 10.

➤ **Hospitality NL's Silver Anniversary Scholarship**

Each year Hospitality NL awards two \$1,500 *Silver Anniversary Scholarships* to a dependant of an employer or employee of a Hospitality NL member to assist them in their pursuit of post secondary education. This scholarship is proudly supported by the *Boone Family* and the *Sparkes Family*.



What we do. Hospitality NL saves members money...

Discounts

➤ **Hospitality NL’s Membership Discount Program**

Hospitality NL’s goal is to advance the growth of the tourism industry through advocacy, professional development and membership. But as a business, Hospitality NL understands that sometimes, it’s all about the bottom line. Hospitality NL members enjoy access to a number of special discounts from a wide variety of businesses that can help them save! For more information on how to access these discounts, please contact Hospitality NL’s Membership Coordinator at 1-800-563-0700 or hnl@hnl.ca.

➤ **Hospitality NL’s Member to Member Discount Program**

One of the benefits of Hospitality NL membership is access to Hospitality NL’s Member to Member Discount Program, a program designed to offer discounts to members from members. This program is available free of charge to all Hospitality NL members and offers great discounts from fellow Hospitality NL members on products and services used every day!

The program also works as a marketing opportunity to get the business name out to fellow members who are in close contact with tourists and also as a way to create a network within the tourism industry. The program enables members to connect with and support one another. Benefits can be offered to the card carrying member only or the member establishment, meaning the discount is available to the member business and their employees. The discount must be confirmed on an annual basis to remain in the program.

To join the program, please contact Hospitality NL’s Membership Coordinator at 1-800-563-0700 or hnl@hnl.ca.

Discounts offered to Hospitality NL members include:

PAL Airlines	Budget and Avis Car Rental	Chase Paymentech Debit Terminal
Steers Insurance	ESSO	Dicks & Company
Superior Propane	Brookside RV Park & Golf Resort	Harold Snow Service Group
Gros Morne Theatre Festival	Inn By The Bay, Dildo	Noah’s on the Point, Glovertown
Mount Peyton Hotel, Grand Falls-Windsor	Elizabeth J. Cottages, Bonavista	St. Jude Hotel, Clarenville
Battle Harbour Heritage Properties	Comfort Inn Airport, St. John’s	Hampton Inn & Suites by Hilton, St. John’s
Haven Inn, St. Anthony	The Lodges at Humber Valley Resort	Dreamcatcher Lodge, Stephenville

For a full list of member discounts, please visit <http://hnl.ca/membership/membership-benefits/member-to-member-discount-program/>.



Hospitality NL is here for the tourism industry...

Staff Contact Information

Craig Foley	Chief Executive Officer	cfoley@hnl.ca	709-722-2000 Ext. 232
Juanita Ford	Manager, Workforce and Industry Development	jford@hnl.ca	709-722-2000 Ext. 226
Leslie Rossiter	Manager, Policy and Communications	lrossiter@hnl.ca	709-722-2000 Ext. 222
Karen So	Accountant	kso@hnl.ca	709-722-2000 Ext. 225
Susie Greene	Membership Coordinator	sgreene@hnl.ca	709-722-2000 Ext. 224
Melissa Ennis	Technology Coordinator	mennis@hnl.ca	709-722-2000 Ext. 231
Allie Bourden	Training Coordinator	abourden@hnl.ca	709-722-2000 Ext. 234

Hospitality NL's Toll Free Number: 1-800-563-070