



# ANNUAL REPORT 2017

PROVINCIAL TOURISM INDUSTRY ASSOCIATION



**HOSPITALITY**  
NEWFOUNDLAND & LABRADOR  
— 35 YEARS —  
1983 - 2018

## MESSAGE FROM THE CHAIR

**Dion Finlay**



Dear members and partners,

As my term as Chair of Hospitality Newfoundland and Labrador concludes, 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.

This year, Hospitality NL worked diligently on our industry's most pressing issues. Following a positive conversation around the sharing economy at the 2017 Conference and Trade Show, Hospitality NL brought together representatives from Airbnb's public policy team and the Provincial Government to discuss the issue of unlicensed accommodations in this province. Hospitality NL represents the tourism industry at this table and we continue to be encouraged by solutions being implemented in various jurisdictions across Canada. Please continue sharing your feedback and stories with us as we work on your behalf to address this critical issue.

2017 also saw the return of some great events aimed at bringing industry members together to learn, share, network and meet your business needs. In addition to the annual Conference and Trade Show, Hospitality NL hosted an inclusive Tourism Job Fair, a Town Hall featuring our national tourism partners, and a golf tournament. Engaging with our partners and fellow industry members at these events provided some of the highlights of the year!

Over the course of the past year, Hospitality NL was proud to continue to work with our NL Tourism Board partners on destination/ experience development and quality assurance initiatives that ensure tourism operators are equipped to meet the evolving needs of our travellers and maximize our potential in all areas. At this level of collaboration, we are truly seeing some amazing tourism products developing throughout all regions of the province.

As we near the end of Vision 2020, we have begun to think beyond our original goal to the future of tourism in this province. Each year it seems we uncover new opportunities and potential for growth and success in this industry, and tourism continues to be a strong economic driver in this province. I look forward to connecting and collaborating with you in 2018 and wish you all the best in the year ahead.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Dion Finlay', written in a cursive style.

Dion Finlay  
Chair

## WHO WE ARE

### Hospitality Newfoundland and Labrador



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.

In 2018, Hospitality NL will celebrate 35 years of serving the provincial tourism industry. As the voice of tourism, Hospitality NL's work on behalf of members and the sector has played a crucial role in developing the tourism industry into the flourishing economic driver that it is today. The association would not be what it is today without the support of our hard-working, passionate and innovative members who are committed to strengthening and growing tourism 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*.

#### Advocacy & Communications

#### Skills & Knowledge Development

#### Membership & Networking





## 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.

Throughout 2017, Hospitality NL continued its role in supporting two priority initiatives of the NL Tourism Board: the [Tourism Assurance Plan \(TAP\)](#) and the [Destination Development Processes \(DDP\)](#). TAP continues to promote tourism organizations that provide quality travel experiences, assist tourism services and attractions improve the way they operate, and increase consumer/traveller confidence in the services and attractions offered, contributing to the overall sustainability of our industry. DDP has assisted in identifying the opportunities in each region of the province, how they may be linked, and what the priorities may be. Launched in early 2017, the [2017-20 Provincial Tourism Product Development Plan](#) reflects the collective private-public tourism development priorities for the provincial tourism industry and the regional destination development plans. It provides an overview of the four areas of focus that will enable strategic private and public investment in tourism development for Newfoundland and Labrador to reach \$1.6 billion in visitor spending by 2020. The focus of provincial tourism product development is on enhancing and creating high quality, high value people and program-based experiences that celebrate our people, place and culture.

### Newfoundland and Labrador Tourism Board

The Newfoundland and Labrador Tourism Board is responsible for advising on the implementation of *Vision 2020*. The structure of the Tourism Board calls for fourteen representatives; Chair, four industry leaders, five Destination Management Organizations leaders and four government leaders. Members will serve for two-four years and are selected/appointed in conjunction with Hospitality Newfoundland and Labrador, the province's five Destination Management Organizations and Government. The Board is further supported by staff from each of the representative partners.



[View Current Tourism Board](#)

## ADVOCACY & COMMUNICATIONS

### Collective Voice of Tourism

As the voice of the provincial tourism industry, Hospitality NL aims to continually strengthen our strong connection with members and partners through open, two-way communication. This is achieved through membership outreach, email communications, social media presence and interaction with industry, whether face-to-face around the province or via webinar technology. Hospitality NL fosters the growth and sustainability of the tourism industry by keeping members informed of opportunities, developments and challenges of the industry, as well as the organization's advocacy efforts and priorities. To ensure we are best able to meet the needs of the members we serve, Hospitality NL works collaboratively with partners and industry stakeholders and encourages feedback from all members.

Advocating on issues of importance to the tourism industry in order to sustainably build a more competitive environment for tourism operators, throughout 2017 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. **In 2017, Hospitality NL presented a range of tourism priorities including federal pre-budget consultations with the House of Commons Standing Committee on Finance, provincial pre-budget consultations at industry stakeholder sessions, and the House of Commons' Standing Committee on Citizenship and Immigration in Ottawa.**

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 2017, Hospitality NL staff collectively had more than 18,000 followers on Twitter and nearly 2,000 likes on our Facebook page!



## **POLICY PRIORITIES**

With over \$1 billion in annual spending, more than 2,600 tourism-related businesses and organizations and 9% of provincial jobs directly attributed to tourism, the industry's contribution to the economy, employment and social fabric of Newfoundland and Labrador is significant.

Hospitality NL has continued to work with stakeholders across Canada to ensure the priorities of the travel and tourism industry are top of mind. 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.

Prominent policy initiatives for Hospitality NL in 2017, as outlined below, focused on fair rules in the accommodations sector, regulatory/legislative changes impacting tourism operations, transportation, and municipal elections. Other priorities included consulting on minimum wage changes, immigration and the protection and preservation of natural/cultural resources, such as the marine environment. 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 [read online](#) or contact [Melissa Ennis](#), Manager of Policy and Communications.

### **Fair Rules in the Accommodations Sector**

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 2,600 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 success in the new reality of a sharing economy is EQUITY – ensuring all tourism and travel product providers operate in the spirit of legitimate competition and abide by all regulatory and licensing requirements in order to operate in the province.

This issue was a major policy priority for Hospitality NL and the national tourism industry throughout 2017 and it continues to be at the forefront of many advocacy discussions. Early in 2017, Hospitality NL made the sharing economy discussion a highlight of the annual Conference and Trade Show. Keynote speaker, Jesse Hirsh, presented an overview of how various jurisdictions are working with platforms such as Airbnb to address the issue of unlicensed accommodations. Hospitality NL initiated a working relationship between industry, Government and the public policy team at Airbnb this year, with all parties coming to the table to discuss how to work together to come to a solution in this province that is beneficial for all stakeholders, including the traveller.

### **Room Levies**

During Hospitality NL's 2017 Annual General Meeting, a very clear mandate was reinforced by the tourism industry that any room/tourism levies are decided upon in any municipality, the levies must

have the approval of those expected to implement the levy and that the room/tourism levies must be industry led, focused and managed with the monies collected re-invested in tourism marketing and tourism development. Throughout 2017, Hospitality NL worked closely with Municipalities Newfoundland and Labrador on a joint position to present to Government on this issue. Hospitality NL maintains an open dialogue with the Government of NL as well as Municipalities NL and will continue to advocate on behalf of our membership on this important issue.

### **Proposed Federal Tax Reform**

On July 18<sup>th</sup>, 2018, the Federal Government announced the launch of [consultations](#) on tax planning using private corporations.

In cooperation with several other national, provincial and local partners, Hospitality Newfoundland and Labrador worked to understand the impacts of the proposed tax changes on small business operators. The proposed rules could have a significant impact on many Canadian businesses: potentially raising taxes, increasing the administrative burden on SMEs and heightening the impact on family-run businesses.

Hospitality NL has worked closely with local and national partners to ensure the views of the provincial tourism industry were represented on this issue. With feedback from a number of operators, Hospitality NL participated in discussions with the St. John's Board of Trade, and brought what we heard to our national partner, TIAC, who represented Canada's tourism industry at meetings with the Office of the Minister of Small Business and Tourism and the Minister of Finance regarding this issue.

### **Transportation & Sense of Arrival**

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 is often inhibited by issues of affordability, capacity, infrastructure and quality. Newfoundland and Labrador's tourism industry depends on an accessible, affordable and reliable transportation system in order to grow.

As outlined in the [2017-20 Provincial Tourism Product Development Plan](#), a sense of arrival is the welcome and warmth that people feel once they have reached their destination. Efficient wayfinding, friendly service, warm and beautiful surroundings and a strong sense of place help industry meet and exceed the expectations of guests. Aspects of transportation, including roads, signage, trails and pedestrian infrastructure are all important sense of arrival experiences.

### ***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. In recent years, rates have steadily increased putting downward pressure on the number of travellers using the service. Early in 2017, Marine Atlantic announced that effective April 1, 2017, passenger fares, vehicle fares and the drop trailer management fee would increase by 2.6 per cent. 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 continues to advocate 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 traveller needs and support future growth.

There are considerable gaps across the province in terms of intra-provincial ferry service reliability and consumer confidence in the system. 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.

Early in 2017, the Provincial Government released the [Five-Year Provincial Roads Plan, 2017 edition](#). \$77.2 million was allocated for the Provincial Roads Program in 2017. Each edition of the plan will provide an update on projects completed and identify further projects for upcoming fiscal years.

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.

### **Municipal Government Elections**

As residents across Newfoundland and Labrador headed to the polls to elect municipal leaders in September 2017, Hospitality Newfoundland and Labrador launched a campaign to inform the public and candidates alike of a number of challenges that impede the growth and sustainability of the provincial tourism industry, a key economic driver in both rural and urban regions of the province.

The positive impact of the provincial tourism industry cannot be overlooked, however there are significant challenges hindering further growth and development within the industry and municipalities have a significant role to play when it comes to tourism. Hospitality NL prepared a **Tourism Advocacy Toolkit** so that tourism operators were equipped ensure the priorities of the travel and tourism industry were heard ahead of the municipal elections.

Hospitality NL also called on all municipal candidates to familiarize themselves with the challenges currently facing the provincial tourism industry and to let voters know how they intend to address such issues and support tourism growth within their jurisdiction. Some of the tourism priorities that municipal candidates must be aware of, and prepared to act upon include unlicensed accommodations that operate without proper approvals, licenses, insurance and/or taxes, and transportation and access concerns like road maintenance that impact residents and travellers.



## Immigration Consultations

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.

Throughout 2017, Hospitality NL participated in various consultations, both provincially and federally, on immigration, including a presentation to the House of Commons' Standing Committee on Citizenship and Immigration in Ottawa this past May. Hospitality NL continues to advocate for streamlined immigration processes, newcomer support and support for businesses hiring foreign workers and is committed to working 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.



## SKILLS & KNOWLEDGE DEVELOPMENT

### Maintaining a Dynamic Workforce

Part of Hospitality NL's mandate is to foster the development and growth of the tourism industry in Newfoundland and Labrador. Through professional development, training and quality initiatives, Hospitality NL assists operators improve their service delivery and professionalism.

Hospitality Newfoundland and Labrador offers a wide range of training and education products and services specifically designed for tourism organizations. By offering resources such as industry standards information and labour initiatives, Hospitality NL fosters the growth of our members, as well as the industry itself.

### Inclusive Tourism Job Fair

In 2017, Hospitality Newfoundland and Labrador hosted a Tourism Job Fair. This inclusive event featured prominent tourism employers from around the province, all of which hoped to recruit employees for existing job vacancies.

Like many other industries, tourism continues to experience stiff competition for workers amid rising labour shortages. It is projected that by 2035, potential labour supply shortages in the tourism sector in Newfoundland and Labrador could reach 15.2%, leaving 3,016 jobs unfilled (source: [Tourism HR Canada](#)). As the tourism industry works to offset the impacts of this ongoing labour shortage, it is important that operators reach out to all available labour pools and explore opportunities to build more inclusive workplaces.

Hospitality NL worked closely with our partners, inclusionNL, Ready, Willing & Able and Access Advisor to plan and host this event, which was generously sponsored by the Atlantic Canada Opportunities Agency, the Department of Tourism, Culture, Industry and Innovation, the Department of Advanced Education, Skills and Labour and Steele Communications.

Through this collaborative partnership, Hospitality NL was able to connect tourism operators with an elaborate network of job seekers in the region to help them build an inclusive pool of potential employees for their business. Hospitality NL hopes to continue hosting this event in the future.



Job seekers chat with potential employers at the 2017 Tourism Job Fair

## Business Support Roadshow with CBDC

This fall, Hospitality NL was excited to participate in a series of sessions in partnership with CBDC. The Business Support Roadshow was designed to provide information on programs and services available to entrepreneurs. Hospitality NL travelled to sessions in Bonavista, Bay Bulls, Marystown and Carbonear to share information on the economic impact of the tourism industry in our province to new and potential entrepreneurs.

## NL Workforce Innovation Project

In late 2017, Hospitality NL was pleased to announce it had been awarded a three-year training and research project, in partnership with Tourism HR Canada, aimed at reskilling non-tourism sector workers for employment in the tourism industry in Newfoundland and Labrador. The project is supported by the NL Workforce Innovation Centre's (WIC) Research and Innovation Program.

This program of study will identify training required in rural Newfoundland and Labrador tourism destinations that have good potential to expand their tourism industry, but face high unemployment rates or low workforce participation. The project will deliver that training to employers and to individuals who are unemployed and require retraining to work in the tourism sector, or who have dropped out of the labour force but desire to work in tourism. It will adapt existing training opportunities to meet the needs of the destination and allow learners to acquire the tourism skills needed to work competently, safely and productively.



### Worldhost®

WorldHost® Fundamentals is a one-day workshop designed to give front-line employees the skills, tools and techniques required to provide exceptional customer service. More than 250 tourism front-line employees from across the province participated in the WorldHost® customer service workshop in 2017.

## 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 2017, 217 servers participated in the program. An updated program will be launched in 2018.



## Technology

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 travellers and tourism operators employing new ways of connecting, 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 2017, allowing tourism operators from all over the province to participate in live discussions with industry experts. The Winter and Fall webinar line-ups provided members with valuable information on a range of topics including social media, branding, influencer and email marketing, blogging, search engine optimization, and many more! 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.

In 2017, Hospitality NL hired a new Technology Resource Coordinator and continued in the role of Secretariat for the TourismTechnology.com project. Project partners included: 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.



**Tourism Tech Tips: Best Practices on Instagram**



**Tourism Tech Tips: Best Practices on Facebook**



**Tourism Tech Tips: Best Practices on Twitter**



## MEMBERSHIP & NETWORKING

### Creating & Maintaining Meaningful Relationships

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

Members of Hospitality NL can take pride and satisfaction in knowing that they are part of a group that has their best interests in mind. Membership provides operators with countless benefits through our constant advocacy efforts, innovative educational tools and resources, communication networks and networking opportunities, and even discounts on numerous services and products.

### Hospitality NL's 2017 Conference and Trade Show – February 21-23, 2017

Hospitality NL's Annual Conference and Trade Show was held in Gander in 2017 and brought together industry stakeholders from all over Newfoundland and Labrador! With a focus on seizing new opportunities in a changing environment, Hospitality NL has heard many positive comments regarding last year's event, as well as great feedback and suggestions for ways to make future events even more beneficial for delegates.

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 network at the Trade Show during the Opening Reception

The National Tourism Panel was moderated by MP Gudie Hutchings and featured representatives from TIAC, Tourism HR Canada and Destination Canada



### **Tourism Week – May 28-June 3, 2017**

Tourism Week, celebrated across Canada from May 28-June 3, 2017, 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.

## **TOURISM TOWN HALL**

### **Tourism Town Hall & Luncheon – May 26, 2017**

As the official launch of Tourism Week in Newfoundland and Labrador, Hospitality NL hosted a Tourism Town Hall in partnership with the Tourism Industry Association of Canada (TIAC) and Destination Canada. Tourism Town Halls provide an opportunity to engage small and medium-sized business owner-operators across Canada to better understand efforts being made on national issues and allow tourism operators to provide first-hand input on issues affecting their business and the tourism industry.

### **Hospitality NL's 2017 Golf Classic – September 21, 2017**

In September, Hospitality NL brought back a networking event known as the Golf Classic. Golfers, partners and sponsors had the opportunity to network with other tourism professionals, and enjoy a great game of golf at The Wilds Golf Resort on September 21<sup>st</sup>.



**PAL Airlines - Jeremy Schwartz, Sean White, Brad Madden, Trevor Brocklehurst**

**Jim Harris, Eastern Audio; Heather McNeil, Sheraton Hotel Newfoundland; Marlene Slaney, Sheraton Hotel Newfoundland; Greg Burt, Eastern Audio**



## Silver Anniversary Scholarship

In September 2017, Hospitality NL presented its Silver Anniversary Scholarships to **Catherine Dunne**, the daughter of an employee of Hospitality NL member, Memorial University Conference Services, and **Jenna Andersen**, an employee of Hospitality NL member, Nunatsiavut Government.

Established in 2008 in honour of Hospitality NL's 25<sup>th</sup> 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 and the Sparkes family. Each recipient received a \$1500 scholarship.



## **CELEBRATING EXCELLENCE AND PARTNERSHIPS**

### **2017 Tourism Excellence Award Winners**

H. Clayton Sparkes Accommodator Award of Excellence – Murray Premises Hotel, St. John's, NL

Tourism Champion Award – Cathy Lomond, Hotel Port aux Basques, Port aux Basques, NL

CBDC Tourism Business Award of Excellence – O'Brien's Whale & Bird Tours, Bay Bulls, NL

Cal LeGrow Tourism Innovator Award – Cod Sounds, St. John's, NL

Tourism Corporate Partner Award – Marine Atlantic Inc., Newfoundland and Labrador

Cultural Tourism Award – The Rooms, St. John's, NL

Sustainable Tourism Award – Mistaken Point Cape Race Heritage Inc., Trepassey, NL

Doug Wheeler Award – Rick Stanley, Ocean Quest Adventures, CBS, NL

Cruise Vision Award – Ashley Dicker



**Cathy Lomond**  
**Tourism Champion**

**Murray Premises Hotel**  
**H. Clayton Sparkes**  
**Accommodator Award of**  
**Excellence**





## HOSPITALITY NL BOARD & STAFF

### 2017 Board of Directors

Dion Finlay, The Leaside Group – *Chair*  
Scott Hillyer, Coffee Matters – *Vice-Chair*  
Larry Laite, JAG Boutique Hotel – *Secretary/Treasurer; Hotel/Motel Sector Rep*  
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*  
Rhonda Hutton, Destination St. John's – *Director-at-Large*  
Deborah Bourden, Alphabet Fleet Inn B&B – *Bed & Breakfast Sector Rep*  
Todd Perrin, Mallard Cottage – *Food & Beverage Sector Rep*



Missing from photo: Rex Avery

### Employees

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



\*Missing from photo: Minerva King

