



# 2005 Annual Report

## Tourism Industry Association of Newfoundland and Labrador



# Mission

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The Tourism Industry Association of Newfoundland and Labrador, operating as Hospitality Newfoundland and Labrador, is a broad-based industry association dedicated to the development and promotion of the tourism and hospitality industry throughout Newfoundland and Labrador.

## Executive and Board of Directors

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Nick McGrath, The Terrace Dining Room, *President*

Bruce Sparkes, City Hotels, *Vice-President*

Maria Matthews, Vision the Atlantic Company, *Treasurer*

Sheila Kelly-Blackmore, St. Jude Hotel, *Secretary*

Stan Cook Jr., Wilderness Newfoundland Adventures, *Past President*

Albert Dober, Heritage Run Tourism Association, *Eastern Representative*

Barb Genge, Tuckamore Lodge, *NL Outfitters Association*

Bronson Short, Humberview B&B, *Bed and Breakfast/ Country Inns Association of NL*

Cathy Lomond, Hotel Port aux Basques, *NL Restaurant and Foodservices Association*

Chad Letto, Northern Light Inn, *Western Representative*

Dave Snow, Marine Park, Campgrounds & Attractions Association of NL

Ernie McLean, Labrador-Lake Melville Tourism Association, *Labrador Representative*

Gary Sargeant, BlueWater Lodge and Retreat, *Central Representative*

Harold Pennell, Northwest Lodge B&B, *Avalon Representative*

John Dicks, Technology

Kevin Heffernan, The Battery Hotel & Suites, *Lounge Sector Representative*

Rex Avery, Steele Hotels, *Hotel/Motel Association of NL*

Rita Gillard, Comfort Inn - Corner Brook, *Director at Large*

Roger Jamieson, Kilmory Resort, *NL/NS Rep to Canadian Tourism Commission*

Stelman Flynn, Sea View Restaurant and Cabins, *Cruise Association of NL*

Sue Rendell, Gros Morne Adventures, *Adventure Tourism Association of NL*

Trevor Morris, The Wilds at Salmonier, *Golf Representative*

Vic Janes, Department of Tourism, Culture and Recreation, *Ex-officio*

Edna Hall, Department of Canadian Heritage, *Ex-officio*

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## Staff

Nancy Healey, <i>Executive Director</i>	Karen So, <i>Accountant</i>	Chris Woodley, <i>Accounting Assistant and Taste of NL Coordinator</i>
Juanita Ford, <i>Manager of Programs and Projects</i>	Rhonda Tulk-Lane, <i>Professional Development Coordinator- Ready-to-Work</i>	Lynn Taylor, <i>Membership and Sales Coordinator</i>
Carol-Ann Gilliard, <i>Manager of Policy and Communications</i>	Leslie Thomas, <i>Professional Development Coordinator - Certification</i>	Paul Parsons, <i>Western Representative</i>
Joanne Gabriel-Janes, <i>Communications Officer</i>	Shari Palmer, <i>Professional Development Coordinator</i>	Alison Highsted, <i>Central Representative</i>
Craig Foley, <i>Technology Resource Coordinator</i>	Mary Smyth, <i>Outdoor Product Coordinator</i>	Erika Stockley, <i>Labrador Representative</i>
Minerva King, <i>Executive Assistant</i>		

## Contact

Head Office  
187 Kenmount Road, ICON Building  
St. John's, NL A1B 3P9  
Tel: (709) 722-2000 Toll Free: 1-800-563-0700  
Fax: (709) 722-8104

Western Regional Office  
P.O. Box 2006, Millbrook Mall  
Corner Brook, NL A2H 6J8  
Tel: (709) 634-7050  
Fax: (709) 634-7059

Labrador Regional Office  
Visitor Information Centre  
365 Hamilton River Road  
Happy Valley-Goose Bay, NL A0P 1C0  
Tel: (709) 896-2333  
Fax: (709) 896-2178

Central Regional Office  
Trans Canada Highway, VIC Building  
Gander, NL A1V 1P6  
Tel: (709) 256-4007

# President's Message

Fellow members,

I am pleased to present to you the 23rd Annual Report for the Tourism Industry Association of Newfoundland and Labrador. It has been my privilege serving as your President in 2005 and I invite you to read this report for a snapshot of the highlights of the past year in our association.

I was really pleased this year with the number of opportunities that I had to meet with you in your regions. During my visits, I heard first hand about the challenges that you face and the opportunities that you see for your future. I tried to attend as many functions as possible in order to both learn first hand your critical issues and pass along the status of HNL's efforts on those and other issues.

## Marketing and Product Development Strategy

Without a doubt in 2005 members reaffirmed that HNL's advocacy efforts must be focused on marketing and product development. In meetings with the Department of Tourism, Culture and Recreation in the past year, marketing and product development have been the core of the discussions. HNL has embraced the Tourism Product Development Strategy as the guide for tourism development in Newfoundland and Labrador. It is an objective, strategic and necessary plan for the direction we should take to develop our products and services to match the demographics, expectations and needs of our travellers.

The Product Development Strategy is comprehensive, so comprehensive, in fact, that it has taken quite some time to wrap our minds around what approach should be taken and

what priorities we can address.

What are our priorities from the Product Development Strategy?

Well, there are several that we focused on in 2005 and will continue to push in 2006. First and foremost, HNL's biggest priority is to advocate to government that significant investment in tourism is vital if our industry is to have a chance to be as successful as it can be.

We need more investment for marketing. We need more investment for product development. We need more investment for human resources support at the Department of Tourism, Culture and Recreation. We need more policy planning and implementation in this province that respects the value of tourism resources and natural assets so that they are not destroyed today for the detriment of our industry's tomorrow!

*"It is HNL's role to drive the message home to anyone who is listening that what makes us so unique as a province is the very thing that makes us so appealing as a tourism destination and we cannot, must not, take that for granted."*

The Product Development Strategy was called A Special Place, A Special People for a reason. The experiences that draw people here are rooted in the province's natural and cultural heritage - the unique outdoors, wildlife, cultural heritage and people. It is HNL's role to drive the message home to anyone who is listening that what makes us so unique as a province is the very thing that makes us so appealing as a



tourism destination and we cannot, must not, take that for granted. We must, at all costs, ensure that our uniqueness is not lost and that our tourism product develops in such a way that our unique qualities are protected, not compromised, nurtured, not neglected and most of all, that we remain true to our authenticity.

Throughout the past year, HNL has been provided many opportunities to emphasize this priority. In government consultation processes, communications with members and government and in the media, HNL continued to keep this one of our key messages.

## Sustainable Tourism

Our industry cannot sit by and watch the beauty of our province, the very appeal that many other destinations wish they had, be compromised, which was the impetus behind the formation of the Sustainable Tourism Committee in 2005. Land and water planning and development in Newfoundland and Labrador can no longer proceed without first ensuring that tourism values, investments and resources in the particular area are protected.

# President's Message

The Sustainable Tourism Committee will develop a set of values for the protection of tourism resources in this province and will advocate for policies to ensure that valuable tourism resources are not destroyed or devalued by other resource development.

Sustainable Tourism also means that our industry, individual operators, tourism associations, towns and sector groups must make a priority out of building on tourism features and types of tourism products that influence travel. Our focus should be on building clusters of tourism attractions and services.

In 2005, HNL continued to advocate for strategic "sustainable" investments. Decisions on tourism development should be based on their ability to strengthen the tourism destination and encourage long term sustainability. HNL is working to get the message to government that all departments must work with the tourism industry when determining tourism-related funding projects for various communities and regions.

A major recommendation from the Product Development Strategy was that in order to grow our tourism industry, it is essential that we become more than just a one-season tourism destination.

## Extending the Season

As a major tourism operator in the province, HNL has advocated that government continue to invest in extending the season for its provincial sites and visitor services. Last year's investment to extend the season in provincial visitor information centres was an important step and it must continue.

Every little step from industry will also help extend the seasons. HNL is beginning with a partnership with C-Core, ACOA and the Department of Tourism, Culture and Recreation to develop an Iceberg Detecting website which will educate tourists on the best time to come to the province to view icebergs, spring and early summer, and help tourism operators find out iceberg location information.

A small step, yes. But it is a small step that should have a big impact on building the spring tourism season.

## Lounge Sector

Lounge issues such as the Smoking Ban, VLT Reduction plan and Insurance availability, all garnered significant profile in 2005 and will continue to be top of mind in 2006.

HNL has been working with government, members and other partners to develop a marketing campaign to encourage the general public to enjoy Newfoundland and Labrador bars again. HNL also advocated for a pause in the VLT reduction plan and a complete elimination of the liquor levy.

## Accommodation Taxes

For Hotel/Motel and B&B sectors, the main focus was accommodation taxes. HNL's swift response to the accommodation tax plans in both Corner Brook and Happy Valley-Goose Bay resulted in both communities shelving the idea. HNL also met with officials of the Department of Municipal and Provincial Affairs to give industry's perspective for a policy review of legislation that would allow municipalities to

collect accommodations taxes for general revenues.

## The Future

There are many issues and initiatives that we worked on throughout 2005 that are identified in this Report. Take a moment to review this report as it gives a good overview of the past year's efforts on behalf of the tourism industry.

In closing, I would like to say that every year presents new opportunities that we can build upon and challenges for us to overcome as an industry. Either way, I can honestly say that there is no other industry with such diversity, comradery and potential as this one. I am proud of this association. I am proud to be a tourism operator in Newfoundland and Labrador. And I hope that 2006 is your best year yet.



Nick McGrath  
President

# Advocacy

## Smoking Ban

Despite significant opposition, HNL was disappointed with the short time frame in which the smoking ban was implemented in July 2005. In order to protect employment levels and the financial viability of our businesses, HNL asked government during the consultation process to delay implementing the smoking ban to the spring of 2006 to allow licensed establishments ample time to develop strategies to keep existing customers and attract new ones.

Licensed establishments, as predicted, experienced serious declines in sales after the implementation of the smoking ban, according to a survey conducted by Telelink - the Call Centre Inc. on behalf of HNL.

Throughout the fall of 2005, HNL conducted two surveys of 265 licensed establishments in the province to gauge their sales levels in 2005 compared to 2004. The initial survey was conducted for the July/August period, directly after the onset of the ban and the follow-up survey was conducted for the September/October period, when the rebound was expected to happen. For the initial July/August period, 57 percent of establishments reported a decrease in overall sales. Of those establishments, 39 reported that the loss in sales was over 30 percent. For the follow-up September/



*Top: MP Loyola Hearn, HNL President Nick McGrath and Honourable Tom Rideout; Above: Nick and Honourable Tom Hedderson, Tourism, Culture and Recreation Minister.*

October period, the numbers were even more discouraging with 65 percent of establishments reporting a decrease in overall sales with 19 percent of those establishments reporting the loss in sales to be over 30 percent.

## Transportation Issues

As growth in our tourism industry depends on Newfoundland and Labrador's transportation system being

accessible, affordable and hassle-free, HNL advocated for more commitment to improving the Marine Atlantic ferry service in 2005. HNL contacted all Newfoundland and Labrador Members of Parliament and met with MP Loyola Hearn and then Minister of Transportation and Works, Honourable Tom Rideout. HNL maintained regular contact with Transport Canada and Marine Atlantic.

HNL was also active on the provincial ferry system. HNL worked with members and government to help alleviate some of the negative effects of the issues with the Apollo early in the season. As well, HNL asked the province to consider the needs of the tourism industry when completing its provincial ferry fleet review as the service is essential to the industry, especially in Labrador.

## Red Tape Reduction

HNL participated in the Provincial Government's Red Tape Reduction consultations, identifying areas in our industry in which improved efficiencies could be realized. In order to reduce the amount of paperwork required in tourism operations, HNL suggested an on-line database for collecting occupancy rates, Travel Guide listings, operator information, etc.

## Sustainable Tourism Committee

Several sustainable tourism issues came to light in 2005, such as clearcutting along Route 430 and damming in the Exploits River, which have affected HNL members.

As noted in the President's Message (Page 4), HNL formed a Sustainable Tourism Committee.

## Insurance Issues

In recent years, the tourism industry was hit hard when insurance rates for tourism operations skyrocketed because of instability in the insurance industry. In 2005, HNL participated in the Public Utilities Board review into Commercial Insurance in Newfoundland and Labrador.

Lounge and adventure tourism members have seen astronomical rate increases in their insurance premiums. Some operators have reported increases year over year in the 400-500 percent range even though they are claim free.

Both the lounge industry and adventure tourism sector, in partnership with HNL, have implemented risk management strategies in their businesses, including Responsible Alcohol Server, Wilderness First Aid, and Risk Management training, in an effort to improve the rates and availability of their commercial insurance



*Top: HNL President Nick McGrath conducting a media interview; Above: HNL Executive in a meeting with Honourable Paul Shelley, former Tourism, Culture and Recreation Minister.*

coverage. However, risk management strategies in the adventure and lounge sector are not given the consideration necessary to lower insurance rates. In addition, individual experience rating is not readily employed by the insurance industry for these sectors which would prevent those operators with claim free policies from being penalized for the lack of diligence by other businesses in the sector.

## Unlicensed Properties

Unlicensed tourist establishments operating in Newfoundland and Labrador continues to be a concern. Unlicensed properties do not uphold the same standards as inspected and licensed operations and give a false impression of the quality, safety and professionalism of tourist establishments in our province.

In 2005, HNL contacted all of the organizations in the province that promote local tourism operators asking that they only promote licensed properties. HNL encouraged those organizations to support legitimate tourism businesses in their area by ensuring that the literature distributed at their local Visitor Information Center and in other promotional activities include only licensed tourist establishments.

In addition, HNL has called on government to add human resources to the Department of Tourism, Culture and Recreation so that the Tourist Establishment Act regulations are being followed by anyone in the province operating a tourist establishment.

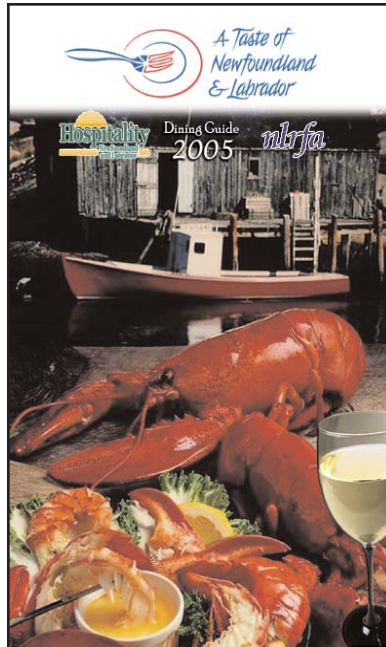
## Other Advocacy

See President's Message regarding [Accommodation Taxes](#), [Sustainability Issues](#), [Lounge Issues](#), [Tourism Marketing](#) and [Product Development Strategy](#).

# Industry Development

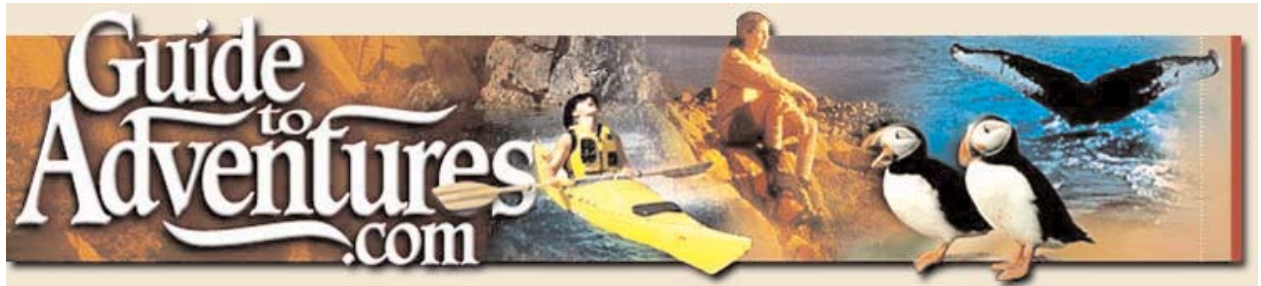
## A Taste of Newfoundland and Labrador

This has been a great year for A Taste of Newfoundland and Labrador, a partnership between HNL and the Newfoundland and Labrador Restaurant and Foodservices Association, with 28 restaurants participating in the marketing program. Throughout 2005, many initiatives were undertaken to promote Newfoundland and Labrador's food, culture and restaurants that offer quality culinary experiences. A Communications Plan/Marketing Strategy was developed to create an awareness of the *Taste* brand, which included a new look for restaurant marketing materials including lapel pins, sew-on



Above: The 2005 *Taste of Newfoundland and Labrador* Dining Guide

crests and table tent cards. New outdoor signage was also created for members to readily identify their establishment as a participating *Taste of Newfoundland and Labrador* restaurant. In 2005, 25,000 Dining Guides were distributed throughout the province at Visitor Information Centres, kiosks, establishments, events and *Taste* restaurants. The *Taste* website, [tastenl.ca](http://tastenl.ca), has had over 4,000 visitors since its unveiling in June. The Members section of the site is complete so that members can update profiles and menus, which will help visitors when searching for specific items. Supplier information and specials will also be displayed in the members section.



The Guide to Adventures group had another successful year marketing adventure tourism operators in Newfoundland and Labrador with 19 members participating in the initiative. The Guide to Adventures group participated in

tradeshows in Toronto, New York, Ottawa and Halifax and conducted contests throughout the spring.

A Wilderness First Aid Train-the-Trainer session took place so that Newfoundland and Labrador has its own trainer for

the program. Six trainers are now available in the province to offer the training. In 2005, the Guide to Adventures group also developed and implemented a Mystery audit program for its members.

*In 2005, HNL was shortlisted as an **Employer of Distinction** by the Newfoundland and Labrador Employers' Council for its innovative and progressive steps in ensuring effective employee relations. The Employer of Distinction Award recognizes employers who go above and beyond the norm when it comes to all elements of the employment relationship including Health and Safety, Presence in the Community, Stakeholder Awareness and the overall implementation of Human Resource Best Practices.*



# Industry Development



*Left: Stan Cook Jr., Past President; Honourable Tom Hedderson, Minister of Tourism, Culture and Recreation; Nick McGrath, HNL President; Nancy Healey, HNL Executive Director; Gary Norris, Deputy Minister; and Vic Janes, Assistant Deputy Minister in one of several meetings between HNL and the Department of Tourism, Culture and Recreation in 2005.*

## Campgrounds and Attractions

In 2005, HNL and the Newfoundland and Labrador Campgrounds and Attractions Association organized three workshops for campground operators. The sessions, held in Deer Lake, Gander and Bay Roberts, focused on Using the Internet, Camping Select and government licensing regulations. Over 40 campground operators attended the sessions.



*Over 40 participants attended the Campground workshops in 2005 that took place in Deer Lake, Gander and Bay Roberts.*

## Tourism Internet Marketing Bootcamp

Renowned E-Business and Internet marketing expert Susan Sweeney delivered her Tourism Internet Marketing Bootcamp to 60 participants in 2005.

In order to capitalize on new trends in travel planning and improve industry competitiveness, the "bootcamp", a comprehensive two-day program, offered valuable information to tourism operators about website design, development, search engine ranking, Internet marketing strategy development,

implementation and evaluation.

HNL, through its TourismTechnology.com initiative, hosted the event. TourismTechnology.com, a partnership between the four Atlantic Canada Tourism Industry Associations and the Tourism Atlantic branch of the Atlantic Canada Opportunities Agency (ACOA), is designed specifically for tourism operators to provide them with the necessary education and skills to maximize their business opportunities online.

In addition to the bootcamp, a Website Upgrade Program

offered an opportunity for operators to get a subsidy for their upgrades. The program subsidized 40% of the cost (to a maximum contribution of \$2000) to develop a new tourism website for private businesses which increases the functionality and marketing capability significantly. The Program was offered to tourism operators interested in actively improving their business over the Internet and willing to input their own money and time into the business strategy but challenged financially to take the next step.

# Professional Development



Thirty-five tourism professionals were certified in 2005 including: (l-r) Joan Kennedy, Housekeeping Room Attendant, The Fairmont Newfoundland; Connie Penton, Tourism Visitor Information Counsellor, Boyd's Cove Beothuk Interpretation Centre; Cory LeRiche, Food and Beverage Server, Hotel Port aux Basques

## emerit Certification

An emerit-certified employee is a profitable employee and a proud employee. *emerit* Professional Certification, recognized across the country, brings a professionalism and credibility to emerit-trained professions. It is awarded when an employee demonstrates they have mastered the required skills and met the standards of their profession in a practical job setting.

In 2005, 35 individuals were certified bringing the total number of *emerit*-certified employees in Newfoundland and Labrador to 365.

*emerit* training resources are also available on-line. More and more businesses are turning to on-line training which is employee driven, efficient, affordable, and user-friendly. In partnership with the Canadian Tourism Human Resource Council (CTHRC), HNL launched on-line learning modules for Food & Beverage Server, Bartender, Front Desk Agent, Tourism Essentials and Housekeeping Room Attendant.

## Responsible Alcohol Server

HNL's Responsible Alcohol Server program presents a risk management opportunity to licensed establishments in Newfoundland and Labrador. The goal of the workshop is to help operators and employees of licensed establishments plan and implement ways of reducing alcohol-related risks while maintaining or enhancing profits. It gives the establishment a chance to put together new operating strategies for an environment where there is a shifting view of what is OK and what is not OK when it comes to drinking.

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 2005, 239 servers participated in the program in Newfoundland and Labrador.

## SuperHost Atlantic

This internationally recognized Customer Service and Tourism Awareness Training workshop focuses on communication and customer service.

SuperHost Atlantic examines our attitude to service and interactions with our customers. It can elevate service and hospitality standards and inspire and instill professionalism and pride.

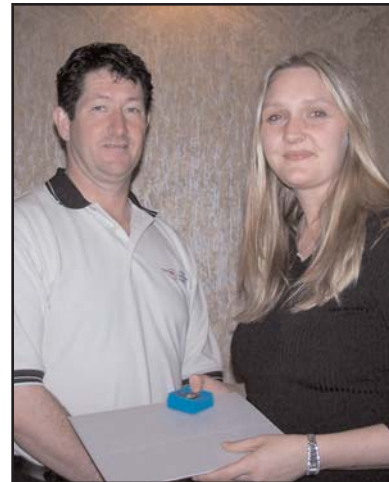
In 2005, over 500 tourism employees participated in the SuperHost Atlantic workshop.



## SuperHost: Sales Powered by Service

HNL also offered a new customer service workshop in 2005. When working in the service industry, everyone has a responsibility to support and encourage sales. SuperHost: Sales Powered by Service is a follow up seminar to SuperHost Atlantic and gives techniques to participants on how to be more effective salespeople.

# Professional Development



(l-r) Sharon Blunden, Bartender, St. Jude Hotel; Jeff Birmingham, Tourism Supervisor, Delta St. John's Hotel and Conference Centre; Lisa Whalen, Front Desk Agent, Best Western Travellers Inn

## Business Recognition Program Goes National!

*emerit* "Commitment to Excellence" National Business Recognition is awarded on a per annum basis to properties that have a minimum of 60% of their staff professionally certified.

When a property qualifies for National Business Recognition they will receive a certificate to display in their place of business. Businesses who qualify for this impressive award will be featured in various marketing collateral and a National Ad will be broadcast to the industry, announcing the names of those businesses that received a certificate. A list of these properties will also be posted on the *emerit* web site ([www.emerit.ca](http://www.emerit.ca)).

In Newfoundland and Labrador, HNL offers the *emerit* "Commitment to Excellence" to operators who meet a minimum of 20% of employees certified in occupations available for certification (reviewed annually) or a minimum of 75% of staff

have successfully completed SuperHost Atlantic (reviewed annually). For those qualifying businesses, a Commitment to Excellence logo is placed next to their listing in the Travel Guide.

## Tourism Industry Labour Market Analysis

HNL initiated the Tourism Industry Labour Market Analysis with consultants, AMEC Earth and Environment in 2005. The final report will be released in 2006 and will help determine the direction HNL will take with regards to professional development and training in the coming years.

## Gros Morne Institute for Sustainable Tourism (GMIST)

The Gros Morne Institute for Sustainable Tourism had an active year. Throughout the spring and fall, GMIST offered courses in Greening Your Business, Experiential Tourism, Legal Liability and Risk

Management and Snowmobile Ethics and Safety. Over 190 participants took part in the courses in the Gros Morne region.

Through the establishment of GMIST, HNL, the Atlantic Canada Opportunities Agency, Tourism Atlantic, the Canadian Tourism Commission and Parks Canada intend to advance the quality and success of Atlantic Canadian tourism operators through an array of training programs offered at the Institute. The Institute and its programs:

- Advance the quality of tourism services/facilities and the advancement of sustainable tourism development/delivery;
- Support diversification and enhanced quality of sustainable nature-based tourism adventures and experiences by traditional and non-traditional tourism experience providers;
- Build the capacity of Atlantic Canada's tourism operators to reach new international and domestic markets.

# Special Events



(l-r) Attendees of the Winter Tourism Forum took advantage of a wealth of information available about tourism activities in the region; Tourism Awareness activities included participating in a NTV Evening Newshour Weather Hit with Sharon Snow; A beautiful sunny day for the 2005 Golf Classic in Gander.

## Networking Events

HNL held many networking sessions throughout the year, providing an opportunity for members to develop partnerships. Events were held in Happy Valley-Goose Bay, Conception Bay South, St. John's, Corner Brook, Gander and Port Blandford.

## 2005 HNL Convention and Trade Show

HNL held its 22nd Annual Convention and Trade Show in Corner Brook from February 3rd to 6th, 2005, the first time the Convention was held in Corner Brook with theme *Expand the Season...Expand the Opportunity*.

The Convention and Trade Show offered professional development and networking opportunities to over 300 delegates that focused on how to move the tourism industry into the shoulder and winter seasons. The event included a keynote address by Bruce Poon Tip. Mr. Poon Tip is the founder of the Toronto-based G.A.P. Adventures, which is one of Canada's fastest growing companies. In addition, Tourism, Culture and Recreation Minister Paul Shelley gave the Friday Luncheon Address. Tourism

Industry Excellence Awards were given out during the Presidents' Awards Gala on Saturday night (see page 13).

## Winter Tourism Forum

The first ever Winter Tourism Forum on the West coast was a tremendous success. A partnership between HNL and the Corner Brook Economic Development Corporation, the forum saw 60 tourism stakeholders discuss partnering opportunities and possible packaging efforts designed to better promote and market the west coast as a destination for winter tourism activities.

Participants garnered a greater appreciation of what other businesses were doing and discussed ways they could partner to create a more enjoyable experience. Participants also gathered information about products and services that are available on the west coast. HNL is considering holding similar events across the province in 2006.

## Tourism Awareness Days 2005 - Discover our Best Kept Secrets

HNL celebrated Tourism Awareness Days 2005 from

May 24 - June 17, 2005. This year during Tourism Awareness Days, HNL invited everyone to *Discover Our Best Kept Secrets*. From environmental and sustainability initiatives to quality assurance programs and strategic marketing and product development plans, the tourism industry is planning for a long and vibrant future in Newfoundland and Labrador.

From the kick off at the Foxtrap Marina to Taste of Newfoundland and Labrador luncheons in St. John's and Port aux Basques, members celebrated the tourism industry all over Newfoundland and Labrador. The highlight of the celebrations was the Tourism Open House during which members opened their doors to visitors and invited them to see the services they provide in the community.

## Annual Golf Classic goes to Gander

Gander welcomed a hundred golfers to HNL's Annual Golf Classic in September. While the hole-in-one prizes were left uncollected the golfers nabbed some awesome prizes including spa and golf packages. The first prize went to the Islander RV Team.

# Tourism Industry Excellence Awards

"Winning a tourism award is a tangible recognition of excellence in the field. HNL's goal with this program is to reward high standards in the industry - and the operators who enable this province to remain competitive. This year's winners offer some of the finest examples of professionalism, quality and perfection you'll find anywhere."

Nick McGrath, President  
Hospitality Newfoundland and Labrador

## 2005 Award Winners

**Quality Award** - The Murray Premises Hotel, St. John's

**Orchid Award** - The Winsor House Heritage Inn, Wesleyville

**Restaurateur of the Year** - The Wine Cellar, Corner Brook

**Sustainable Tourism Award** - Ocean Quest Inc., Conception Bay South

**Cultural Tourism Award** - Lighthouse Picnics, Ferryland

**H. Clayton Sparkes Accommodator of the Year Award** - Sheila Kelly-Blackmore, St. Jude Hotel, Clarenville

**Norman Parsons Memorial Award** - Dave and Barbara Adams, Tickle Inn at Cape Onion

**Doug Wheeler Award** - East Coast Trail Association

**Supplier of the Year Award** - ISP Atlantic, St. John's

**P.R.I.D.E. Award** - Bob and Georgina Hedges, The Doctor's Inn, Eastport

**Tourism Atlantic Technology Award** - Spa at the Monastery and Suites, St. John's

**Cruise Vision Award** - Pat Pye, Corner Brook

**Ambassador of Hospitality Awards 2005**  
Rex Murphy, Mark Critch, Dr. Bill Montevecchi, Marion Murphy (Labrador City), Mayor Claude Elliot (Gander), O'Reilly's Irish Newfoundland Pub, Eliza Swyers (Bonavista), Kathy Elliot (Corner Brook), Fergus O'Byrne.



During the 2005 Convention and Trade Show, the Sustainable Tourism Award was presented by Parks Canada and HNL to **Rick Stanley, Ocean Quest Inc., Conception Bay South** who has made strides in sustainable tourism practices toward protecting our natural and cultural heritage resources. Also in 2005, Rick was presented with the National Sustainable Tourism Award. (PHOTO: Rick Stanley, Ocean Quest Inc. accepts Parks Canada Sustainable Tourism Award during the Tourism Industry Association of Canada's Leadership summit in Quebec City.)

# Membership

## Regional Offices

The membership team was very active in 2005. Alison Highsted began in March as the new Regional Representative in Central who is responsible for membership, professional development and creating a presence for HNL in that region. Brenda Hodder was hired late in December as the new Labrador Regional Representative operating out of Labrador City. Erika Stockley, HNL's former Labrador Representative operating out of Happy Valley-Goose Bay, resigned in 2005. Paul Parsons is the Western Regional Representative operating in Corner Brook. As well, Membership and Sales Coordinator Lynn Taylor was hired to be responsible for membership development in the Avalon/Eastern region as well as coordinating membership efforts province wide.



Alison Highsted  
Central Representative



Paul Parsons  
Western Representative



Lynn Taylor  
Membership and Sales Coordinator



Click-A Deal, a new HNL initiative, is a web-based service offered to HNL Supplier members which will allow suppliers to promote specials or products and services exclusively to HNL members. Suppliers will be able to add or update their specials or promotions often to keep the site current.



## Membership Benefits

HNL strives to maintain a comprehensive member benefits package. The following are just some of the HNL benefits that members took advantage of in 2005.



All this and HNL membership is **tax deductible!**

# Strategic Alliances/Representation

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Each year, HNL works with many organizations and groups to move forward initiatives that will help promote and develop the tourism industry in Newfoundland and Labrador. In 2005, HNL worked with the following:

- Adventure Tourism Association of Newfoundland and Labrador (ATANL)
- Atlantic Canada Technology Initiative (ACTI)
- Atlantic Canada Tourism Partnership (ACTP)
- Bed & Breakfast/Country Inns Association of Newfoundland and Labrador
- Campgrounds and Attractions Association of Newfoundland and Labrador
- Canada Select Newfoundland and Labrador
- Canadian Tourism Commission (CTC)
- Canadian Tourism Human Resource Council (CTHRC)
- C-Core
- Cruise Association of Newfoundland and Labrador (CANAL)
- Department of Canadian Heritage
- Department of Tourism, Culture and Recreation
- Golf Newfoundland and Labrador
- Hotel/Motel Association of Newfoundland and Labrador
- Hotel/Motel Association of Canada (HAC)
- Labour Market Development Council
- Music Industry Association of Newfoundland and Labrador (MIANL)
- Newfoundland and Labrador Outfitters Association
- Newfoundland and Labrador Restaurant and Foodservices Association (NLRFA)
- Parks Canada
- Provincial and Territorial Tourism Industry Associations
- Taste of Newfoundland and Labrador Management Committee
- Tourism Industry Association of Canada (TIAC)

## *On the Road Again!*

Throughout 2005, HNL's Executive Committee, Board of Directors and employees host events or professional development sessions, attend regional meetings, make presentations and visit members in all regions of the province.

Here is a snapshot of some of those places...



Aquaforte Baie Verte Bauline East Bay Bulls  
 Bay Roberts Benoit's Cove Bide Arm Bishop's  
 Falls Botwood Boyd's Cove Brigus Buchans  
 Burgeo Cape Broyle Carbonear Chapel Arm  
 Clarenville Clarkes Beach Country Road Codroy  
 Valley Conception Bay South Conne River  
 (Miawpukek First Nations) Conche Corner Brook  
 Cow Head Cox's Cove Crow Head Cupids  
 Curling Deer Lake Dover Dunville Eastport  
 Englee Ferryland Fleur-de-Lys Fogo  
 Frenchman's Cove Freshwater Gambo Gander  
 Glenburnie Glovertown Grand Falls-Windsor  
 Greenspond Head of Bay D'espoir Happy Valley-  
 Goose Bay Harbour Grace Hawke's Bay  
 Irishtown/Summerside Kings Point La Scie L'Anse au Clair Labrador City  
 Lark Harbour Lewisporte Main Brook Markland Marystown Marysvale  
 Milltown Mount Pearl Newtown North West River Norris Arm Norris Point  
 Parsons Pond Pasadena Placentia Plum Point Pool's Island Port au Choix  
 Port au Port Peninsula Port aux Basques Port Blandford Port Rexton Port Union Portland Creek  
 Rocky Harbour Roddickton Seal Cove Spaniard's Bay Springdale St. Albans St. Anthony St. John's  
 St. Lawrence St. Lunaire-Griquet St. Paul's Steady Brook Stephenville Terra Nova Tilting Torbay  
 Tors Cove Trout River Twillingate Upper Island Cove Wabush Wesleyville Whitbourne Winterton  
 Witless Bay Woody Point