



HOSPITALITY

NEWFOUNDLAND & LABRADOR

Provincial Tourism Industry Association

paths to
PROFIT

GROW YOUR
TOURISM BUSINESS



GUIDING

ADVOCACY
LEARNING
NETWORKING

2015 Annual Report

MESSAGE FROM THE CHAIR



Dear members and partners,

As my term as Chair of Hospitality NL draws to a close, I am pleased to once again present this report of the association's primary activities over the past year. While not a detailed listing of all initiatives or efforts, the following is indicative of the passion and tremendous work put forth by the Board and staff of Hospitality NL to sustainably grow the tourism industry in Newfoundland and Labrador and I am proud to have worked alongside them over the past two years.

This past year was not without its challenges; however, through our Board subcommittees of policy, governance, finance, skills and knowledge, and membership, significant progress was achieved in priority areas identified by our members impacting the growth and development of the tourism industry across our province. From highlighting the priorities of the tourism industry during a pivotal election year, to strategically identifying opportunities for development in each region of the province, to launching a collaborative multi-year skills and knowledge action plan designed to address labour shortages facing tourism operators while simultaneously enhancing the quality, market readiness and customer service of tourism businesses, Hospitality NL Board, staff and members worked tirelessly to ensure continued tourism growth and development across Newfoundland and Labrador. Through our continued alignment and collaboration with regional and national tourism partners including the Atlantic Canada Tourism Partnership (ACTP), the Tourism Industry Association of Canada (TIAC) and the Hotel Association of Canada, Hospitality NL is ensuring our province both participates and benefits from a coordinated approach to priorities, issues and activities important to tourism operators across the country.

There has been a great deal of collaborative work done by tourism stakeholders across NL to ensure the development of our industry is sustainable and can meet the evolving needs of travelers, including further defining our respective roles and how we can better partner together. As each organization learns to best play its role in our collective tourism strategy, I am proud of both the strengthened and new partnerships Hospitality NL continues to foster with tourism stakeholders. As 2016 continues to unveil new challenges and opportunities for the tourism industry in our province, and more and more destinations recognize and look to pursue the potential that tourism offers, Hospitality NL's members, partners, Board and staff remain poised to reach new heights of success.

I would like to express my gratitude to our valued members and partners, and my fellow Board members, for the support given to me throughout my terms serving as a Board member and as Chair. My colleagues at the Board table, and the Hospitality NL staff, have worked diligently to advance our tourism industry and this opportunity to serve as Chair of the provincial tourism industry association will count among the highlights of my tourism career. I am looking forward to continuing to be engaged with Hospitality NL as a member of the association and I encourage all members to become further engaged as the importance of leveraging tourism networks and collaborative development opportunities has never been greater as we all work to continue to evolve tourism in our province, benefitting our economy and residents.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Rex Avery', with a long horizontal flourish extending to the right.

Rex Avery
Chair

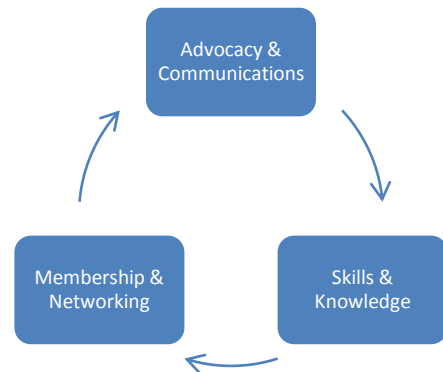
HOSPITALITY NEWFOUNDLAND & LABRADOR

Provincial Tourism Industry Association

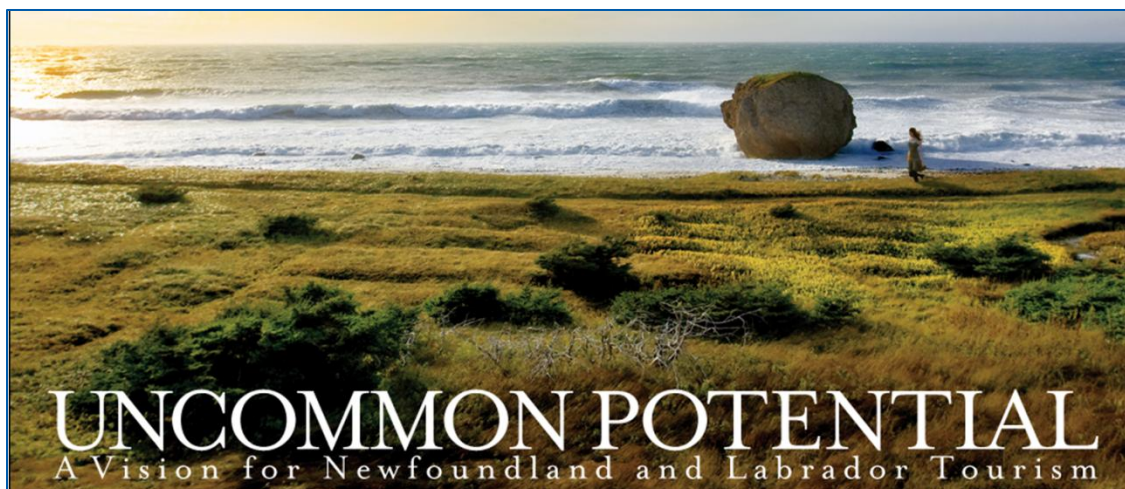
Hospitality Newfoundland and Labrador, the provincial Tourism Industry Association, is focused on advocacy, education, the adaptation of innovative technology and the promotion of a strong member network. Through forward thinking and fostering the growth of its members, Hospitality NL continues to be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

The end of 2015 witnessed significant shifts within the framework of Hospitality NL with the Board of Directors making the decision to propose changes to the Board structure to ensure a continuity of knowledge, balanced with new perspective, among Board seat holders as well as an accurate representation of members. By staggering Board terms, and ensuring those elected to the Board are engaged and active within their respective sectors, Hospitality NL will continue to provide members and partners with innovative and strategic programs, services and events and help grow the tourism industry in Newfoundland and Labrador. Additionally, Carol-Ann Gilliard, CEO of Hospitality NL for many years, left the association to pursue new opportunities within the tourism industry as the Director of Strategic Product Development with the Department of Business, Tourism, Culture and Rural Development. Carol-Ann's contribution to the association will be missed but we are grateful she remains within our industry!

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



Unveiled in 2009 as a collaborative path to address challenges towards sustained growth and development, the [Vision](#) identifies seven strategic directions to guide industry towards new levels of partnership and success. Through the innovative and cooperative efforts of tourism operators across Newfoundland and Labrador, our Vision is within grasp.

Learning to work together in new levels of partnership and collaboration has not been straightforward or without challenges. However, thanks to the commitment of industry, stakeholders and government partners sitting on the Newfoundland and Labrador Tourism Board to advise on the course towards 2020, tourism operators are discovering new talents to maximize opportunities and ensure sustained viability.

2015 saw the continuation of two priority initiatives focused on Product Development by Hospitality NL and partner organizations of the NL Tourism Board: the **Tourism Assurance Plan (TAP)** and the **Destination Development Processes (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. Operators that choose to participate in the program will be eligible for participation in provincial marketing and promotions and/or for membership/partnership opportunities with Hospitality Newfoundland and Labrador and/or the provincial Destination Management Organizations (DMOs).

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. First implemented in 2014 as a voluntary program to elevate the quality of tourism services and attractions in the province, partners of the Newfoundland and Labrador Tourism Board continue to work with operators across the province to promote the program and to provide assistance in meeting the program's five minimum standards, designed to raise the bar for

quality services and attractions throughout the province. The Tourism Assurance Plan achieved an 80% compliance rate in 2015.

Destination Development Processes (DDP)

The Destination Development process continued to be rolled out across the province in 2015, 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.

As the processes have unfolded, unique opportunities for each region have emerged, as well as common themes providing a link between the regions and further opportunities to enhance the visitor experience.

Implementation of the findings and recommendations contained within each of the final reports is an extremely high priority for all partners. As such, implementation plans developed include a strategic priority setting process to enable the identification of short- and long-term objectives and priorities, including the development of an action plan to assist with implementation. Using existing opportunity management (OM) processes and tools, an approach will be implemented that maximizes the information already gathered during phase one. Continued participation from industry will be critical. At the end 2015, 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 – report released; implementation process about to begin.
- Central Newfoundland – report released; preparations for OM process for industry engagement underway.
- Northeast Avalon – public validation sessions completed; draft report underway.

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.

The Destination Development process, through research and industry consultation, provides informed recommendations to grow the tourism industry. By focusing on the nuances of each region and linking them together for a provincial experience development plan that aligns with the provincial brand, Newfoundland and Labrador as a tourism destination, and individual tourism business operators, will be more profitable and sustainable.

2015 NEWFOUNDLAND AND LABRADOR TOURISM BOARD



2015 Newfoundland and Labrador Tourism Board Members

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

L-R, Front Row: Rita Malone, Assistant Deputy Minister, Regional Development and Business Analysis, Department of Business, Tourism, Culture and Rural Development; Carmela Murphy, Assistant Deputy Minister, Tourism, Culture and Heritage, Department of Business, Tourism, Culture and Rural Development; Darlene Thomas, Chair, NL Tourism Board; Rex Avery, Chair, Hospitality NL.



ADVOCACY & COMMUNICATIONS

Collective Voice of Tourism

As the voice of the provincial tourism industry, Hospitality NL aims to continually strengthen our strong connection with 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 collaboratively with partners and industry stakeholders and encourages feedback from all members.

Advocating on issues of importance to the tourism industry in order to sustainably build a more competitive environment for tourism operators, throughout 2015 the Board and staff of Hospitality NL worked diligently on behalf of our members meeting with elected officials and stakeholders, preparing letters and submissions, clarifying the issues, openly supporting other tourism stakeholders and highlighting the concerns of industry operators to ensure that the needs of our tourism industry are not overlooked and that we are, in fact, acknowledged and respected as the significant and sustainable economic generator and employer we are.

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 the proliferation of unlicensed and unregulated accommodations to access and transportation concerns 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. Hospitality NL has official accounts on [Twitter](#), [YouTube](#), [Facebook](#) and [LinkedIn](#). At the end of 2015, Hospitality NL staff collectively had more than **16,000** followers on Twitter and more than **1,300** likes on our Facebook page!

RECOGNIZING THE VALUE OF A SUSTAINABLE INDUSTRY

With \$1.1 Billion in annual spending, 2,500 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 held in 2015, Hospitality NL worked with stakeholders across Canada to ensure the priorities of the travel and tourism industry were relevant and top of mind

priorities for all candidates, and that tourism operators were equipped to reach out and share consistent key messages to ensure candidates understood the issues facing the future growth of the industry. Paramount among the strategy for sustainable development and ensuring NL remains a premier travel destination is competitive provincial marketing investment and product development that supports and complements the quality assurance efforts and initiatives of industry that are unveiling opportunities to maximize growth.

Other prominent policy initiatives for Hospitality NL in 2015, as outlined below, focused on the areas of transportation, regulatory/legislative changes impacting tourism operations, unlicensed accommodations, and the protection and preservation of natural/cultural resources. 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 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 Hospitality NL is committed to working with stakeholders across NL and Canada to ensure that our province has a comprehensive multi-modal transportation strategy that can meet the evolving needs of users and industries.

Marine Atlantic Inc.

As a primary gateway for growing inbound tourism, Marine Atlantic Inc. 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.

Over the past five years, rates have steadily increased putting downward pressure on the number of travelers. Despite significant improvements in customer service, onboard amenities and fleet renewal, passenger traffic experienced a downward trend demonstrating continued price increases are not sustainable. Non-resident automobile visitors are an important market segment that stay considerably longer and spend more money throughout Newfoundland and Labrador than other types of travelers. 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 advocating to the federal government that the percentage of cost recovery be lowered and funding for Marine Atlantic be set over an extended period so that it enables long-term planning, allows for pricing that does not erode the level of service or deter travelers and is sufficient to drive continuous improvement and cost efficiency in the service, and remains committed to continued

dialogue with Marine Atlantic to mitigate any impacts on tourism resulting from the crown corporation's operating requirements.

Intra-Provincial Ferry System, Roads and Signage

While Marine Atlantic Inc. remains 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 traveler needs and support future growth.

2015 saw tenders awarded for ferry terminal upgrades and the province's newest ferry, the MV Veteran, began service to Fogo Island and Change Islands. Work continued on the Trans Labrador Highway including the completion of paving so that it is fully paved from Happy Valley-Goose Bay west through to Quebec. However, considerable gaps exist across the province in terms of intra-provincial ferry service reliability and consumer confidence in the system, and substantial road upgrades are required in all regions.

Hospitality NL recognizes that a strategic and coordinated effort from all levels of government and industry is required to support the comprehensive 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 to ensure the tourism industry is represented when addressing provincial transportation strategies.

Air Transportation

2015 saw the addition of new routes and services throughout the province's airports including Gander and Deer Lake, with the Deer Lake Regional Airport recording its highest ever traffic levels. The additional capacity is welcome news to the tourism industry as air passenger travel accounts for approximately 75% of non-resident visits each year. In the spring of 2015, Hospitality NL was pleased to work with Transport Canada to host a meeting for key stakeholders focused on Canada's international air policy (the Blue Sky policy) and air transport agreements.

2015 marked the third and final year of construction associated with the \$37.3 million Accessibility & Safety Initiative (i.e. Category III Instrument Landing Systems) at St. John's International Airport. While some flight disruptions and impacts could not be avoided, the long-term, substantial benefits will be enjoyed by all sectors, not just tourism, as the completion of the Category III Instrument Landing Systems will increase usability of the Airport to 99 per cent.

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/Cultural Tourism Assets

Without a doubt, our natural surroundings and untouched areas make Newfoundland and Labrador a desirable and unique travel destination. The continued success of tourism is dependent on the industry's ability to access and responsibly utilize the land and water resources of the province.

In May 2015, as the Hydraulic Fracturing Review Panel (an independent Panel appointed by the Government of Newfoundland and Labrador in October 2014) conducted its review of the socio-economic and environmental implications of hydraulic fracturing in Western Newfoundland, Hospitality NL submitted the priorities of the tourism industry to be given careful consideration before any recommendations are submitted. In the fall of 2015, Hospitality NL, along with tourism stakeholders, made a presentation to the panel, once again reiterating our position that a buffer zone around Gros Morne National Park be created and managed and that a balanced approach must be taken between such developments and the protection of natural tourism assets in our province 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.

Also, in the spring of 2015, the Government of NL conducted a review of the current Lands Act and its service delivery model. Hospitality NL participated in the review and put forth a submission highlighting the need for the establishment of Tourism Resource Management Principles including the creation and management of a buffer zone around Gros Morne National Park as well as focusing on the sustainability of Newfoundland and Labrador's coastal environment, an integral component of the province's tourist offerings, imagery and successful marketing campaigns. 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 held in 2015. In February 2015, Hospitality NL made a submission highlighting the fact that regional diversity and established local best practices must be recognized in addition to a distinction among the boating community, namely commercial tourism operators versus recreational boaters. Furthermore, greater collaboration and enhanced consultation with tourism operators in Newfoundland and Labrador must be a priority. Hospitality NL will continue to work with tourism stakeholders in NL 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 and unregulated accommodations

The proliferation of unlicensed and unregulated accommodations across NL is alarming. Such accommodations do not abide by the regulatory, legal, taxation, health and safety or insurance laws that licensed accommodators do and consequently, they have the potential to negatively impact NL's reputation as a premier tourism destination. Despite benefiting from the efforts of legitimate operations, they do not offer benefits back to the community like legitimate tourism operations such as gainful employment opportunities throughout all regions of NL.

With more than 2,500 tourism businesses that are operating in the spirit of legitimate competition in NL, it is essential that this issue be addressed. Hospitality NL maintains that key to successfully addressing this issue is in enforcement of the provincial Tourist Establishment legislation and the education of municipal councils. Hospitality NL is calling for the Government of Newfoundland and Labrador to provide the necessary financial and human resources required for enforcement that ensures a fair and supportive legitimate business environment.

Room levies

At Hospitality NL's AGM held in February 2015, Hospitality NL was given unanimous support of a resolution regarding room levies which outlines a clear mandate that the tourism industry has no intention of giving over control of room levies to municipalities. The resolution is: "Be it resolved that any room/tourism levies decided upon in any jurisdiction should have the approval of those expected to implement the levy and that room/tourism levies should be industry led, focused and managed with the monies collected re-invested back into tourism marketing and tourism development." Furthermore, a motion was passed directing Hospitality NL to demand that Municipalities NL remove, from their fiscal framework discussions, the option proposing the use of room/tourism levies as a revenue source to fund local governments.

Hospitality NL has consistently communicated this position to the Government of NL as well as Municipalities NL and will continue to advocate on behalf of our membership on this important issue.



SKILLS & KNOWLEDGE DEVELOPMENT

Maintaining a Dynamic Workforce

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

Having recognized that operators in the tourism industry are inundated by the many skills and knowledge offerings available to them, often unsure about the best training options, Hospitality Newfoundland and Labrador has led a process with its NL Tourism Board partners to develop a plan to coordinate training needs. With the provincial mandate to lead and coordinate tourism skills and knowledge initiatives, Hospitality NL initiated a collective review and prioritization of identified needs, and in 2015, launched a collaborative three-year action plan.

The NL Tourism Skills, Knowledge and Workforce Development Action Plan encompasses initiatives that will engage industry, from front-line employees to leadership development. Collective needs were identified and programming is being offered for business operators/managers and employees in areas such as business operations and customer service, experience development, marketing, e-commerce, digital marketing and social media, among others.

Through this process, Hospitality NL hopes to develop a highly skilled, dynamic, professional workforce to deliver quality services and experiences, as well as promote the adoption of a training culture by demonstrating the benefits and return on investment to industry.

Hospitality NL worked closely with marketing and communications firm, Prime Creative, to develop a sub-brand for the workforce development activities – **Paths to Profit**. Paths to Profit messaging was incorporated into communications and marketing materials and launched during the *Tourism Support for You* Road Show in fall 2015 (see below).



Action plan project partners include the Department of Business, Tourism, Culture and Rural Development (BTCRD), Atlantic Canada Opportunities Agency (ACOA), the five provincial Destination Management Organizations (DMOs) and the NL Tourism Board.

TOURISM SUPPORT FOR YOU ROAD SHOW

During the fall, as part of the collaborative three-year skills and knowledge action plan developed to coordinate training needs in the provincial tourism industry, Hospitality Newfoundland and Labrador, along with partners on the NL Tourism Board, launched the *Tourism Support for You* road show. Designed as a series of workshops and networking events for tourism operators, the road show travelled to 14 locations in all five regions of the province from October to November, 2015. Approximately 260 tourism owners/operators and employees, as well as stakeholders from industry support organizations and both the provincial and federal government participated in the workshops.

Participants were inspired by discussion around experience development with tourism consultant, Harvey Sawler of *ilagine*, and worked together to flesh out ideas for unique tourism experiences within their regions. Social media experts, Krystal Hobbs of *Reflective Marketing* and Alison Stoodley of *Social Media Management*, helped operators understand the value of online tools like *TripAdvisor* and *YouTube* for their tourism businesses with helpful tips for utilizing each platform.

WORLDHOST®

Officially launched by Hospitality Newfoundland and Labrador in May 2014, *WorldHost®* Fundamentals (formerly *SuperHost®*) is a one-day workshop designed to give front-line employees the skills, tools and techniques required to provide exceptional customer service. *WorldHost®* is an integral part of the Skills and Knowledge Action Plan for Newfoundland and Labrador's tourism workforce and continues to ensure industry professionals are well equipped to continue to exceed guest expectations.



More than 190 tourism front-line employees from across the province participated in the *WorldHost®* customer service workshop in 2015.

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. In 2015, Hospitality NL member, Todd Wight, was the first industry professional in the province to become an *emerit®* Certified Hotel General Manager (CHGM)! As owner/operator of the *Ocean View Hotel* in *Rocky Harbour*, Todd is a long-time supporter of professional certification and encourages his staff to pursue any training opportunities available to them.

emerit®.ca

emerit®'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®* continue to be recognized as the best training resources available to the tourism and hospitality industry and in 2015, 16 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 partnership with the Newfoundland and Labrador Liquor Corporation, Hospitality NL offers this program across the province via online learning. In 2015, 144 servers participated in the program.

TOURISM HR CANADA

In late 2015, the Canadian Tourism Human Resource Council (CTHRC) officially launched its new brand and identity, Tourism HR Canada. Hospitality NL continued a collaborative relationship with Tourism HR Canada throughout 2015, partnering with the organization to research and address labour market issues impacting the industry.



Tourism HR Canada is a national organization working for the tourism sector in Canada, an \$88.5 billion industry employing over 1.7 million people including over 500,000 youth. Its main goals include improving the quality and mobility of the tourism workforce and supplying tourism businesses with the labour market intelligence they need to plan for and overcome their current and future human resource challenges.

Tourism HR Canada is recognized as a global leader in setting occupational standards, building competency frameworks, developing occupational training and certification programs, conducting research into the tourism labour market, and analyzing the resulting data to plan and implement HR strategies for the industry.

In March, the organization announced the retirement of President Wendy Swedlove after an impressive 30 year career in tourism. The new President of Tourism HR Canada, Philip Mondor, has been with organization since 1996.

TECHNOLOGY

Technology, in all of its various shapes, sizes and formats, is an essential component of daily life. As one of our organization's core values, technology plays a significant role in Hospitality NL's overall mandate and strategies when it comes to serving our members. The role of technology in travel and tourism is continuously evolving, with both travelers and tourism operators employing new ways of connecting and delivering and sharing experiences. 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's *Learn & Lead Webinar Series* continued throughout 2015, allowing tourism operators from all over the province to participate in live discussions with industry experts. The Spring and Fall

webinar line-ups provided members with valuable information on a range of topics including pricing & packaging, social media, online marketing, creating experiences, etc. Hospitality NL webinars are designed as an inclusive and interactive way to connect tourism operators/employees with resources that will help them grow their business.



TourismTechnology.com
TechnologieTourisme.com

In 2015, TourismTechnology.com was rebooted, with Hospitality NL taking on the role of Secretariat amongst project partners including: the provinces of New Brunswick, Prince Edward Island and Newfoundland and Labrador; the tourism industry associations of each province, including the Tourism Industry Association of New Brunswick (TIANB), the Tourism Industry Association of Prince Edward Island (TIAPEI) and Hospitality Newfoundland Labrador; and Tourism Atlantic-ACOA.

TourismTechnology.com aims to enable tourism operators in Atlantic Canada to improve their competitiveness through the effective utilization of online technology tools and resources. By providing operators with skills, knowledge and expertise to take advantage of current online tools and resources, TourismTechnology.com encourages and empowers operators to become more innovative in marketing their tourism businesses online and to improve their ability to reach and respond to existing and potential customers.

In addition to a series of workshops, webinars and tutorials, TourismTechnology.com offers mentoring sessions that provide one-on-one customized guidance to operators so that they may evolve and adapt their strategies and tactics to provide the best possible online presence to reach and respond to consumers, all at varying levels of skill and experience.

A new TourismTechnology.com website was developed in 2015, with easy access to upcoming training opportunities available to the Atlantic Canadian tourism industry, as well as a comprehensive technology resource library.



MEMBERSHIP & NETWORKING

Creating & Maintaining Meaningful Relationships

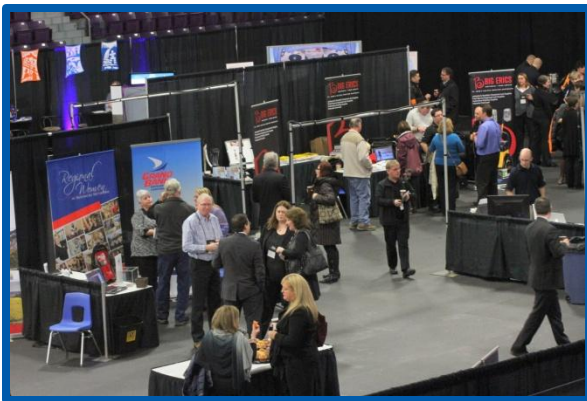
Hospitality Newfoundland and Labrador has been at the forefront of the provincial tourism industry for over three decades. Its work on behalf of members and the industry has played a crucial role in developing the tourism industry into the flourishing economic driver that it is today.

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 2015 Conference and Trade Show – February 24 – 26, 2015

Hospitality NL's Annual Conference and Trade Show was held in Gander in 2015 and brought together industry stakeholders from all over Newfoundland and Labrador! Delegates heard from Premier Paul Davis during the Provincial Tourism Luncheon as he discussed tourism season results, as well as government and government/industry initiatives that continue to advance the industry. New dates (Tuesday, Wednesday, Thursday) and a revamped trade show floor plan based on delegate feedback from previous years allowed for a successful three day event full of learning, networking and developing new opportunities for the provincial tourism industry.



Delegates mingle during the Trade Show



Former Premier Paul Davis addresses delegates during the Provincial Tourism Luncheon

Tourism Week – May 31-June 6, 2015

Tourism Week, celebrated across Canada from May 31-June 6, 2015, provided an opportunity for national and provincial tourism industry leaders to showcase the economic impact and social benefits of Canada's tourism and travel sector. 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.



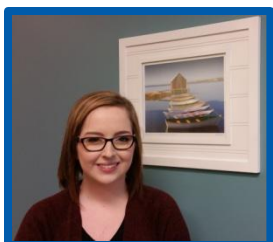
Former Hospitality NL CEO, Carol-Ann Gilliard, attends the Gander & Area Chamber of Commerce Tourism Week Luncheon in Happy Adventure



Hospitality NL's Manager of Membership/Networking & Technology, Craig Foley, speaks during a Tourism Week event hosted by the Legendary Coasts of Eastern Newfoundland

SILVER ANNIVERSARY SCHOLARSHIP

In September 2015, Hospitality NL presented its Silver Anniversary Scholarships to **Julie Goudie**, an employee of Hospitality NL member Riverwood Inn in Springdale, and **Cecily Parsons**, employee of Hospitality NL member Terra Nova National Park.



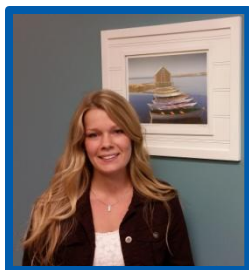
Julie Goudie

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.

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

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



Cecily Parsons

Each recipient received a \$1500 scholarship.

CELEBRATING EXCELLENCE AND PARTNERSHIPS

2015 Tourism Excellence Award Winners

H. Clayton Sparkes Accommodator of the Year: Ocean View Hotel, Rocky Harbour, NL

JAC Tourism Champion of the Year: Gros Morne Cooperating Association, Rocky Harbour, NL

Maxxim Vacations Tourism Business of the Year: Fogo Island Inn, Fogo Island, NL

Cal LeGrow Innovator of the Year: Shorefast Foundation/Fogo Island Shop, Fogo Island, NL

Corporate Partner of the Year: Eastlink TV, NL

Cultural Tourism Award: Wooden Boat Museum of NL, Winterton, NL

Sustainable Tourism Award: Bonne Bay Marine Station & Aquarium, Norris Point, NL

Restaurateur of the Year: Chefs Shaun Hussey & Michelle LeBlanc, Chinchéd Bistro, St. John's, NL

Doug Wheeler Award: Joe & Loyola O'Brien, O'Brien's Whale & Bird Tours, Bay Bulls, NL

Cruise Vision Award: Corner Brook Port Corporation, Corner Brook, NL



Hospitality NL Chair, Rex Avery, and Board Member, Kathie Hicks, present the Corporate Partner of the Year Award to Eastlink TV.



Todd Wight of the Ocean View Hotel accepts the H. Clayton Sparkes Accommodator of the Year award.



John Atkins presents the JAC Tourism Champion award to Gros Morne Cooperating Association.

Hospitality NL Board & Staff

2015 BOARD OF DIRECTORS

Rex Avery, Steele Hotels - *Chair*

Dion Finlay, The Leaside Group – *Vice-Chair*

Helena Lawlor, Tweet's Travel T.P.I – *Secretary/Treasurer*

Kelly Finlay, Monastery Spa & Suites – *Director-at-Large*

Darlene Thomas, Bonne Bay Inn – *Director-at-Large*

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

Colleen Kennedy, Gros Morne Cooperating Association – *Director-at-Large*

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

Peter Antle, Greenwood Inn & Suites – *Hotel/Motel Association of NL*

Wayne Hallett, Prints of Whales Inn – *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

Karen So, Accounting



Hospitality NL's 2015 Industry Partners

Indigo Sponsor



Orange Sponsor



Red Sponsor

