



# HOSPITALITY

NEWFOUNDLAND & LABRADOR

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2014 ANNUAL REPORT

## MESSAGE FROM THE CHAIR



Dear members and partners,

As I enter the second half of my term as Chair of Hospitality NL, I am struck by how quickly the first half has gone by. During the past twelve months, I have had the privilege to work on the behalf of some of the most innovative and hard-working people I have ever met and I am pleased to present to you the 2014 annual report of the association's primary activities.

Our industry faced its fair share of high profile challenges this past year and I am proud to tell you that when faced with these challenges, our members, Board and staff all worked diligently to overcome them. From meeting with elected officials or other decision makers, presenting our position submissions, clarifying the issues and highlighting the concerns of tourism operators there was never an opportunity missed to push tourism priorities. As a result, I can safely say that our industry is not overlooked and we are, in fact, acknowledged and respected as a significant and sustainable economic generator and employer in Newfoundland and Labrador. We are an industry that generates over one billion dollars in annual spending. We are an industry that supports eight percent of provincial jobs. We are an industry that brings more than half a million visitors each year and we are an industry that shares the phenomenal story of the people and place that is Newfoundland and Labrador!

This coming year will mark the half-way point to our industry's collective Vision and I believe, stronger than ever, that we can attain our goal of doubling annual tourism revenues; I also believe it is imperative that in order to reach it, we must all do our part and work collaboratively to drive visitation.

Moving forward into 2015, Hospitality NL's members, Board and staff remain committed and well positioned to lead our tourism strategy and advance the tourism industry to reach its potential. 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 in 2014. As well, a special thank you for the support that has been shown to me throughout the first half of my term as your Chair. I am looking forward to the year ahead and working with my fellow Board members on the strategic priorities of the association, as identified by our members, to further grow the tourism industry across Newfoundland and Labrador in 2015 and beyond. I encourage all members to become even more engaged with Hospitality NL in 2015 and ensure our mutual continued success.

Sincerely,

A handwritten signature in black ink, appearing to read 'Rex Avery', written over a horizontal line.

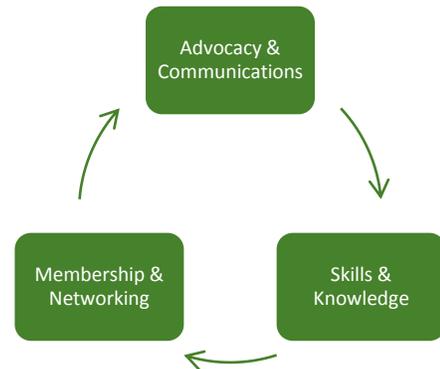
Rex Avery  
Chair, Hospitality NL

# HOSPITALITY NEWFOUNDLAND AND LABRADOR

## *Provincial Tourism Industry Association*

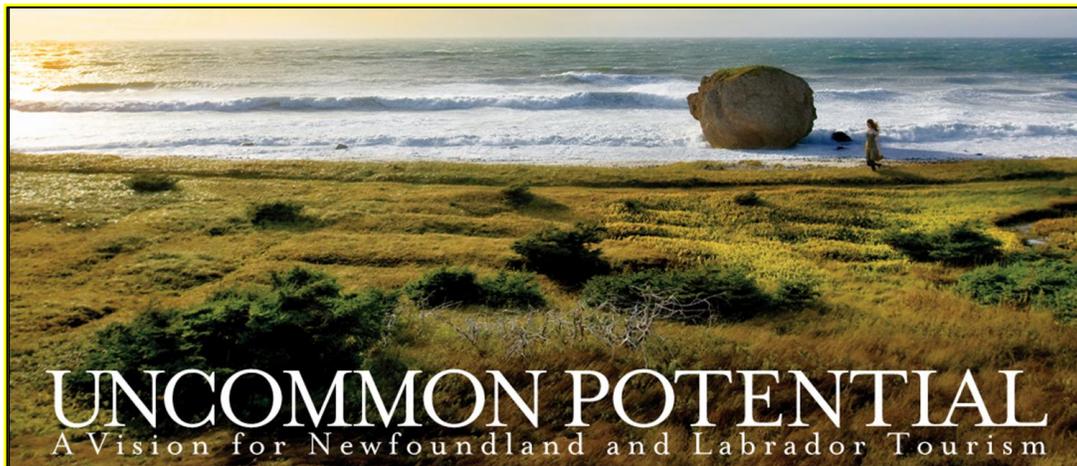
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Hospitality Newfoundland and Labrador, the provincial Tourism Industry Association, is focused on advocacy, education, the adaptation of innovative technology and the promotion of a strong member network. Through forward thinking and fostering the growth of its members, Hospitality NL continues to be the leader of the tourism industry in the province.



Hospitality NL works closely with all tourism stakeholders, including private industry, regional destination management organizations, suppliers, other non-profit associations, municipalities and all levels of government, to advance the tourism industry and ensure its success and sustainability. As such, Hospitality NL continues to play a key role on the Newfoundland and Labrador Tourism Board, a private-public partnership dedicated to ensuring our industry reaches the collective goal of doubling annual tourism revenues in the province by 2020 – *Vision 2020*.

### UNCOMMON POTENTIAL: A VISION FOR NEWFOUNDLAND AND LABRADOR TOURISM



2014 marked the end of the first half of the road to *Vision 2020*, the strategy for Newfoundland and Labrador's tourism industry. By focusing on implementing the activities outlined in the [seven strategic directions](#) of *Vision 2020*, Hospitality NL, along with its partners in industry and government, continue to grow and advance the tourism industry towards our common goal of doubling annual tourism revenues by 2020.

In order to remain competitive and continue to elevate the quality of tourism services and attractions available in the province, Hospitality NL and partner organizations of the NL Tourism Board engaged in two key initiatives focused on Product Development: the **Tourism Assurance Plan (TAP)** and the **Destination Development Process (DDP)**.

### **Tourism Assurance Plan (TAP)**

The Tourism Assurance Plan (TAP) involves [five common minimum standards](#) that are aimed at promoting tourism organizations that provide quality travel experiences and assisting tourism services and attractions improve the way they operate. In order for tourism services and attractions to participate in provincial marketing and development initiatives, qualify for membership in Hospitality NL and participate in partnership/membership activities with regional Destination Management Organizations, all tourism services and attractions outside the outfitting sector had to meet the TAP standards by **May 31, 2014**. Operators in the outfitting sector had to meet the TAP standards by **December 31, 2014**. The Tourism Assurance Plan achieved a 70% compliance rate in its initial year.

TAP is a significant step forward for the tourism industry in Newfoundland and Labrador and will increase consumer/traveller confidence in the services and attractions offered and contribute to the overall sustainability of our industry.

### **Destination Development Processes (DDP)**

The Destination Development planning process is currently being rolled out throughout the province. A Product Development initiative, the Destination Development process will assist in identifying growth opportunities in each of the five regions of the province, how they may be linked, and what the priorities may be. As an initiative of the NL Tourism Board, all partners are involved with the Destination Development planning process with hired consultants, Richard Innes of Brain Trust Marketing and Communications and Nancy Arsenault of the Tourism Café.

Implementation of the findings and recommendations contained within each of the final reports is a high priority for all partners. As such, implementation plans will be developed which will include a strategic priority setting process to enable the identification of short-term and long-term objectives and priorities, including the development of an action plan to assist with implementation. At the end 2014, the DDP status for the regions was as follows:

- Eastern Newfoundland – report released; implementation process ongoing
- Labrador – report released; implementation process planning underway.
- Western Newfoundland – finalization of report underway.
- Central Newfoundland – data collection and industry consultation started.
- Northeast Avalon – implementation process upcoming.

Throughout 2014, as co-lead on the project, Hospitality NL worked closely with the Department of Business, Tourism, Culture and Rural Development (BTCRD), Atlantic Canada Opportunities Agency (ACOA) and each of the regional Destination Management Organizations and municipal partners collaborating on the TAP and DDP projects to increase industry participation in information webinars and regional stakeholder sessions. The process strengthened partnerships and the sessions provided a forum for tourism service and attraction providers to ask questions and provide valuable feedback.

When completed, the Destination Development process will have:

- Obtained 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.
- Developed an action plan for each region that will improve the destination's long-term visitor opportunities through a pro-active, collaborative and aligned process between business, the region and the province.
- Improved collectively, Newfoundland and Labrador as a tourism destination (through regional development) and individual tourism business operators to be more profitable through ensuring we deliver on the brand promise and provide memorable visitor experiences.

## 2014 NEWFOUNDLAND AND LABRADOR TOURISM BOARD



### 2014 Newfoundland and Labrador Tourism Board Members

**L-R, Back Row:** Jane Parry, Hospitality NL representative; Joanne Smyth, Manager, Community Development, Atlantic Canada Opportunities Agency, NL office; Carmen Hancock, Chair, Destination Labrador; Wayne Hallett, Adventure Central Newfoundland representative; Larry Laite, Chair, Destination St. John's; Marieke Gow, Chair, Legendary Coasts of Eastern Newfoundland; Todd Wight, Hospitality NL representative; Rex Avery, Chair, Hospitality NL.

**L-R, Front Row:** Rita Malone, Assistant Deputy Minister, Regional Development and Business Analysis, Department of Business, Tourism, Culture and Rural Development; Barry Rogers, Chair, NL Tourism Board; Carmela Murphy, Assistant Deputy Minister, Tourism, Culture and Heritage, Department of Business, Tourism, Culture and Rural Development.

**Missing from photo:** Alastair O'Rielly, Deputy Minister, Department of Business, Tourism, Culture and Rural Development; Steve Denty, Hospitality NL representative; Ed English, Chair, Go Western Newfoundland.

# ADVOCACY & COMMUNICATIONS

## *Collective Voice of Tourism*

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As the voice of the provincial tourism industry, Hospitality NL aims to maintain a strong connection with its members and partners through open, two-way communication. This is achieved through membership outreach, email communications, social media presence and interaction with industry, whether face-to-face around the province or via webinar technology. Hospitality NL fosters the growth and sustainability of the tourism industry by keeping members informed of opportunities, developments and challenges of the industry, as well as the organization's advocacy efforts and priorities. To ensure we are best able to meet the needs of the members we serve, Hospitality NL works in consultation with partners and industry stakeholders and encourages feedback from all members.

Our work on behalf of members and the industry itself has played a crucial role in developing the tourism industry into the flourishing economic driver and employer that it is today. Hospitality NL is the voice of the provincial tourism industry, advocating on issues of importance to the tourism industry in order to sustainably build a more competitive environment for tourism operators. Representing the provincial tourism industry on the Newfoundland and Labrador Tourism Board, as well as with respect to the federal and provincial governments, Hospitality NL strives to ensure the interests of all members are considered. Ranging from access and transportation to the sustainable use of our province's resources, Hospitality NL remains determined to promote the best interests of the industry and our members. Together, our collective voice can affect change.

A major component of Hospitality NL's communications efforts is social media. There is no disputing the link between the travel and tourism industry and social media and as such, the association is committed to adapting its social media strategy as industry and technology evolves. In the past year, Hospitality NL has continued developing its online presence and personality. With official accounts on [Twitter](#), [YouTube](#), [Facebook](#) and [LinkedIn](#), in 2014, Hospitality NL proudly reached and surpassed the milestone of 7,000 followers on Twitter!

### **RECOGNIZING THE VALUE OF A SUSTAINABLE INDUSTRY**

With \$1 Billion in annual spending, 2,400 tourism-related businesses and organizations and eight percent of provincial jobs directly attributed to tourism, the industry's contribution to the economy, employment and social fabric of Newfoundland and Labrador is significant. With provincial and federal elections on the horizon, it is essential for candidates and elected officials to be informed about the importance of the tourism industry to our communities, the current value of the tourism industry and the public policy initiatives that can be taken to ensure the tourism sector continues to grow and prosper well into the future.

In 2014, in consultation with partners, Hospitality NL prepared the *Provincial Tourism Advocacy Communiqué*, a document for industry to use, which outlines the key provincial opportunities and challenges before the tourism industry. It is essential all operators reach out to candidates to ensure they understand the issues facing the future growth of their industry and all tourism

stakeholders fully support a collaborative approach to realize continued growth and development throughout all regions of NL.

In September 2014, the provincial government announced departmental restructuring which included the merging of the Department of Tourism, Culture and Recreation with the Department of Innovation, Business and Rural Development to form the new Department of Business, Tourism, Culture and Rural Development. Hospitality NL immediately engaged in open dialogue with government officials since the creation of the new department and is committed to ensuring that critical tourism investments, services and supports are sustained. It is critical that the tourism industry continues to receive stable, consistent and prioritized attention to achieve our collective vision, including stable and competitive provincial tourism marketing investment.

Other prominent policy initiatives for Hospitality NL in 2014, as outlined below, focused on the areas of transportation, protection and preservation of natural/cultural resources, unlicensed accommodations, and regulatory/legislative changes impacting tourism operations. In order to address issues impacting the sustainable growth of the tourism industry in NL, Hospitality NL is committed to maximizing the efficiency of organizational efforts and enhancing communications, collaborations and efficiencies among all partners and tourism stakeholders. To learn more about any of Hospitality NL's policy priorities and advocacy efforts, please visit [www.hnl.ca/advocacy](http://www.hnl.ca/advocacy) or contact [Leslie Rossiter](#), Manager of Policy and Communications.

## **TRANSPORTATION**

Access and transportation continues to be a major strategic priority for the growth of the tourism industry. Travel to, from, and around the province, whether by sea, air, or road can be inhibited by issues of affordability, capacity, infrastructure and quality. Newfoundland and Labrador's tourism industry depends on an affordable and reliable transportation system in order to grow and it is important that our province have a comprehensive multi-modal transportation strategy that will ensure that our transportation system can meet the evolving needs of users and industries.

### **Marine Atlantic Inc.**

As the increasing costs to Marine Atlantic Inc. users causes concern among tourism stakeholders, Hospitality NL continues to advocate the need for long-term investment in Marine Atlantic Inc. in order to build the service into a much more reliable, efficient and effective transportation supplier.

Passenger traffic has declined in each of the last few years, and has been on a downward trend since 2002; non-resident automobile visitors who use Marine Atlantic Inc. as their primary transportation supplier are an important market segment for the tourism industry and the tourism industry cannot afford to lose ground in this significant market. While a lot of progress has been made regarding the Marine Atlantic ferry service through capital investments and customer service improvements, six consecutive annual fare increases, service cuts, declining passenger numbers (-23% over the past three years, 35% since 2001) and budgetary challenges have brought this vital link to the rest of Canada back to topping tourism stakeholders' concerns. As a 16% reduction in ferry crossings over the past three years and schedule changes have affected some operators' business, it will be essential to maintain dialogue with Marine Atlantic to mitigate

any impacts on tourism resulting from the crown corporation's operating requirements. Hospitality NL is further concerned about the increasing costs for commercial traffic as Marine Atlantic Inc. provides a link for operators to obtain the goods and services required to meet the needs of travelers.

Hospitality NL is calling for funding to be set at appropriate levels over an extended period of time to provide a stable base that enables longer-term planning, allows for pricing that does not erode the level of service or deter travellers and is sufficient to drive continuous improvement and cost efficiency in the service. Marine Atlantic Inc., a primary gateway for growing inbound tourism, is an essential link not only for the future growth and development of the tourism industry but also for all residents and industries. It is a critical enabler of private industry investment and with a solid commitment to sufficient, sustained funding can help drive job creation and economic diversity throughout Atlantic Canada.

### **Intra-Provincial Ferry System, Roads and Signage**

While Marine Atlantic Inc. is a critical factor in fulfilling Newfoundland and Labrador's economic potential from tourism, it is essential that transportation infrastructure within the province is also at a standard that can sustain existing traveller needs and support future growth. Hospitality NL recognizes that a significant coordinated effort from all levels of government and industry is required to support the strategic development of transportation within Newfoundland and Labrador as provincial ferry services, the Trans Labrador Highway and the Tourist Oriented Directional Signage system all require significant attention, planning and resources. Hospitality NL remains committed to working with regional and government partner agencies including the Departments of Business, Tourism, Culture and Rural Development and Transportation and Works to ensure the tourism industry is represented when addressing provincial transportation strategies.

## **ENVIRONMENT**

The tourism industry, like so many others, is dependent on the natural and cultural resources of Newfoundland and Labrador. Proper regulation, sustainable initiatives and cooperative usage between industries remain key aspects of Hospitality NL's advocacy efforts.

### **Protection of Natural/Culture Tourism Assets**

Hospitality NL has voiced concerns and in partnership with tourism stakeholders, urged for a comprehensive analysis of all long-term impacts of proposed hydraulic fracturing to be conducted in the province. In November 2013, the Government of NL announced a temporary moratorium on fracking and in August 2014, announced it would establish a panel to undertake an independent review of hydraulic fracturing in western Newfoundland. In October 2014 panel members were announced. Hospitality NL supports an independent review but has expressed concern over the need for representation from the tourism industry on the panel and for tourism to be factored prominently in the Scope of the Review into the potential impacts of hydraulic fracturing. Hospitality NL understands the importance of the potential economic spinoffs that may be seen as a result of the project; however, a balanced approach must be taken between such developments and the protection of natural tourism assets in our province, including Gros Morne National Park, that enhance the quality of life for residents and serve as the foundation of other

revenue-generating industries. Hospitality NL will continue to monitor and participate in feedback discussions surrounding this issue.

### **Marine Mammal Regulations**

In late 2014, Hospitality NL learned that the Government of Canada was seeking feedback on proposed amendments to the Marine Mammal Regulations (MMR). While the MMR currently prohibit the disturbance of marine mammals, Hospitality NL expressed concern to Fisheries and Oceans Canada regarding the consultative process and the limited consultation that took place locally leading to the proposed amendments and asked that the deadline to provide feedback and comments be extended and a meeting with representatives and provincial marine-based tourism operators be held in NL. Hospitality NL received an extension and the meeting was scheduled for early 2015. Hospitality NL will continue to work with tourism stakeholders in NL in preparing a submission to the consultation process with the view of achieving a balance in the regulations that recognizes the importance of stewardship, conservation and protection of marine wildlife while not impeding the ability of operators to build a sustainable tourism industry.

### **REGULATORY**

Hospitality NL is committed to working with members, as well as numerous provincial and federal partners, to develop a business environment that fosters growth and efficiency and reduces complex processes and unnecessary red tape.

### **Unlicensed accommodations**

In recent years, significant concerns associated with unlicensed accommodations, including *Airbnb*, have arisen as they often do not fall under any of the regulatory, legal, taxation, health and safety or insurance laws that licensed accommodators do and consequently, they have the potential to negatively impact Newfoundland and Labrador's reputation as a premiere tourism destination. With more than 2,400 tourism businesses that are operating in the spirit of legitimate competition in NL, it is essential that this issue be addressed and Hospitality NL has been working diligently with government regulators and industry partners to identify solutions.

### **Room levies**

In 2014, government undertook a Provincial-Municipal Fiscal Framework Review. Hospitality NL, along with tourism operators across NL, are concerned over the identification of room levies as a potential revenue sources to fund local governments and the services they deliver. While Hospitality NL fully supports a reasonable and sustainable municipal revenue framework that facilitates quality local services, **the industry's position is that any levies decided upon in any jurisdiction should be initiated by those expected to implement the levy and that room levies should be industry led, focused and managed, with monies collected re-invested back into tourism marketing and development.** Throughout the past year, Hospitality NL has been working with stakeholders across the province to ensure the Department of Municipal and Intergovernmental Affairs and Municipalities NL are aware of the tourism industry's position and concerns regarding this issue. Hospitality NL continues its efforts on this issue and encourages member feedback moving forward.

# SKILLS & KNOWLEDGE DEVELOPMENT

## *Maintaining a Dynamic Workforce*

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Part of Hospitality NL's mandate is to foster the development and growth of the tourism industry in Newfoundland and Labrador. Through professional development, training and quality initiatives, Hospitality NL assists operators improve their service delivery and professionalism.

Hospitality Newfoundland and Labrador offers a wide range of training and education products and services specifically designed for tourism organizations. By offering resources such as industry standards information and labour initiatives, Hospitality NL fosters the growth of our members, as well as the industry itself.

### **SKILLS & KNOWLEDGE ACTION PLAN**

As the provincial lead for Skills and Knowledge, Hospitality NL has worked with Government Partners and DMOs to design a three-year Skills & Knowledge Action Plan that coordinates all skills and knowledge offerings available to the provincial tourism industry. By reviewing and prioritizing the Identified Needs, an Action Plan and Training Needs Matrix has been drafted to help establish tourism training priorities for the next three years.

The Skills & Knowledge Action Plan aims to elevate the customer service quality of tourism services and attractions in Newfoundland and Labrador and close any potential gaps between traveller expectations and service experiences. The plan is set to begin implementation in 2015.



### **WORLDHOST®**

In May 2014, Hospitality Newfoundland and Labrador was pleased to launch a new customer service training workshop, WorldHost® Fundamentals.

Originally launched as SuperHost® in 1985, the program has since been redesigned and rebranded as WorldHost®. WorldHost® Fundamentals is a one-day workshop designed to give front-line employees the skills, tools and techniques required to provide exceptional customer service. Great customer services translates into great business and with the launch of WorldHost®, Newfoundland and Labrador's tourism workforce will be equipped to continue to exceed guest expectations.

More than 490 tourism front line employees from across the province participated in the WorldHost® customer service workshop in 2014.

### **EMERIT® TOURISM TRAINING**

In 2014, Hospitality NL continued to provide Newfoundland and Labrador's tourism industry with the best nationally-recognized tourism training products in Canada. This year, emerit® launched the brand new **Food and Beverage**

**emerit®.ca**

**Management International Certification** which leads to the Certified International Foodservice Management (CIFM). The Standards cover nine major management categories, including business operations, financial resources, human resources, provisioning of supplies, food and beverage preparation, customer service, and compliance with applicable laws and regulations.

emerit<sup>®</sup>'s line of tourism training products include national occupational standards, workbooks, eBooks, online training, trainer's guides and two certification categories: **Professional Certification** for many frontline, customer service based occupations and **Specialist Certification** which recognizes competence in more advanced or management level occupations. Training and certification programs from *emerit*<sup>®</sup> continue to be recognized as the best training resources available to the tourism and hospitality industry and in 2014, 38 tourism professionals engaged in the certification process.



#### **IT'S GOOD BUSINESS: RESPONSIBLE ALCOHOL SERVICE (RAS)**

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 2013, Hospitality NL launched a new and improved RAS website.

In partnership with the Newfoundland and Labrador Liquor Corporation, Hospitality NL offers this program across the province via online learning. In 2014, 171 servers participated in the program.

#### **UPSKILL: ESSENTIALS TO EXCEL**

In 2014 the final report on the Upskill: Essentials to Excel project was released. The study, undertaken by the Social Research and Demonstration Corporation (SRDC), in partnership with Hospitality Newfoundland and Labrador and other organizations, along with 12 local businesses from the accommodations industry, found that a well-designed program of Essential Skills training can deliver attractive returns on investment for employers when bearing the full costs of training and release time for workers.



The UPSKILL study randomly assigned businesses to a program group or a control group with those in the program group receiving the UPSKILL training while those in the control group did not; thus, program-to-control-group comparisons provide direct measures of the impact of UPSKILL training. The businesses who received workplace based training as part of the project experienced significant improvements in job performance that in turn, led to positive effects for businesses. A higher level of service quality and improved relations with customers led to increased customer loyalty, repeat sales, and higher revenues. Employee task efficiency and accuracy also increased. Ultimately, improved performance was accompanied by greater job retention, leading to higher earnings for employees and lower turnover costs for employers.

This study clearly demonstrated the strong benefits of investing in training for both employees and employers showing the investment can translate into an improved “bottom line”. Businesses who invest in training are estimated to earn an average return of 23% on their investment in the first year after providing training.

### **ACCELERATED MARKET READINESS PROGRAM (AMR)**

In an effort to maximize resources currently available to operators, in 2014 Hospitality NL offered Accelerated Market Readiness mentoring opportunities to member businesses. This project engaged a total of 18 tourism services and attractions around the province. AMR is a business improvement program developed by Tourism Atlantic that offers individual tourism services and attractions the ability to increase their standards of excellence and be more responsive to emerging tourism trends in an inexpensive and timely manner.

The purpose of the AMR program was to give tourism services and attractions the opportunity to engage with an independent qualified tourism expert on issues specific to their own operation to enhance their market readiness. In its simplest form, being market ready means being positioned to maximize the customer experience which will in turn, lead to an optimization of sales levels for that tourism operation. The program allowed the organization the chance to focus on the areas of the tourism service or attraction they would like to target for improvement and seek the proper advice from the tourism consultant at their very own place of operation.

Feedback from participants indicates that the program was successful in helping operators gain insight into their operation from the perspective of an outside consultant. Operators were able to identify particular business needs and received advice about how to address these needs for the future.

### **TECHNOLOGY**

Hospitality NL believes technology is an enabler and is committed to encouraging and supporting members in the integration of technology to support their growth and profitability. The role of technology in the travel and tourism industry is constantly evolving and growing and as such, the needs and expectations of today’s traveler continue to change. Hospitality NL is committed to facilitating tourism operators’ embrace of technology as a fundamental business tool and staying on top of trends in social media, online business practices and mobile technology.

Hospitality NL continued to provide members and the tourism industry with technology mentoring sessions throughout 2014, offering guidance and information to help businesses identify and plan for growing technology needs, allowing them to meet the needs of customers and guests.

Throughout 2014, Hospitality NL 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. The Spring and Fall installments of the *Learn & Lead Webinar Series* provided members with valuable information on a range of topics including pricing & packaging, digital advertising, managing food costs for small business, social media, etc.

Hospitality NL continues to support TourismTechnology.com in its efforts to promote and enhance technology integration within the tourism sector. In 2014, final processes began to re-establish TourismTechnology.com with Hospitality NL taking on the role of Secretariat.



# MEMBERSHIP & NETWORKING

## *Creating & Maintaining Meaningful Relationships*

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Hospitality Newfoundland and Labrador has been at the forefront of the provincial tourism industry for over three decades. Its work on behalf of members and the industry has played a crucial role in developing the tourism industry into the flourishing economic driver that it is today.

Members of Hospitality NL can take pride and satisfaction in knowing that they are part of a group that has their best interests in mind. Membership provides operators with countless benefits through our constant advocacy efforts, innovative educational tools and resources, communication networks and networking opportunities, and even discounts on numerous services and products.

### EVENTS

#### **Hospitality NL's 2014 Conference and Trade Show – February 26 – 28, 2014**

Hospitality NL's Annual Conference and Trade Show was held in Gander in 2014 and brought together industry stakeholders from all over Newfoundland and Labrador! Keynote speaker, Alan Doyle, encouraged delegates to always be prepared to do whatever the day asks as we work hard to attract visitors and create a one of a kind experience for them in Newfoundland & Labrador. The trade show was a great success and over 300 delegates enjoyed a fantastic three days participating in educational and networking sessions that helped secure new partnerships and build business opportunities.



*Long-time Hospitality NL member, Big Eric's Inc., in the Trade Show*



*Keynote Speaker, Alan Doyle*

## Tourism Week – June 16–20, 2014

Tourism Week, celebrated across Canada from June 16-20, 2014, provided an opportunity for national and provincial tourism industry leaders to elevate the profile of the tourism and travel industry and show how it offers a long-term strategic solution to diversify and grow economies. Hospitality NL was pleased to celebrate Tourism Week with industry partners by participating in special events throughout the province, highlighting the tremendous value of tourism and travel to Newfoundland and Labrador. In addition, Hospitality NL hosted a member event to celebrate the launch of Tourism Week and the new customer service workshop, WorldHost® Fundamentals.



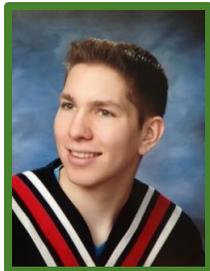
*Staff of Hospitality NL member, Ches's Fish & Chips, receive their WorldHost® certificates during the launch of Tourism Week*



*Staff members, Craig & Jessica, visit Hospitality NL member, Newfoundland Insectarium, during Tourism Week*

## SILVER ANNIVERSARY SCHOLARSHIP

In September 2014, Hospitality NL presented its Silver Anniversary Scholarships to **Luke Norman Parsons**, the son of Norman and Susan Parsons, owners/operators of Hospitality NL member, Bottom Brook Cottages located in Rocky Harbour and **Terra Barrett**, daughter of Nathan Barrett, an employee of Hospitality NL member City of St. John's.



*Luke Norman  
Parsons*

Established in 2008 in honour of Hospitality NL's 25th Anniversary, the *Silver Anniversary* Scholarship is a way for Hospitality NL 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 Hospitality NL 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.



*Terra Barrett*

Hospitality NL's Silver Anniversary Scholarship is proudly supported by:

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

Each recipient received a \$1500 scholarship.

## CELEBRATING EXCELLENCE AND PARTNERSHIPS

### 2014 Tourism Excellence Award Winners

**H. Clayton Sparkes Accommodator of the Year Award:** Fogo Island Inn, Joe Batt's Arm, NL

**John Atkins & Co. Tourism Champion Award:** Rick Stanley, CBS, NL

**Maxxim Vacations Tourism Business of the Year Award:** Riverfront Chalets and Rafting Newfoundland, Aspen Brook, NL

**Cal LeGrow Innovator of the Year Award:** Marble Zip Tours, Steady Brook, NL

**Corporate Partner of the Year Award:** Eastern Audio Ltd., St. John's, NL

**Cultural Tourism Award:** Shorefast Foundation, Joe Batt's Arm, NL

**Sustainable Tourism Award:** Marble Inn Resort, Steady Brook, NL

**Restaurateur of the Year Award:** Chef Roary MacPherson, St. John's, NL

**Doug Wheeler Award:** Colleen Kennedy

**PRIDE Award:** Leaside Suites & Executive Apartments, St. John's, NL

**Norman Parsons Memorial Award:** Christine Whelan, Eriksen Premises, Trinity, NL



*Juanita Ford presents the Corporate Partner of the Year Award to Greg Burt and Mary Catherine Oakley of Eastern Audio Ltd.*



*Bruce Sparkes presents the H. Clayton Sparkes Accommodator of the Year award to the Fogo Island Inn.*



*Rod Vatcher presents the Cal LeGrow Tourism Innovator of the Year award to Martin Flynn of Marble Zip Tours.*

# HOSPITALITY NL BOARD OF DIRECTORS & STAFF

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## 2014 BOARD OF DIRECTORS

Rex Avery, Steele Hotels - *Chair*

Dion Finlay, Leaside Suites & Executive Apartments – *Vice-Chair*

Kelly Finlay, Murray Premises Hotel – *Secretary/Treasurer*

Connie Rose, Glynmill Inn - *Director-at-Large*

Helena Lawlor, Tweet's Travel T.P.I - *Director-at-Large*

Kathie Hicks, Spirit of Newfoundland Productions - *Director-at-Large*

Scott Hillyer, Coffee Matters – *Restaurant Association of NL*

Annette Parsons, Neddies Harbour Inn - *Hotel/Motel Association of NL*

Vacant – *B&B Association of NL*

## EMPLOYEES

Carol-Ann Gilliard, Chief Executive Officer

Craig Foley, Manager, Membership/Networking & Technology

Juanita Ford, Manager, Workforce and Industry Development

Leslie Rossiter, Manager, Policy and Communications

Melissa Ennis, Social Media Communications Coordinator

Susie Greene/Tania Heath, Membership Coordinator

Jessica Greenwood, Membership & Training Coordinator

Karen So, Accounting

# Hospitality NL's 2014 Industry Partners

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## Indigo Sponsor



## Orange Sponsor



## Red Sponsor

