



HOSPITALITY
NEWFOUNDLAND & LABRADOR

2022 CONFERENCE &
TRADE SHOW
PROGRAM

We are tourism.



Land Acknowledgement

We respectfully acknowledge the territory in which we gather as the ancestral homelands of the Beothuk, and the island of Newfoundland as the ancestral homelands of the Mi'kmaq and Beothuk. We would also like to recognize the Inuit of Nunatsiavut and NunatuKavut and the Innu of Nitassinan and their ancestors, as the original people of Labrador. We strive for respectful relationships with all the peoples of this province as we search for collective healing and true reconciliation and honour this beautiful land together.

Hospitality NL Team

Craig Foley, Chief Executive Officer

Juanita Ford, Chief Operating Officer

Karen So, Accountant

Greg Howard, Director of Advocacy, Research and Communications

Linda Hickey, Manager of Membership Engagement and Development

Susie Greene, Membership Coordinator

Minerva King, Operations Coordinator

Beth Kelly, Workforce Development Coordinator

Manpreet Kaur, Workforce Development Coordinator



Physical distancing is recommended where possible.



Wearing a mask while indoors is strongly recommended, even when seated and/or physically distanced from other people.



Chair's Message

Welcome to Hospitality NL's 2022 Annual Conference and Trade Show!

On behalf of Hospitality Newfoundland and Labrador, I would like to welcome you to our 38th Annual Conference and Trade Show! It's been two years since we had this special event in-person. This is certainly a positive sign, and we can see the light at the end of the tunnel. The fact that we are all here together inspires confidence in our industry and shows that Newfoundland and Labrador is open for business.

The past two years have been challenging for the tourism industry. Lock downs and travel restrictions hit us harder than any other sector of the global economy. Despite the challenges, tourism operators in the province displayed a tremendous amount of resilience and ingenuity that Newfoundlanders and Labradorians have become famous for.

As tourism operators, we are the first point of contact for visitors and take pride representing this great province. I hope the next three days will foster a passionate environment of collaboration and education to reflect on the experiences of the last two years and inspire delegates to help chart a path into the future.

We are very proud of this year's lineup and program and the support we've had from our members and stakeholders from across the province. Thank you to the sponsors, partners, trade show exhibitors, speakers and presenters whose efforts and energy help make our Annual Conference and Trade Show a success each year!

The past two years have demonstrated that a unified and determined tourism industry association makes us all stronger. Thank you to our valued members and delegates for your vast support, and I look forward to connecting and celebrating with each of you over the next three days. It's a great opportunity to show the province that *we are tourism!*

I wish you all a very productive and enjoyable 2022 Conference and Trade Show.

Brenda O'Reilly

Chair, Hospitality NL

DRESS CODE

Conference and Trade Show: Business Casual

Tourism Excellence Awards Gala: Business/Cocktail Attire or Black Tie

Name tags are required for access to all conference events.

Masks are voluntary, but highly recommended.



Day One

Tuesday, April 5, 2022

REGISTRATION

Trade Show Exhibitors Check-In & Set-up

2:00 pm - 5:00 pm

Lobby

Delegate Check-In

2:00 pm - 10:00 pm

Lobby

ANNUAL GENERAL MEETING

1:00 pm - 3:00 pm

Salon B

Speakers:

Brenda O'Reilly, Hospitality NL Chair

John Devereaux, Hospitality NL Treasurer

Craig Foley, Hospitality NL CEO

Join the 2021 Board of Directors as the leadership provides an overview of the past year. Hospitality NL will also announce the 2022 Board of Directors and welcome new members to the Board.

SECTOR GROUP MEETINGS

Hotel/Motel

3:00 pm - 4:00 pm

Salon F

Adventure/Marine Operators

3:00 pm - 4:00 pm

Salon E

Cruise NL

3:00 pm - 4:00 pm

Bonavista Bay

Bed & Breakfast

3:00 pm - 4:00 pm

Salon G

Food & Beverage

4:00 pm - 5:00 pm

Salon F

OPENING RECEPTION

7:30 pm - 10:00 pm

Trade Show Area



Day Two

Wednesday, April 6, 2022

REGISTRATION

Delegate Check-in

8:00 am - 5:00 pm

Lobby

MORNING COFFEE

8:00 am - 9:00 am

Trade Show Area



CONFERENCE KICK-OFF

8:30 am - 8:45 am

Salon A & C

OPENING ADDRESS

8:45 am - 9:15 am

Salon A & C

Speaker: The Honourable Andrew Furey, Premier of Newfoundland & Labrador"

Join Premier Furey while he addresses the delegates of the 2022 Conference and Trade Show.

WE ARE TOURISM PANEL

9:30 am - 10:30 am

Salon B & D

Panelists:

Ange Dumaresque, The Florian Hotel

Cindy & John Purtill, Georgetown Inn

Teresita McCarthy, Bell Island Community Museum & Number 2 Mine Tour

Nigel Jenkins, Music NL

Following the opening address, a diverse panel of tourism stakeholders will share insights on challenges and opportunities facing the industry as we recover and grow.

TRADE SHOW OPEN

10:00 am - 12:30 pm



Day Two

Wednesday, April 6, 2022

NUTRITION BREAK

10:30 am - 11:00 am

Trade Show Area & Delegate Lounge



ACCESS & TRANSPORTATION PANEL

11:00 am - 12:00 pm

Salon B & D

Panelists:

Tammy Priddle, Deer Lake Airport

Scott Parsons, Parsons & Sons Transportation

Colin Tibbo, Marine Atlantic Inc.

Stephen Short, PAL Airlines

Matthew Lloyd, Hertz

Securing strong access and transportation systems is vital to rebuilding and growing the tourism industry in Newfoundland and Labrador. This panel will share challenges and opportunities in this rebuilding phase.

PRE-LUNCHEON RECEPTION

12:00 pm - 12:30 pm

Trade Show Area

SPONSORED BY TAKE CHARGENL

PROVINCIAL LUNCHEON

12:30 pm - 2:00 pm

Salon A & C

SPONSORED BY DEPARTMENT OF TOURISM, CULTURE, ARTS & RECREATION

Speaker:

The Honourable Steve Crocker,

Minister, Department of Tourism, Culture, Arts & Recreation

TRADE SHOW OPEN

2:30 pm - 5:00 pm



Day Two

Wednesday, April 6, 2022

TRANSITION, TRANSFORM, THRIVE

2:30 pm - 3:30 pm

Salon B & D

Speaker: Carol Ann Gilliard, Department of Tourism, Culture, Arts & Recreation "

The tourism industry in Newfoundland and Labrador is poised to transition through tourism's recovery onto a new path of growth and resilience. This session will reflect on the foundation that has been created and highlight strategic opportunities for energizing tourism's transformation into a thriving growth sector for the province.

NUTRITION BREAK

3:30 pm - 4:00 pm

Trade Show Area & Delegate Lounge



MEET YOUR MATCH

3:30 pm - 5:00 pm

Salon A & C



Whether you're a senior veteran of the tourism industry or a new entrepreneur, come meet other industry peers to network and learn. Networking is the process of interacting with others to exchange information and develop professional or social contacts. Building a community or finding a mentor could be key to your business success. Connect with your fellow tourism operators to find efficiencies, potential revenue streams, new technologies and ways to save money.

FUN NIGHT - COLOURFUL ST. JOHN'S

7:00 pm - 11:00 pm

St. John's Convention Centre



SPONSORED BY DESTINATION ST. JOHN'S & ST. JOHN'S CONVENTION CENTRE

It's time to network, have fun and celebrate the tourism industry in Newfoundland and Labrador. You should wear your most colourful outfit from head to toe. A \$75.00 Visa Gift Card will be awarded to the most colourful costume/character. There will be music and a DJ to take requests and the dance floor will be ready, so bring your dancing shoes and have fun.

PROGRAM CHANGES

Depending on circumstances, information contained in this program is subject to change. Check online at www.hnl.ca/conferences2022 for any updates.



Day Three

Thursday, April 7, 2022

REGISTRATION

Delegate Check-In

8:00 am - 5:00 pm

Lobby

MORNING COFFEE

8:00 am - 9:00 am

Trade Show Area



NATIONAL TOURISM PANEL

8:30 am - 9:50 am

Salon B & D

Panelists:

Keith Henry, Indigenous Tourism Association of Canada

Marc Seguin, Tourism Industry Association of Canada

Marsha Walden, Destination Canada

Philip Mondor, Tourism HR Canada

Join the panelists as they provide a synopsis of key national initiatives and priorities, followed by a panel discussion and Q&A to discuss how Newfoundland and Labrador fits into the national picture, and how this province can maximize and support these national efforts.

OFFICE OF IMMIGRATION AND MULTICULTURISM PRESENTATION

10:00 am - 10:30 am

Salon B & D

Speaker:

Katie Norman, Department of Immigration, Population Growth and Skills

Come learn about the programs and initiatives that could help you find your future employees.

TRADE SHOW OPEN

10:00 am - 12:30 pm



Day Three

Thursday, April 7, 2022

NUTRITION BREAK

10:30 am - 11:00 am

Trade Show Area & Delegate Lounge



UNDERSTANDING THE IMPACTS OF CLIMATE CHANGE ON TOURISM

11:00 am - 12:00 pm

Salon B & D

SPONSORED BY NEWFOUNDLAND & LABRADOR INDIGENOUS TOURISM ASSOCIATION

Speaker:

Lindsay Allen, CBCL

Climate change projections for Newfoundland and Labrador show significant changes by mid-century and beyond; including warmer, wetter and stormier weather conditions across the province. The compounding effects of these changes will pose wide and varied impacts to the tourism sector, but also present new opportunities. Join Lindsay as she provides an overview from recent research conducted focused on the tourism industry in Newfoundland & Labrador.

PRE-LUNCHEON RECEPTION

12:00 pm - 12:30 pm

Trade Show Area

SPONSORED BY CRUISE NL

PARKS CANADA LUNCHEON

12:30 pm - 2:00 pm

Salon A & C

SPONSORED BY PARKS CANADA

Speaker:

Darlene Upton, Parks Canada

TRADE SHOW OPEN

2:30 pm - 4:00 pm



Day Three

Thursday, April 7, 2022

MARINE ATLANTIC SPONSORSHIP ADDRESS

2:30 pm - 2:45 pm

Salon B & D

Speaker:

Colin Tibbo, Marine Atlantic Inc.

KEYNOTE SPEAKER - LEADERSHIP, INNOVATION, AND A KINDER CAPITALISM

2:45 pm - 3:45 pm

Salon B & D

SPONSORED BY MARINE ATLANTIC

Speaker:

Mohamad Fakih, Paramount Fine Foods

Join Mohamad as he shares how he has implemented strategies that resulted in successful teams and businesses while, ultimately giving back to the community in effective and sustainable ways. Mohamad will also discuss how sharing your success with others will create lasting change. (Snacks will be available towards the end of the session.)

PRE-GALA RECEPTION

7:00 pm - 7:30 pm

Lobby

TOURISM EXCELLENCE AWARDS GALA

7:30 pm - 10:00 pm

Salon A & C

The Tourism Excellence Awards Gala is the industry's opportunity to celebrate the best of the best. The Tourism Excellence Awards take center stage as recipients are recognized. This event is business formal or black tie optional, and provides industry, government and all other tourism stakeholders an opportunity to celebrate the success and growth of our tourism industry.

POST AWARDS PARTY

10:30 pm

O'Reilly's Irish Newfoundland Pub



SPONSORED BY GROUPEX & O'REILLY'S IRISH NEWFOUNDLAND PUB

Entertainment: Irish Descendants



Awards

Each year during the conference, Hospitality Newfoundland and Labrador and its partners celebrate our province's best tourism experiences, services and people by presenting the Tourism Excellence Awards. These awards honour professionalism, quality and passion for the tourism industry.



Parks
Canada

Parcs
Canada

Cultural Tourism Award

Cultural Tourism in Newfoundland and Labrador is the offering of an enhanced product and/or experience that celebrates the inherent value of a community's culture, heritage and lifestyle. This award is presented to an individual or organization that recognizes and promotes the pursuit of cultural expression within the tourism industry. Presented by **Hospitality NL** and **Newfoundland and Labrador Tourism**.

Sustainable Tourism Award

A high quality tourism experience depends on the conservation of our natural resources, the protection of our environment and the preservation of our cultural heritage. This award is presented to the industry operator who has made strides in sustainable tourism practices and continually works toward the protection of our natural and cultural resources. Presented by **Hospitality NL** and **Parks Canada**.



Cruise Vision Award

This award is presented to an individual, group or business that has demonstrated a commitment to the provincial cruise industry and has contributed significantly to the growth of the cruise industry in Newfoundland and Labrador. Presented by **Cruise NL**.



CLAYTON
HOSPITALITY

H. Clayton Sparkes Accommodator Award of Excellence

This award will recognize an individual or company in the accommodations sector within the province who exhibits a dedication to quality service, a commitment to the tourism industry and makes a solid contribution to the communities in which they live. Sponsored by the **Sparkes family** in memory of **H. Clayton Sparkes**.



Awards



CBDC Tourism Business Award of Excellence

This award recognizes businesses that have built a reputation for excelling and continuously improving upon all areas of operations - customer service, human resources and business results. Not only does the award winner excel in its operations, but they see themselves as having an important role in improving the tourism industry of Newfoundland and Labrador. Sponsored by **CBDC**.



BDC Tourism Innovator Award

This award recognizes an individual or company that has developed a tourism business, market, product, process initiative or an unconventional approach to an existing market, product or process. This innovation is having a positive impact on the tourism industry in Newfoundland and Labrador.

Sponsored by BDC.



Tourism Champion Award

This award recognizes individuals, companies or organizations who give selflessly of their time and energy to champion the interests of this industry. Countless volunteers have worked diligently to ensure that our industry prospers, and as such have given freely of their time, often at personal expense because they are passionate about this industry. They are true champions of the industry. Presented by **Hospitality NL**.

Bed & Breakfast Award of Excellence

This award will recognize an individual or company in the Bed & Breakfast sector within the province who exhibits exceptional dedication to quality service and outstanding commitment to the tourism industry, making a solid contribution to the communities in which they live. Presented by **Hospitality NL**.

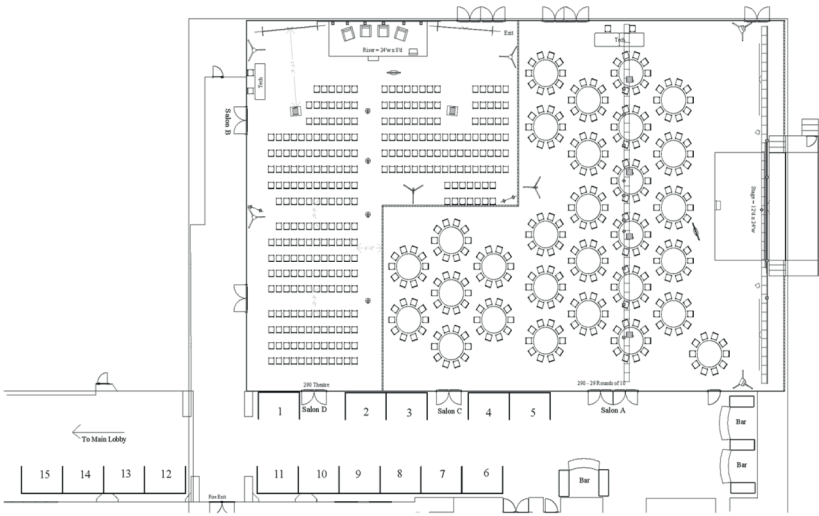
Tourism Corporate Partner Award

The recipient of this award is a behind-the-scenes partner that has been successful in developing creative and effective alliances within the tourism industry that improve Hospitality NL's ability to meet its mission. Presented by **Hospitality NL**.



Trade Show

Delta St. John's Floor Plan



Exhibitors Booth #	Company Name (As of March 28,2022)
#1	Serta Simmons
#2	Music NL
#3	Grouplex Systems Canada Inc.
#4	Pal Airlines
#5	Air Borealis
#6	Newfoundland and Labrador Employers Council - NLEC
#7	Community Business Development Corporation - CBDC
#8	Multi Materials Stewardship Board - MMSB
#9	Work Global Canada
#10	Abell Pest Control
#11	Parks Canada
#12	People Stuff
#13	Business Development Bank of Canada - BDC
#14	North Atlantic Petroleum
#15	Department of Immigration, Population Growth & Skills



Mental Health & Wellness

Mental Health Resource Centre & Quiet Area

Delegate Lounge - Left of the Elevators

Wednesday, April 6 - 10:00 am - 4:00 pm

Thursday, April 7 - 10:00 am - 4:00 pm

The outbreak of COVID-19 has had a lasting impact on tourism businesses and their employees. You may be experiencing a high degree of uncertainty, worry, anxiety and stress about the health and safety of your loved ones, employees as well as the financial health of your business. Hospitality NL in partnership with the Eastern Health and Consumers' Health Awareness Network of NL (CHANNAL), is offering a Mental Health Resource Centre. The resource centre will have representatives from these organizations on hand to provide information about the programs and services to support you. Great place to grab a coffee and relax.

Sponsored by:



Marine Atlantic
Marine Atlantique

Experiencing mental health or substance use issues?

You are not alone

Programs 24/7

Confidential and free

Programs designed for you

Little to no wait time

bridge the gapp

Newfoundland Labrador

www.bridgethegapp.ca

2022 Conference and Trade Show Sponsors

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Parks
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Canada



ST. JOHN'S
CONVENTION
CENTRE

Silver



Bronze



Awards



CLAYTON
HOSPITALITY



Corporate



Partner



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique



As of March 28, 2022

Just what your guests would expect: Elegance meets technology in hospitality displays



SMART Hospitality Displays

Samsung, a leader in hospitality displays, brings a new standard of sleek style and technologically advanced entertainment to your guests' hotel experience. With a wide range of unique features, including superb picture quality, cutting-edge design and eco-friendly advances, Hospitality Displays from Samsung deliver flexible, scalable business solutions. Your guests demand excellence for in-room and meeting amenities. Samsung delivers —beautifully.



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