

people

...OUR FIRST ATTRACTION.



2003 Annual Report
of the
**Tourism Industry Association of
Newfoundland and Labrador**

Mission

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

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President's Message - The Year That Was



Without question, 2003 was a year of ups and downs for the tourism industry. There have been many significant achievements but there have also been enormous challenges that threatened to disrupt the steps forward we have made in this industry.

In 2003, despite a war in Iraq that threatened people's sense of safety and security, strained relations between Canada and the US, Air Canada filing for bankruptcy protection, a SARS outbreak in Ontario, labour relations issues with Marine Atlantic, strikes at two major airports and a host of other potential obstacles, we did not do too badly. I'm pleased to tell you that the tourism industry is still alive and well in Newfoundland and Labrador.

There were many predictions about what would happen this summer but in reality, no one really knew how it would all end up. Back in May, HNL sent out its annual industry expectations spring survey to gather feedback from industry based on early bookings how they felt their summer tourism season was going to turn out. Many operators responded to the survey citing that they were not very optimistic about the well being of their businesses for the upcoming season because bookings were

much slower than previous years.

Our annual fall survey, which we sent out in October, was much more telling than the Spring survey. Forty-four percent of members who responded to the survey said that they experienced increases over 2002 and a further 39 percent said that they were on par with 2002.

I am extremely encouraged by these numbers for what it says about Newfoundland and Labrador as a tourism destination. Not only were we able to hold our own in an industry where competition has never been fiercer, we were actually able to, in some areas, experience phenomenal growth. We are fortunate because many parts of our country saw huge decreases in tourism activity.

I will add one more thing about the past year. Finally, the rest of the country is acutely aware of the tremendous contribution tourism makes in supporting our economy and employment levels. No one could have anticipated so many obstacles would come up to threaten the tourism industry this year but governments and private citizens alike can no longer suggest that tourism does not play a role in furthering the economic viability of our province and our country. We are finally being recognised as a significantly important industry.

A Victory

While there are many accomplishments achieved by your industry association in 2003, nothing can compare to the victory achieved at Marine Atlantic.

HNL was granted intervener status at the Canadian Industrial Relations Board hearings between the Canadian Marine Officers Union and Marine Atlantic to determine if Marine

President's Message *continued*

Atlantic was an essential service to Newfoundland and Labrador. HNL's role was to ensure that the interests of the tourism public - tourists and tourism operators - were protected throughout the hearings. As the hearings were a quasi-judicial process, a lawyer represented HNL.

It was through tremendous financial commitment that HNL represented the interests of the tourism industry.

It was critically important for us to participate in this hearing. Just sitting in the room with the lawyers for the unions and Marine Atlantic, making their cases to the Board, it was quickly apparent that the voice of tourism would not be heard had it not been for HNL's participation. HNL's compelling evidence helped the Board recognise that a strike or lockout at Marine Atlantic would have serious consequences to passengers needing to travel on the ferry service.

Late in 2003, the CIRB ruled that there is to be no reduction in the level of Marine Atlantic Inc.'s regular ferry service between Newfoundland and Nova Scotia at any time of the year.

This is the best possible ruling that we could have hoped for from the CIRB. The tourism industry can be proud that their



association participated directly in the hearings as an intervener and was instrumental in representing the interests of the general and tourism public.

The Commitment

HNL is the tourism industry association. We are only as strong as our members and it takes a great deal of commitment from industry in order to make the advances that we have made. I call upon you to make your voice known to the people you have chosen to represent you at HNL...your executive and board of directors. It is your right and responsibility to let us know your concerns, how your business can be improved and how decisions affect your ability to achieve success.

With a new provincial government in place, it is time to take the steps to shaping the tourism industry of the future. It is tourism's time to shine in Newfoundland and Labrador and I look forward to working with each of you to make sure that tourism and tourism issues is given the consideration and respect it so rightly deserves.

Stan Cook Jr.
HNL President

Advocacy

HNL Plays Pivotal Role in CIRB Announcement Concerning Marine Atlantic

HNL was delighted with the Canadian Industrial Relations Board (CIRB) ruling in late November that there is to be no reduction in the level of Marine Atlantic Inc.'s regular ferry service between Newfoundland and Nova Scotia at any time of the year. HNL participated directly in the hearings as an intervener and was instrumental in representing the interests of the general and tourism public. HNL has been advocating that Marine Atlantic be designated an essential service for the past number of years.



This is fantastic news for the tourism industry because it removes the possibility of ferry disruptions or threats of disruptions which in the past have had significant negative impacts on the tourism industry. This ruling gives a renewed level of confidence to both tourists who are considering travelling to the province that they will not be stranded and tourism operators who will no longer have to worry about losing their customers in the event of a strike.

Newfoundland and Labrador Tourism Marketing Council Established

This is a much anticipated step for the advancement of the tourism industry in this province. HNL welcomed the announcement of the members of the council in the fall of 2003. The new council members constitute a broad cross-section of representatives from all sectors of the tourism industry. They are all leaders of tourism in Newfoundland and Labrador and will no doubt represent the interests of industry with the utmost care and consideration.

HNL is very proud of its enormous input into the establishment of the Newfoundland and Labrador tourism marketing council. While the Tourism Marketing Council is entirely separate from HNL and its operations, the association's role was vital in providing industry's perspective on the various models which would satisfy industry's needs in Newfoundland and Labrador.

Tourism Marketing Budget Maintained

The tourism marketing budget was maintained in 2003 at \$6 million. The tourism industry did not lose ground but the current level of investment is still insufficient to allow this province to compete with other Atlantic Canadian provinces.

HNL's strategy has been to reinforce the point that increasing the budget for tourism marketing is an investment rather than an expense. A recent report released by Statistics Canada stated that thirty cents of every dollar spent by tourists in Canada in 1998 went to government. This worked out that for every dollar of tourism spending in 1998, the federal government raised 14.8 cents, the provincial/ territorial governments took in 13.6 cents, and municipal governments received 1.8 cents.

Advocacy *continued*

HNL Pushes Government to Focus on Small Business Insurance

Insurance became a serious issue for tourism operators in 2003 as many discovered enormous increases in their insurance rates or that their coverage was being cancelled. HNL asked the government of Newfoundland and Labrador to refocus their efforts concerning insurance to include all forms of insurance, especially for small businesses instead of focusing strictly on automobile insurance. HNL also participated in discussions at Provincial and Territorial Tourism Industry Associations (PTTIA) conference call and worked with the Canadian Tourism Commission (CTC) to develop a database of insurance companies across the country that are "friendly" to the tourism industry. HNL continues to work with industry and government to look for solutions to this issue.



Changes to NLC Purchasing Requirements

In October, Newfoundland Liquor Corporation stores and agency stores throughout the province started to accept credit card payments from licensees. The ability to use credit cards was welcomed by HNL members as a more convenient and user-friendly way to purchase products for their business. HNL achieved the changes in partnership with the Canadian Restaurant and Foodservices Association (CRFA) and the Canadian Federation of Independent Business (CFIB).

HNL Participated In 2nd Annual Labour Standards Forum

HNL spoke on behalf of the tourism industry at the 2nd Annual Labour Standards Forum in November 2003. At the forum, HNL spoke out on a number of Minimum Employment Standards which may have negative effects on tourism businesses.

Reduced Air Travellers Security Charge

HNL was pleased that the Air Travellers Security Charge was reduced in the Federal Budget in 2003. A reduction in the security tax is a positive step for the tourism industry and the travelling public in this country but HNL would still like to see the tax eliminated altogether. The Air Travellers Security Charge was reduced from \$12 each way to \$7.

Deferral of Overtime Regulations Applauded

HNL was pleased with Government's decision to defer implementation of proposed changes to the overtime provisions of the Labour Standard regulations to allow the problems to be addressed correctly. HNL and a coalition of employer groups worked with labour and Government to ensure that overtime regulations do not adversely affect workers and small businesses in the province.

Advocacy *continued*

HNL Disputes ACT Study Findings

HNL disagreed with the findings in a study released by the Alliance for the Control of Tobacco suggesting that a province-wide ban on smoking in all workplaces would have no effect on the long-term viability of bars and lounges. HNL did not defend or promote the use of tobacco in any way, but maintained that the study was fundamentally flawed in its research as it appears to have been completed initially for Nova Scotia with Newfoundland and Labrador statistics entered into a formula to assess the economic impact for this province. HNL continues to encourage the Government of Newfoundland and Labrador to base policy decisions for this province only on Newfoundland and Labrador research.

Provincial Election Strategy Implemented

HNL ensured that the tourism industry was in the forefront of candidates' minds for the provincial election in October by implementing an aggressive election strategy. HNL sent an election survey to all provincial candidates asking for their views on important issues facing the tourism industry such as the tourism marketing budget, insurance and marine access issues. Results from the survey were put up on HNL's website for members to review when deciding which of the candidates had the greatest understanding of the needs of the tourism industry. As well, HNL's Board of Directors were kept abreast of the candidates' schedules so that whenever an event happened in any part of the province, a board member was there to bring up tourism issues.

New Initiatives

First Season of Beyond Your Backyard a Hit!

Beyond your Backyard offered a valuable marketing opportunity for HNL members in 2003 when it premiered on NTV at 6:00 p.m. on Saturdays beginning February 2003. HNL has received financial support from ACOA, HRDC, Transportation Canada, Parks Canada and the Department of Tourism, Culture and Recreation and from members, whose initial commitment provided the seed money for this show. Each show will focus on a different region of the province and will profile some of the various tourism-related businesses in that area. Well-known movie and television actor Gordon Pinsent hosted the show along with Sharon Snow, Stan Cook Jr. and Paul Parsons.



Product Development Strategy Review

HNL has undertaken a Product Development Strategy Review in partnership with the Department of Tourism, Culture and Recreation and ACOA. The Product Development Strategy will provide insight into developing a stronger, longer tourism season, strengthening our products and services and taking advantage of the opportunities that exist to improve the tourism industry in Newfoundland and Labrador.

Business Retention And Expansion (BR&E) Project



In partnership with the provincial Department of Industry Trade and Rural Development, Human Resources Development Canada and the Atlantic Canada Opportunities Agency, Hospitality Newfoundland and Labrador (HNL) implemented the Business Retention and Expansion Program for the tourism sector in 2003. The BR&E program is an international economic development tool that promotes job growth by helping tourism industry leaders identify the barriers to survival and growth facing local businesses. HNL moved forward in 2003 to use this valuable program to conduct important research for the tourism sector. When all data is retrieved in 2004, the P.J. Gardiner Institute of Memorial University will analyze the data and provide a detailed report on the findings. This report will be the basis for a review of issues and a guide for the BR&E team to move forward with an action plan to address any needs or concerns.

Canadian Adventure Tourism Congress 2003

CATIC 2003 was the third national conference with international guests and speakers held in Gros Morne National Park on November 13-16, 2003. This unique innovative conference hosted some 160 participants. Partnerships included HNL, Parks Canada, Canadian Tourism Commission, Department of Tourism Culture and Recreation, and ACOA. Follow up for the congress will continue into the 2004.

Professional Development

Success in business in the tourism industry is dependent on many different and important components, but most importantly is the level of service provided to customers. HNL continued in

2003 to provide high quality, cost effective training solutions to tourism operators in all regions of the province.

Professional Certification

- 305 Industry professionals have been nationally certified.
- Sales of national training resources have increased by 50%.
- National Occupational Standards were launched for Banquet Server, Banquet Manager, Catering Manager, In-Room Dining Server, Night Auditor and Ticket Agent.
- The standards, training and certification process was revised for Front Desk Agents, Food & Beverage Server and Bartender and Housekeeping Room Attendant.
- National Occupational standards are being revised for Reservations Sales Agents and Tourism Visitor Information Counselors.
- New National Occupational Standards, Training and Certification is available for Food & Beverage Managers.
- A new certification and training is being developed for supervisors and the Banquet Server certification process is being revised.
- New online training will be available soon for Front Desk Agents, Food & Beverage Servers and Bartenders.

· CTHRC/HNL will launch in 2004 a new National Recognition Framework that will have a system to recognize training and certification for all levels of individuals working in the industry from front-line to management.

· The CTHRC will launch its new brand *emerit - Tourism Training* in 2004.



Stan Cook Jr. and TIAC President Randy Williams present Violet Barrett and Helene Murrin of Holiday Inn Corner Brook with their Front Desk Agent Certification.

Ready to Work (Tourism Careers for Youth)

The Ready-To-Work program has been very active around the province with interest picking up in the rural areas. A total of 40 participants completed the program in 2003 with 20 in St. Anthony (in partnership with the Viking Tourism Trail Association), 10 in Port-aux-Basques and 10 in Hawke's Bay.

HNL partnered with the Viking Trail Tourism Association to conduct training sessions and provide training materials to 20 participants in their youth program in June.

HNL is working on a new program due to start in January, in partnership with the Department of Human Resources and Employment, extending it to a 6 week program to meet the needs of their clients.

New Initiatives

HNL held its first Job Fair in May. It was very successful and another one is planned for the spring of 2004.



Workshops and Seminars

HNL is working with local partners in St. John's and Corner Brook to deliver TaxiHost training in 2004.

HNL partnered with the Newfoundland Liquor Corporation to create an awareness for Responsible Alcohol Server training.

HNL will launch a passport program in 2004 to encourage participants to take advantage of more workshops and professional development opportunities.

A follow up workshop to SuperHost will be launched in 2004 called - *Sales powered by Success*.

2003 Seminars and Workshops

<i>Workshop</i>	<i>Number of Participants</i>
SuperHost	608
Introductory Sales	33
Customer Communications	20
Teamwork Skills	20
Responsible Alcohol Server	130
Mature Consumer	30
Mystery Shopper	61
Occupation Skills Training	49

Special Events

Convention and Trade Show *20 Years...Celebrating the Journey*

The 20th Annual Convention and Trade Show ran from February 6th to 9th, 2003 at the Gander Community Centre. As always, the Convention and Trade Show provided important networking and professional development session for the 400 plus delegates who attended the event.



President Stan Cook Jr. and former Tourism, Culture and Recreation Minister Julie Bettney at the Tourism Awareness Month Launch.

Tourism Awareness Month 2003

HNL celebrated the value and importance of the tourism industry to the residents of Newfoundland and Labrador and how a successful tourism industry impacts on all of us in May during Tourism Awareness Month.

To help advance this message along, this year's Tourism Awareness Month theme was *Tourism - Our Business, Your Business.*

16th Annual Golf Classic

The weather conditions were outstanding for the 16th Annual Golf Classic held at the beautiful Wilds at Salmonier River golf course. Over 100 golfers enjoyed a mid-September break from their businesses to network with peers and clients on a day with temperatures soared up to 30 degrees.

5th Annual Fall General Meeting

Over 75 delegates attended the 5th Annual Fall General Meeting in Corner Brook on October 29th and 30th. The Canada Games Centre was alive with tourism industry operators, stakeholders and suppliers.

This year's meeting was kick started with a Members' Networking Reception held the night before the Fall meeting. Speakers at the meeting focused on the topic of Expanding the Seasons with presentations from the Western Tourism Marketing Partnership, Winter Tourism Representatives, 2004 French Celebrations, Tourism Marketing Strategy, Humber Valley Resort and the President's Address. Randy Williams, president of the Tourism Industry Association of Canada was the luncheon speaker.



Industry Excellence Awards 2003

Quality Award

Holiday Inn, St. John's

Restaurateur of the Year

Cathy Lomond, Portside Restaurant, Hotel Port aux Basques

Sustainable Tourism Award

Reg Williams, Bon Tours

Cultural Tourism Award

Cape Freels Heritage Trust

Doug Wheeler Award

Paul Lannon, St. John's

Golden Umbrella Award

Steve Watson, Central Dairies

Orchid Award

John and Peggy Fisher, Fisher's Loft Inn, Port Rexton

P.R.I.D.E. Award

Bronson and Irene Short, Humberview B&B, Deer Lake

Norman Parsons Memorial Award

Reg and Mildred Carter, Orca Inn, Petty Harbour

Ambassador of Hospitality Awards 2003

Southern Shore Folk Arts Council, Ray Flynn, Siobhan Coady, Wayne Johnston, Peter Mackenzie, Russell Bowers, Con O'Brien - Pay it Forward II Organizers, Joe Goudie, Jack and Lorraine Cooper, Labrador Heritage Society, The Flummies, Agnes Walsh, Captain Nick Dobi, Dr. Drover, Dr. Hewitt, Dr. Dunphy, Late Joe Mullins, Lanier Phillips, Seamus O'Regan, Tom Hutchings, Darren Langdon, Jakeman All Grade, Wayne Parsons, Ruth Matthews, David Hayashida



Representations

- Atlantic Canada Showcase 2004 Committee
- Atlantic Canada Technology Initiative
- Atlantic Canada Tourism Partnership
- Canadian Tourism Human Resource Council
- City of St. John's Taxi Committee
- Craft Strategy Tourism Sub-committee
- ECMA Industry Awards Show & Brunch Committee
- Labour Market Development Council
- Labrador Straits Historical Development Corporation Marketing Advisory Committee
- Provincial and Territorial Tourism Industry Associations
- Regional Advisory Council for Oil Spill Response
- Taste of Newfoundland and Labrador Committee

Strategic Alliances

- Adventure Tourism Association of Newfoundland and Labrador
- Bed & Breakfast/Country Inns Association of Newfoundland and Labrador
- Cruise Association of Newfoundland and Labrador
- Department of Canadian Heritage
- Department of Industry Trade and Rural Development
- Department of Tourism, Culture and Recreation
- Hotel Association of Newfoundland and Labrador
- Lounge Sector
- Music Industry Association of Newfoundland and Labrador
- Newfoundland and Labrador Accommodations Rating Council
- Newfoundland and Labrador Association of Chefs and Cooks
- Newfoundland and Labrador Outfitters Association
- Newfoundland and Labrador Restaurant and Foodservices Association

Executive Committee

Stan Cook Jr.
President
Wilderness Newfoundland Adventures

Cathy Lomond
Vice-President *Hotel Port aux Basques*

Nick McGrath
Treasurer
Terrace Dining Room

Roger Jamieson
Past President
Kilmory resort

Gordon Slade
Environmental Issues

Mary Taylor-Ash
Human Resources and Professional Development

Paul Lannon
Transportation Issues

Terry Chaffey
Cuisine Tourism and Professional Development

Sue Rendell
Adventure Tourism Association of Newfoundland and Labrador

Lew Osmond
Campgrounds & Attractions Association of Newfoundland and Labrador

Stelman Flynn
Cruise Association of Newfoundland and Labrador

Sid Fry
Regional Representative - Avalon

Don Snow
Regional Representative - Central

Albert Dober
Regional Representative - Eastern

John Hull
Regional Representative - Western

Ex-officios

Nancy Healey
Hospitality Newfoundland & Labrador

Vic Janes
Department of Tourism, Culture & Recreation

Edna Hall
Department of Canadian Heritage

Board of Directors



Gordon Rogers
Bed & Breakfast/Country Inns Association of Newfoundland & Labrador

Rex Avery
Hotel/Motel Association of Newfoundland and Labrador

Peter Stacey
Newfoundland and Labrador Outfitters Association

Brenda O'Reilly
Lounge Sector Representative

Calvin Manning
Director at Large

Bruce Sparkes
Director at Large

Kathy Barbour
Newfoundland and Labrador Restaurant and Foodservices Association

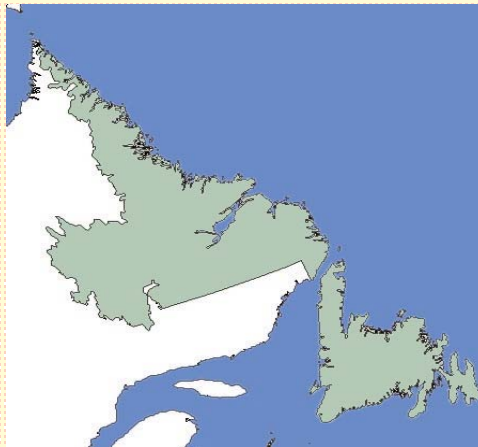
We Get Around!

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

Take a look at where HNL has been in 2003!

Bay Bulls
Bay of Islands
Bird Cove
Bonavista
Bottle Cove
Burgeo
Burin
Cape Onion
Catalina
Clarenville
Corner Brook
Cow Head
Cox's Cove
Daniel's Harbour
Deer Lake

Elliston
Ferryland
Forteau
Gander
Glenburnie
Grand Falls-Windsor
Happy Valley-Goose Bay
Harbour Grace
Hawkes Bay
L'anse aux Meadows
Labrador City-Wabush
Main Brook
Mary's Harbour
Marystown



Mobile
Norris Point
Parsons Pond
Pasadena
Petty Harbour-Maddox Cove
Placentia
Plum Point
Port au Choix
Port au Port Peninsula
Port aux Basques
Port Blandford
Port Saunders
Rocky Harbour
Roddiction
Rose Blanche

Sally's Cove
Sop's Arm
St. Anthony
St. David's
St. George's
St. John's
St. Lunaire-Griquet
St. Mary's
St. Paul's
Steady Brook
Stephenville
Traytown
Trinity
Trout River
Twillingate
Woody Point