
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 2002 to provide high quality, cost effective training solutions to tourism operators in all regions of the province.

Professional Certification

- Over 300 people have become nationally certified in tourism occupations in Newfoundland and Labrador.
- Forty-five people registered for Professional Certification in 2002.



This Year

- HNL certified its first Tour Director, Dan Hickey with Wildland Tours.
- The Fairmont Newfoundland certified its 50th employee
- St. Jude Hotel maintained 100% certified employees.

Ready to Work (Tourism Careers for Youth)

- Ready to Work (Tourism Careers for Youth) was delivered in Port aux Basques, Clarenville and St. John's with over 30 young people participating in the program this year.
- The Department of Human Resources and Employment continues to be a strong partner in the program.

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Workshops and Seminars

- In partnership with the Francophone Association, SuperHost is now available for delivery in French.
- Over 6000 people have participated in SuperHost in Newfoundland and Labrador.
- In 2002, HNL launched "It's Good Business" Responsible Alcohol Service.
- Workshops and Seminars held in 2002 include: Packaging and Pricing, Flora, Fauna and Geology, Wilderness First Aid and Risk Management.



Business Recognition

- There was a 50% increase in members who qualified in the Business Recognition Program for SuperHost and Professional Certification.



- Qualifying businesses were acknowledged in Tourism Times, HNL's Web site, provincial Travel Guide, HNL Membership Directory and Buyers' Guide and the 2003 Bed & Breakfast/Country Inns Association.

Career Awareness

- HNL continued to profile careers in tourism by participating in 30 Career Awareness presentations and 15 Career Expos.

New Initiatives

- In partnership with the Canadian Tourism Human Resource Council, HNL will start online training and Professional Certification.
- TaxiHost is planned for the new year in St. John's, Corner Brook and Labrador City.
- Occupational Health and Safety training will be available through HNL in the new year.

Other

- The new Web site, www.hospitality.nf.ca, allows members to order training materials online as well as register for workshops and seminars.
- HNL's mystery shoppers have been very busy completing anonymous evaluations for 15 businesses this past year. Even more businesses have expressed interest for 2003.



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Special Events

Convention and Trade Show (*Hospitality - The Right Mix*)

The 19th Annual Convention and Trade Show ran from January 31st to February 3rd at the St. John's Convention Centre and proved to be an important networking and professional development event for the 400 plus delegates registered.

Twelve Industry Excellence Awards were given out at the Presidents Gala as well as a Special Ambassador of Hospitality Award to the people of Newfoundland and Labrador for their hospitality after the events of September 11th, 2001.



The Trade Show was the biggest ever for HNL with over 75 booths made up of a broad cross-section of tourism industry suppliers.

Tourism Awareness Month

HNL remained consistent this year hitting home that "Tourism is Everyone's Business". Events took place in every region of the province and included luncheons, workshops, networking events, meetings and award presentations.



Golf Classic - a big success

The weather conditions were perfect for the 15th Annual Golf Classic.

More than 100 tourism operators participated in the 2002 event held at the Terra Nova Golf Resort in September. HNL's golf classic has become the annual "Fall Fun Retreat" for the tourism industry. The event included an exciting round of golf, a delicious steak Bar-B-Q, presentation of prizes, putting competitions and a farewell buffet breakfast.

Fall General Meeting

Over 75 delegates attended the 4th Annual Fall General Meeting in Corner Brook on November 5th. The Canada Games Centre was alive with tourism industry operators, stakeholders and suppliers.

The meeting opened with the President's Address, highlighting the past year's successes and challenges in the tourism industry, and continued on with many lively presentations about Revenue Management, the European Travel Trade Market, the Atlantic Canada Tourism Partnership and the 2003 tourism marketing plan.



Networking Events

HNL began holding its Member Networking Events in 2002, with nine events organized throughout the province. Regional Networking Events were held in Happy Valley-Goose Bay, Port aux Basques, Stephenville, Corner Brook, Springdale, Grand Falls-Windsor, Gander, Port Blandford, and St. John's.

Industry Excellence Awards 2002

Quality Award

Derrick Aylward and Brenda Lawlor, The Guv Nor Inn, St. John's

Restaurateur of the Year

Chris Sheppard and Stacey Flemming, Gaffer's Gourmet Bistro, Clarenville

Sustainable Tourism Award

Barb Genge, Tuckamore Wilderness Lodge, Main Brook

Cultural Tourism Award

Spirit of Newfoundland Productions, St. John's and Gros Morne Theatre Festival, Shallow Bay

Doug Wheeler Award

Paula Flood, Whitbourne

Golden Umbrella Award

Derm Flynn, Gander
Stelman Flynn, Forteau

Orchid Award

Tineke Gow, Campbell House Bed and Breakfast, Trinity

P.R.I.D.E. Award

Harold and Marie Pennell, Northwest Lodge Bed and Breakfast, Trepassey

Norman Parsons Memorial Award

Olive and Roger Janes, Janes' Tourist Home, Traytown

Ambassador of Hospitality Awards 2002

Andrew Spracklin; Carol Burden; Gerry Murphy; Lloyd Decker; Gordon Pinsent; Chief Misel Joe; Barbara Doran; Jennice Ripley; IKON Office Solutions; St. John's Folk Arts Council; Sharon Snow; Jann Arden; Kevin Spacey

Representations

- Atlantic Canada Showcase 2002 Committee
- Atlantic Canada Technology Initiative
- Atlantic Canada Tourism Partnership Management Advisory
- Canadian Tourism Human Resource Council
- City of St. John's Taxi Committee
- Craft Strategy Tourism Sub-committee
- Cruise Association Transition Team
- Labour Market Development Council
- Provincial and Territorial Tourism Industry Associations
- Taste of Newfoundland and Labrador Steering Committee



Strategic Alliances

- Adventure Tourism Association of Newfoundland and Labrador
- Bed & Breakfast/Country Inns 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

Sheila Kelly-Blackmore
President
St. Jude Hotel

Stan Cook Jr.
Vice-President
Wilderness Newfoundland Adventures

Cathy Lomond
Treasurer
Hotel Port aux Basques

Nick McGrath
Secretary
Terrace Dining Room

Roger Jamieson
Past President
Kilmory resort



Board of Directors

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

Derrick Aylward
Hotel/Motel Association of Newfoundland and Labrador

Gudrid Hutchings
Newfoundland and Labrador Outfitters Association

Brenda O'Reilly
Lounge Sector

Cindy Roma
Director at Large

Kathy Barbour
Newfoundland and Labrador Restaurant and Foodservices Association

John Dicks
Avalon Convention & Visitor's Bureau

Gordon Slade
One Ocean

Mary Taylor-Ash
Fairmont Newfoundland

Ward Pike
Air Labrador

Sue Rendell
Adventure Tourism Association of Newfoundland and Labrador

Lew Osmond
Campgrounds & Attractions Association of Newfoundland and Labrador

Stelman Flynn
Regional Representative - Labrador

Calvin Manning
Regional Representative - Avalon

Fred Parsons
Regional Representative - Central

Albert Dober
Regional Representative - Eastern

Patrick MacIsaac
Regional Representative - Western

Ex-officios

Nancy Healey
Hospitality Newfoundland & Labrador

Vic Janes
Department of Tourism, Culture & Recreation

Edna Hall
Department of Canadian Heritage

We Get Around!

Throughout the year, HNL's Executive, Board or employees travel to many parts of the province to host networking sessions, professional development workshops and seminars and other HNL events.

Take a look at where HNL has been in 2002.

