



# HOSPITALITY

NEWFOUNDLAND & LABRADOR

Provincial Tourism Industry Association

paths to  
**PROFIT**

GROW YOUR  
TOURISM BUSINESS



GUIDING

ADVOCACY  
LEARNING  
NETWORKING

## 2016 Annual Report

## MESSAGE FROM THE CHAIR



Dear members and partners,

Following my first year as Chair of Hospitality NL, I am pleased to 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 this year.

As the industry association representing tourism services and attractions in the province, Hospitality Newfoundland and Labrador is focused on advocacy, education, the adaptation of innovative technology and the promotion of a strong member network. Everything Hospitality NL does contributes to the growth and enhancement of the tourism industry in this province.

While the year 2016 saw a number of steps in the right direction for the industry, it was not without its challenges. Ongoing policy priorities such as access and transportation, regulatory issues and product development continue to be of utmost importance to tourism going forward. Other issues impacting tourism, such as the rise of the sharing economy, carry the potential for great opportunities for growth and development within the industry. The year also brought a significant amount of change, specifically for Hospitality NL. A new Board, Chair and CEO began leadership roles within the organization, and in addition, there were amendments to the Association's By-Laws, approved at the 2016 Annual General Meeting. These amendments ensure the voice of Hospitality NL's founding sectors on the Board with reference to representation of specific industry sectors now being sector-based, rather than association-based so as to ensure the continuity of participation by each relevant industry sector. The amendments specifically ensure that no matter what the direction that each sector industry takes in the future, the particular sector will retain a seat on the Board of Directors of Hospitality NL.

Over the course of the past year, Hospitality NL was proud to continue to work with our NL Tourism Board partners on quality assurance initiatives ensuring tourism operators are equipped to meet the evolving needs of our travellers and maximize our potential in all areas. As all partners continue to learn to work together in new levels of partnership, collaboration and alignment, tourism operators are discovering new talents to maximize opportunities and ensure sustained viability through TAP and DDP.

As our industry moves forward into the final years on the path to Vision 2020, I am truly proud of the progress made within our industry thus far and excited for the opportunities that lie ahead. As I am sure you are already aware, the power of tourism as a social and economic contributor is immense and here in Newfoundland and Labrador, the potential for growth is limitless. I look forward to connecting and collaborating with you in 2017 and wish you all the best in the year ahead.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Dion Finlay'.

Dion Finlay  
Chair

# HOSPITALITY NEWFOUNDLAND & LABRADOR

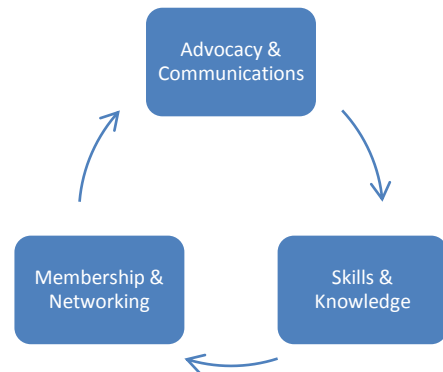
## *Provincial Tourism Industry Association*

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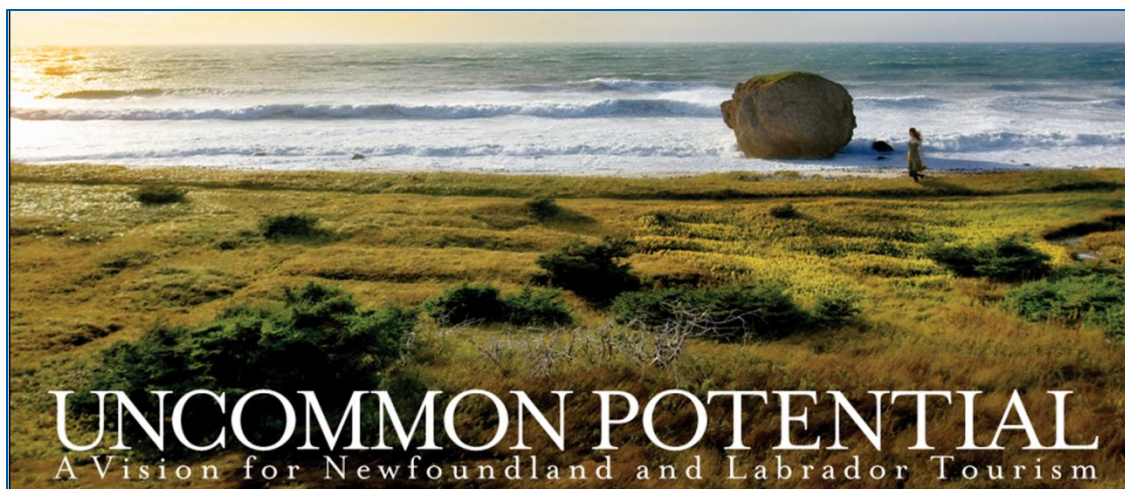
Hospitality Newfoundland and Labrador, the provincial Tourism Industry Association, is focused on advocacy, education, the adaptation of innovative technology and the promotion of a strong member network. Through forward thinking and fostering the growth of its members, Hospitality NL continues to be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

2016 witnessed significant shifts within the framework of Hospitality NL with the membership electing to make 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. In addition, 2016 brought some major changes to Hospitality NL's leadership with the appointment of a new Chair, Dion Finlay, and CEO, Craig Foley. Both Craig and Dion have a passion for tourism and that passion is part of what drives their continuous efforts to build a strong and sustainable tourism industry in Newfoundland and Labrador.

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. Six years after the launch of Vision 2020, the Newfoundland and Labrador Tourism Board embarked on a process to update, refresh and renew the provincial tourism strategy. The refreshed strategy reflects the accomplishments achieved, as well as the challenges remaining, putting renewed focus on what the priorities must be heading into the home stretch towards 2020. Our renewed plan has well positioned us to reach our ultimate goal of *doubling tourism spending by 2020 by attracting more visitors, getting them to stay longer and providing opportunities for them to experience more.*

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.

2016 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 increases consumer/traveller confidence in the services and attractions offered, contributing 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. Operator listings in 2016 indicated an 80% compliancy rate with the Tourism Assurance Plan.

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

The Destination Development process continued across the province in 2016, 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.

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 2016, all five regions, Labrador, Eastern, Western, Central and Northeast Avalon have released the final reports and implementation activities are underway.

Each of the five regional destination development reports can be viewed [here](#).

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.

## 2016 NEWFOUNDLAND AND LABRADOR TOURISM BOARD

- Darlene Thomas, Government appointed Chair
- Dion Finlay, Chair, Hospitality Newfoundland and Labrador
- Steve Denty, Hospitality Newfoundland and Labrador representative
- Todd Wight, Hospitality Newfoundland and Labrador representative
- Jane Pardy, Hospitality Newfoundland and Labrador representative
- Ed English, Chair, Go Western Newfoundland
- Elizabeth Taylor, Chair/Greg Fleming, Vice-Chair, Destination St. John's
- Wayne Hallett, Chair, Adventure Central Newfoundland
- Marieke Gow, Chair, Legendary Coasts of Eastern Newfoundland
- Carmen Hancock, Chair, Destination Labrador
- Manual Hackett, Manager, Community Development Programs, Atlantic Canada Opportunities Agency, Newfoundland and Labrador office
- Carmela Murphy, Assistant Deputy Minister of Tourism and Culture, Department of Business, Tourism, Culture and Rural Development





# ADVOCACY & COMMUNICATIONS

## *Collective Voice of Tourism*

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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 2016 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 2016, Hospitality NL staff collectively had more than **15,000** followers on Twitter and more than **1,500** 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 per cent 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 new federal and provincial governments in place in 2016, Hospitality NL has continued to work with stakeholders across Canada to ensure the priorities of the travel and tourism industry are top of

mind priorities. 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 2016, 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 [Melissa Ennis](#), 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.

There have been significant improvements in customer service, onboard amenities and fleet renewal over the last decade or so and after a number of years of passenger traffic trending downward on Marine Atlantic, 2015 and 2016 saw an upward swing those numbers. In recent years, rates have steadily increased putting downward pressure on the number of travellers using the service. Early in 2016, Marine Atlantic announced that effective April 1, 2016, passenger fares, vehicle fares and the drop trailer management fee would increase by 2.6 per cent. Throughout the long term, passenger traffic continues to experience 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 travellers. 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 travellers.

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 travellers 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.

2016 saw tenders awarded for major road work projects throughout the province, including work on the Trans Labrador Highway. The province also announced the completion of construction on the MV Legionnaire, which arrived in St. John's in November; however infrastructure upgrades on the Bell Island-Portugal Cove route are still ongoing. There are considerable gaps 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. Throughout the year many of the province's ferries were plagued with mechanical issues causing major disruptions to the Fogo Island and Bell Island routes.

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**

Air passenger travel accounts for approximately 75% of non-resident visits each year. The Deer Lake Regional Airport experienced a 7% increase in passenger traffic in 2016 and established a new record for the busiest year ever. St. John's International Airport Authority experienced a 4.3 per cent growth in passenger traffic in 2016, with close to 1.6 million people travelling through its gates. This increase in passenger volume was particularly strong between May and September, making it the busiest summer in the Airport's history.

St. John's International Airport Authority announced in early 2016 that its three-year, \$37.3 million Airfield Accessibility and Safety Initiative is fully complete with Category III Instrument Landing Systems (CAT III ILS) now operational on both ends of the primary runway (R11/29). As a result, the airfield's accessibility is enhanced significantly to 99% during low visibility conditions, allowing an estimated 700 more flights and 70,000 more passengers to arrive and depart annually without delays or cancellations. The project was completed on budget and ahead of its estimated completion date of March 2016.

In 2016, the Department of Business, Tourism, Culture and Rural Development (BTCRD) through the Tourism Research Division conducted an exit survey at selected major airports. Estimates related to the level of non-resident air visitation during 2016 will be available early in 2017.

## 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 2016, the Hydraulic Fracturing Review Panel (an independent Panel appointed by the Government of Newfoundland and Labrador in October 2014) released its review of the socio-economic and environmental implications of hydraulic fracturing in Western Newfoundland. The panel concluded that *"a number of gaps and deficiencies must be addressed before the necessary conditions could exist that would allow for hydraulic fracturing, as an all-inclusive industrial process, to proceed reasonably and responsibly in Western Newfoundland."* The full report can be viewed at [www.nlhfrp.ca](http://www.nlhfrp.ca).

Hospitality NL's position is 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.

In 2015, Hospitality NL participated in a review of the current Lands Act 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. At the end of 2016, the Governments announced amendments to the Lands Act, including the establishment of a consistent 15 metre shoreline reservation for all Crown lands and clarifying the range of potential uses.

### Marine Mammal Regulations

In recent years, Hospitality NL has participated in a consultative process with the Government of Canada on proposed amendments to the Marine Mammal Regulations (MMR) which prohibit the disturbance of marine mammals. In 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 has continued to work with tourism stakeholders in NL, including the Department of Fisheries and Oceans, throughout 2016 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 the 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

During Hospitality NL's 2015 Annual General Meeting, a very clear mandate was given by the tourism industry that room/tourism levies decided upon in any jurisdiction should have the approval of those expected to implement the levy, the local accommodation operators, 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. Throughout 2016, Hospitality NL held several industry consultation sessions concerning implementation models and management in all regions of the province, the results of which indicated that the opinion of tourism operators in the province remains unchanged on this issue. 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. Consultations took place in Corner Brook, Springdale, Gander, Twillingate, Bonavista, Clarenville, Marystown and Conception Bay South.



# 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**

With the provincial mandate to lead and coordinate tourism skills and knowledge initiatives, in 2016, Hospitality NL continued to work with partners to deliver on the activities outlined in the 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. In the fall of 2016, Hospitality NL hosted a workshop series entitled *Making Smart Business Choices: Spending Time and Money Wisely in the Tourism Industry*. 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.

### **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 274 tourism front-line employees from across the province participated in the WorldHost® customer service workshop in 2016.



## EMERIT® TOURISM TRAINING

In 2016, Hospitality NL continued to provide Newfoundland and Labrador's tourism industry with the best nationally-recognized tourism training products in Canada.

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 2016, 23 people started certification and 11 people became certified.

## 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 2016, 110 servers participated in the program.

## TOURISM HR CANADA

In 2016, Tourism HR Canada and the Conference Board of Canada, released the report *Bottom Line: Labour Challenges Threaten Tourism's Growth*. This report projects that by 2035, potential labour supply shortages in the tourism sector in Newfoundland and Labrador could reach 15.2%, leaving 3,016 jobs unfilled. Current projections suggest that the tourism sector could potentially support more jobs than workers will be available to fill. This means tourism in Newfoundland and Labrador will experience one of the most acute labour shortages of any province in Canada.



The projected labour shortages in the tourism sector are caused by the rising demand for labour during a period when the Newfoundland and Labrador labour force is expected to experience a sizable shift in its growth and composition. Traditionally, the tourism sector has relied heavily on young people as a source of labour. However, the rate at which young people are entering the labour force is decreasing, while competition to attract young workers is intensifying from other sectors of the economy. The industry will experience a shortage of people in general to fill positions and a much more pronounced deficiency of skilled workers to fill positions.

Hospitality NL is committed to continuing to work closely with industry stakeholders and partners to ensure continued industry growth and that industry is equipped with a dynamic workforce of trained professionals that are a vital component to exceeding visitor expectations.

## 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 continued to utilize webinar technology throughout 2016, 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 social media, online marketing, recruitment and retention, 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 2016, Hospitality NL continued in the role of Secretariat for the TourismTechnology.com project. Project partners include: 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.



# 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 2016 Conference and Trade Show – March 1 – 3, 2016**

Hospitality NL's Annual Conference and Trade Show was held in St. John's in 2016 and brought together industry stakeholders from all over Newfoundland and Labrador! The Honourable Bardish Chagger, Minister of Small Business and Tourism participated in the National Tourism Panel discussing how the Federal government collaborates with industry and is working to build a stronger, more sustainable tourism industry in Canada. A wide range of session topics and a supplier-focused trade show allowed for a successful three day event full of learning, networking and developing new opportunities for the provincial tourism industry.



*Delegates visit exhibitors at the Trade Show*



*The Honourable Bardish Chagger, Minister of Small Business and Tourism addresses delegates*

## Tourism Week – May 29-June 4, 2016

Tourism Week, celebrated across Canada from May 29-June 4, 2016, 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.



*Hospitality NL Chair, Dion Finlay, attends the Gander & Area Chamber of Commerce Tourism Week Luncheon*



*Hospitality NL Board Member, Colleen Kennedy, speaks to media during Tourism Week*

## SILVER ANNIVERSARY SCHOLARSHIP

In September 2016, Hospitality NL presented its Silver Anniversary Scholarships to **Emily Chislett**, the daughter of the owner/operator of Hospitality NL member Dorset Inn in Baie Verte, and **Joshua Lehr**, the son of an employee of Hospitality NL member, City of St. John's.



*Emily Chislett*

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



*Joshua Lehr*

Each recipient received a \$1500 scholarship.

## CELEBRATING EXCELLENCE AND PARTNERSHIPS

### **2016 Tourism Excellence Award Winners**

**H. Clayton Sparkes Accommodator of the Year:** Anchor Inn Hotel & Suites, Twillingate, NL

**Tourism Champion of the Year:** Wayne Hallett, Prints of Whales Inn, Sandringham, NL

**CBDC Tourism Business of the Year:** Doctor's House Inn & Spa, Green's Harbour, NL

**Cal LeGrow Tourism Innovator of the Year:** Old Salt Box Co., located throughout Central NL

**Corporate Partner of the Year:** Downhome Inc., Newfoundland and Labrador

**Cultural Tourism Award:** Battle Harbour Historic Trust, Battle Harbour, NL

**Sustainable Tourism Award:** Prime Berth Fishing Museum, Twillingate, NL

**Doug Wheeler Award:** Jill Curran, Lighthouse Picnics & Maxxim Vacations, NL

**Cruise Vision Award:** Dr. Latonia Hartery



*The Cultural Tourism Award was presented to Battle Harbour Historic Trust by the Honourable Christopher Mitchelmore, Minister of Business, Tourism, Culture and Rural Development.*



*Judy Sparkes-Giannou presents the H. Clayton Sparkes Accommodator of the Year award to Deborah Bourden and Wilma Hartmann of the Anchor Inn Hotel & Suites.*



*Hospitality NL Board Member, Scott Hillyer, presents the Corporate Partner of the Year award to Downhome Inc.*

# Hospitality NL Board & Staff

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## 2016 BOARD OF DIRECTORS

Dion Finlay, The Leaside Group – *Chair*  
Scott Hillyer, Coffee Matters – *Vice-Chair*  
Colleen Kennedy, Gros Morne Cooperating Association – *Secretary/Treasurer*  
Rex Avery, Steele Hotels, *Past Chair*  
Darlene Thomas, Bonne Bay Inn – *Director-at-Large*  
Joe O'Brien, O'Brien's Whale & Bird Tours – *Director-at-Large*  
Steve Denty, Murray Premises Hotel – *Director-at-Large*  
Terry Hickey, Conach Consulting – *Director-at-Large*  
Jerry Byrne, Shag It Cafe – *Restaurant Association of NL*  
Larry Laite, JAG Boutique Hotel – *Hotel/Motel Association of NL*  
Wayne Hallett, Prints of Whales Inn – *B&B Association of NL*

## EMPLOYEES

Craig Foley – Chief Executive Officer  
Juanita Ford – Manager, Workforce and Industry Development  
Leslie Rossiter – Manager, Policy and Communications  
Karen So – Accounting  
Melissa Ennis – Technology Coordinator  
Susie Greene – Membership Coordinator  
Allie Bourden – Training Coordinator



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