



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

# Annual Report

## 2018

## MESSAGE FROM THE CHAIR

Larry Laite



Dear members and partners,

As my first year 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. All of Hospitality NL's work aims to contribute to the growth and enhancement of the tourism industry in this province.

This year Hospitality NL continued our advocacy role on behalf of industry with regards to our biggest policy priorities and worked closely with our national tourism partners on issues that are affecting tourism operators all across Canada. This summer, Hospitality NL, in partnership with the Hotel Association of Canada, held a press conference to mark the release of best practice guidelines for regulating short-term rentals. Hospitality NL has been leading the efforts in this province to ensure provincial and municipal governments are aware of these best practices and are actively working to identify and implement a collective solution that benefits both tourism operators and travellers.

2018 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 golf tournament and a province-wide Knowledge Exchange workshop series. Connecting with partners and members throughout the year at these events gives us direct feedback that helps form the basis of Hospitality NL's policy positions on behalf of industry.

Hospitality Newfoundland and Labrador is proud to have entered into a membership agreement with Restaurants Canada, the national association representing Canada's diverse and dynamic restaurant and foodservice industry. This is one of the highlights of 2018 for the association. Through this agreement, Hospitality NL's independent foodservice members are recognized as Association Members of Restaurants Canada, with access to numerous benefits.

As we look now to 2020 and beyond, I am encouraged to see new operators entering the industry and seasoned operators working on innovation and expansion. The growth of tourism in Newfoundland and Labrador is not without its challenges, however I am confident in our ability to work together to achieve our goals. I look forward to connecting and collaborating with you in 2019 and wish you all the best in the year ahead.

Sincerely,

A handwritten signature in black ink, appearing to read 'L. Laite', written in a cursive style.

Larry Laite  
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 celebrated 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



## **STRATEGIC PLAN**

### **2018-2021**

As a member-driven organization, it is essential for Hospitality NL to employ a strategic planning process that understands members' priorities and reflects these priorities in the resulting plan. Early in 2018, Hospitality Newfoundland and Labrador Board and staff began the process of developing a new three-year strategic plan, outlined below.



#### **STRATEGIC DIRECTION 1: Service**

##### **Objectives:**

- 1.1 Improve service to members
- 1.2 Grow the capacity of the network
- 1.3 Improve communications to and from members
- 1.4 Ensure responsiveness and continuity in member service

#### **STRATEGIC DIRECTION 2: Engagement**

##### **Objectives:**

- 2.1 Implement a membership Recruitment and Retention Plan
- 2.2 Convey the benefits and advantages associated with being a Hospitality NL member
- 2.3 Enhance member engagement

#### **STRATEGIC DIRECTION 3: Advocacy**

##### **Objectives:**

- 3.1 Increase internal and external awareness and understanding of Hospitality NL's function, activities and advocacy efforts
- 3.2 Communicate Hospitality NL's advocacy policies and issues
- 3.3 Effectively manage our essential relationships
- 3.4 Raise our profile to further our priorities and agenda
- 3.5 Increase our influence with decision-makers
- 3.6 Collaborate with professional organizations and associations on common issues

#### **STRATEGIC DIRECTION 4: Programs**

##### **Objectives:**

- 4.1 Ensure Hospitality NL's industry development offerings meet the industry's ever-changing human resources and labour market demands
- 4.2 Position tourism as a viable industry within both the public and private sectors
- 4.3 Continue to provide annual conference and professional development opportunities
- 4.4 Identify and promote tools, strategies and best practices for members on using digital technology and social media to create connected networks

#### **STRATEGIC DIRECTION 5: Resources**

##### **Objectives:**

- 5.1 Ensure the association's financial sustainability
- 5.2 Increase industry engagement in leadership positions
- 5.3 Strengthen governance and operations to support the strategic vision and its implementation

On an annual basis, Hospitality NL will formally review its progress and make necessary changes. In this way, more detailed actions are planned, implemented, monitored and evaluated, keeping the strategic plan a living, dynamic tool and creating long-term value for HNL and its members.

## 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 2018 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 regulation of the short-term rental industry 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 2018, Hospitality NL staff collectively had more than 19,700 followers on Twitter and nearly 2,300 likes on our Facebook page!

Early in 2018, Hospitality NL launched a brand new website and integrated membership management system. Both are specialty communication tools that allow the Hospitality NL team to better engage with the tourism industry and keep more detailed and accurate member records, resulting in a more tailored membership experience for each of our contacts.

### WHY I'M A MEMBER



*"We're glad we tapped into the support of HNL in providing a platform for developing professionalism in the tourism industry. Ocean Quest dived right in 20 years ago and are delivering high-end adventures to visitors who keep coming back! Thanks to HNL for helping Ocean Quest Adventures bring home the highly sought after TIAC Sustainable Tourism Award."*

**Rick Stanley**  
Ocean Quest Adventures

[READ ARTICLE](#)

### UPCOMING EVENTS

Connect with other members of the tourism industry!

Along with our several annual events, Hospitality NL often hosts events around the province. Combined with those of our members, the community and the industry itself, there is plenty to keep you busy throughout the year.

**Apr 25** Northeast Avalon Tourism Opportunities Session

[ALL EVENTS](#)

## POLICY PRIORITIES

With over \$1.13 billion in annual spending, more than 2,600 tourism-related businesses and organizations and 9% of provincial jobs in tourism-related industries, 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 2018, as outlined below, focused on fair rules in the accommodations sector (i.e. short-term rental regulation), regulatory/legislative changes impacting tourism operations, and access to the province. Other priorities included consulting on immigration levels, WorkplaceNL's PRIME program 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 quest for fair rules in the accommodations sector and a modern regulatory framework for the short-term rental industry continued as a priority in 2018. In August, in partnership with the Hotel Association of Canada, Hospitality NL released a new research paper, *Developing a Modern Approach to Short-Term Rentals in a Digital Economy*, which gave Canadian municipalities an analysis of regulatory developments worldwide and best practice approaches to developing a local framework.

What started as true home sharing has expanded into a growing trend: people using these platforms to become commercial operators. Over the last two years, the commercial side of Airbnb's business – those renting multi-unit entire homes – grew by 108%. These entire home rentals generated 83% of Airbnb's revenues.<sup>1</sup>

Based on emerging best practices around the world, the proposed framework outlines regulatory tools that cities can consider applying, including host registration and fees; platform registration and fees; principal residence restriction; cap on usage; health and safety standards; reporting requirements; taxation/levies; and enforcement/penalties.

The short-term rental industry should not be exempt from the rules and regulations designed to build successful communities and keep travellers safe. These standards are in place for a reason. Short-term rental platform companies are willing and able to work within a reasonably regulated environment, but they will not volunteer to do so. Governments have a responsibility to set fair, sensible rules for all accommodation providers and enforce them.

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<sup>1</sup> AN OVERVIEW OF AIRBNB AND THE HOTEL SECTOR IN CANADA - A FOCUS ON HOSTS WITH MULTIPLE UNITS  
<https://www.fairrules.ca/wp-content/uploads/2017/10/Oct-2-Hotel-Association-Airbnb-Report.pdf>



The existing laws and regulations in Newfoundland and Labrador are not designed for the 21st century sharing economy and, in turn, have allowed new entrants such as Airbnb and similar platforms to avoid compliance with business responsibilities normally associated with commercial activity. The traditional lodging industry welcomes competition and is prepared to compete on quality, experience and price; but the rules of the game must be applied evenly to all players.

Hospitality Newfoundland and Labrador and our industry partners are committed to working alongside governments in NL to develop a fair, sensible and practical approach to the short-term rental industry that acknowledges the difference between true home sharing and a commercial operation. Getting this balance right will protect communities and ensure that visitors continue to experience a safe and enjoyable stay in our remarkable province.

### **Accommodations Levies**

In April 2015, the Government of Newfoundland and Labrador invited Hospitality Newfoundland and Labrador and Municipalities Newfoundland and Labrador to come together with the objective of developing a joint proposal regarding an accommodations tax to submit to government that has the support of both sectors' stakeholders. Following extensive consultations with our membership, Hospitality NL and Municipalities NL have agreed upon a joint position.

Our organization is committed to working with our members, the Provincial Government, and Municipalities Newfoundland and Labrador to continue to support and foster collaborative relationships with our province's municipalities.

### **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.

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.

### ***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. Despite no tariff increases to passenger fares, vehicle fares or the drop trailer management fee, Marine Atlantic customers still paid more for the service in 2018 due to a 3 percent increase in the fuel surcharge.

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.

### *Air Access*

Air access is vital to Newfoundland and Labrador and its economic future. The province is highly dependent on its air transportation network for leisure and business travel, trade and investment attraction, economic development, and tourism. As we move beyond our industry's Vision 2020, the emphasis is on growing visitation levels, which is largely dependent on improving access to the province. Air access has been revived as a top priority for tourism growth in 2018, with the loss of two direct flights from St. John's to Europe.

Hospitality NL will continue to aggressively advocate for increased access to this province with our partners at the airport authorities, the Department of Tourism, Culture, Industry and Innovation, and others across the province. Addressing issues of access and transportation is absolutely essential if any strategy to grow inbound tourism to Newfoundland and Labrador is to be truly successful.



## 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. Through the lengthy list of offerings available from Hospitality NL, in 2018 a total of **1566** people participated in learning and skills development. Below are some highlights from the year's activities.

#### Inclusive Tourism Job Fair

In 2018, 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. Last year, Hospitality NL was the proud recipient of the *2017 Business Award for Independent Living* presented by Empower, The Disability Resource Centre recognizing the 2017 inclusive job fair.

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 has worked closely with our partners, inclusionNL, Canadian Council on Rehabilitation and Work, Tourism Quality Assurance NL and the Department of Advanced Education, Skills and Labour to plan and host this event, which is generously supported by the Atlantic Canada Opportunities Agency, the Department of Tourism, Culture, Industry and Innovation 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 2018 Tourism Job Fair

## Knowledge Exchange Workshop Series

This fall, Hospitality NL hosted a series of regionally-focused, tourism knowledge exchanges. These events were designed to establish a forum to discuss pressing issues, learn about emerging opportunities and to share information that is impacting the tourism economy in the regions. Sponsored by the Business Development Bank of Canada, each exchange featured learning sessions on trending industry needs such as pricing your tourism product & experience, industry update, regional tourism panel and open forum on local tourism issues and best practices.

The events were very well received in five locations around the province: Forteau, Deer Lake, Grand Falls-Windsor, Clarenville and St. John's. The series was a great success with 147 people attending the five sessions. We would like to thank the BDC for supporting the sessions throughout the province. Grassroots feedback from these events will lay the foundation for our advocacy priorities in 2019 and beyond.



## Reskill Project



Hospitality NL, in partnership with Tourism HR Canada, is working on a three-year training and research project, Reskill, aimed at reskilling non-tourism sector workers for employment in the tourism industry in Newfoundland and Labrador. Initial research and community engagement were started in 2018.

The project, to be completed by August 2020, aims to identify whether reskilling for tourism will allow unemployed workers from non-tourism industries to enter the tourism labour force and support the development and expansion of a destination's tourism product offering. Initial research will identify rural communities that have potential to grow their tourism sector and have a group of individuals that have the potential to work but may require training to move into the tourism sector. Destinations will be identified in each of the five regions of the province using the current Destination Development Plans, Provincial Tourism Product Development Strategy and other available data. The research will be done over a series of phases with training and employment to be delivered in the peak tourism seasons in the spring/summer of 2018 and 2019. Funding for the project was provided by the NL Workforce Innovation Centre; established in 2017 by the Provincial Government, the Centre provides a coordinated, central point of access to engage government, career and employment service providers, and skills development stakeholders in the business, community and government sectors throughout the province. The Centre's goal is to support the research, testing and sharing of ideas and best practices around innovation in models and approaches to workforce development that will positively impact employability, entrepreneurship and individuals' attachment to the workforce. The Centre is administered by the College of the North Atlantic and is one of two Divisions in the college's Office of Industry and Community Engagement. Funding is provided by the Department of Advanced Education, Skills and Labour under the Canada-Newfoundland and Labrador Labour Market Development Agreement.

## Customer Service Training

For several years, Hospitality NL's flagship customer service training workshop has been WorldHost® Fundamentals, a one-day workshop designed to give front-line employees the skills, tools and techniques required to provide exceptional customer service. In the fall of 2018, Hospitality NL was proud to launch two new customer service focused training programs that will meet the needs of industry when it comes to training frontline employees.

Service First is a 1/2 day workshop introducing tourism employees to the basics of customer service and helping to reinforce your organization's commitment to creating an exceptional experience for visitors. It includes units on the value of tourism in Newfoundland & Labrador, being a professional, and customer service.



Service Best is a full-day workshop that assists learners to create memorable customer experiences, identify and respond to customer needs and turn dissatisfied customers into loyal fans.



In 2018, more than 200 tourism front-line employees from across the province participated in customer service training.

### **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 2018, 85 servers participated in the program. Throughout 2018, Hospitality NL has been working to update the Responsible Alcohol Service program, including more varied content on situations that servers must often navigate in their line of work. The new program is set to launch in early 2019.



### **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 2018, 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 Facebook advertising, LinkedIn, Drones & Tourism, the impacts of legal cannabis, travel trade readiness 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 March 2018, Hospitality NL completed the role of Secretariat for the TourismTechnology.com project which aimed to enable tourism operators in Atlantic Canada to improve their competitiveness through the effective utilization of online technology tools and resources. 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.

### **Travel Trade Readiness Toolkit**

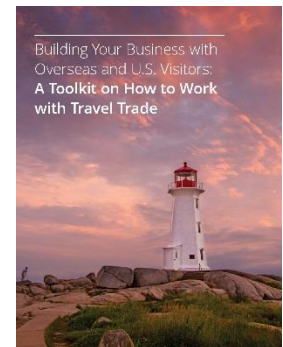
The Atlantic Canada Travel Trade Readiness Program was developed in Atlantic Canada through partnership between the Atlantic Canada Opportunities Agency and the four Atlantic Canada provinces. Here in Newfoundland and Labrador, Hospitality NL and the Department of Tourism, Culture, Industry & Innovation are leading the project

The Travel Trade toolkit is designed to provide tactics, processes and best business practices on how to develop and expand tourism business' distribution, and ultimately, their business. Focusing on the United States, United Kingdom, Germany, France and China markets, the information in the toolkit, combined with advice and assistance from other sources, will assist operators in growing their business on the path to success. This toolkit was developed as a self-paced learning and diagnostic tool to help operators answer the following questions:

- Am I ready for the international market?
- How can travel trade help build my business?
- How will travel trade change how I do business?
- Which travel trade partners should I work with?
- How do I gain new travel trade partners?

Other workshops held in 2018 include:

- Experiential Package Design & Pricing – Nain
- Food Safety Training – Port Union
- Tourism Opportunities Session – St. John's
- Reservations Selling Skills – St. John's
- Travel Trade Readiness Workshop – Corner Brook



## MEMBERSHIP & NETWORKING

### Creating & Maintaining Meaningful Relationships

Hospitality Newfoundland and Labrador has been at the forefront of the provincial tourism industry for 35 years. 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.

### New Membership Agreement with Restaurants Canada

In 2018, Hospitality Newfoundland and Labrador announced a membership agreement with Restaurants Canada, the national association representing Canada's diverse and dynamic restaurant and foodservice industry.



**Restaurants  
Canada**

The voice of foodservice | La voix des services alimentaires

Through this agreement, Hospitality NL's independent foodservice members will be recognized as Association Members of Restaurants Canada, gaining access to numerous benefits including their national affinity partner programs, digital communication, education and research assets, as well as access to special Restaurants Canada industry events. Restaurants Canada is at the forefront of critical issues and their advocacy efforts place them at the table with government on a national level to ensure the best possible outcome for business owners and operators, employees and customers.

### Hospitality NL's 2018 Conference and Trade Show – February 20-22, 2018

Hospitality NL's Annual Conference and Trade Show was held in St. John's in 2018 and brought together industry stakeholders from all over Newfoundland and Labrador! It provided a platform for tourism leaders and stakeholders to gather and explore new opportunities within the province's thriving tourism industry. Hospitality NL has heard many positive comments regarding the 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 attend the Parks  
Canada Luncheon on the  
final day of the Conference**

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





### **Tourism Week – May 27-June 2, 2018**

Tourism Week, celebrated across Canada from May 27-June 2, 2018, 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 CEO, Craig Foley, participated in national lobby efforts in Ottawa with the Tourism Industry Association of Canada.



### **Hospitality NL's 2018 Golf Classic – September 26, 2018**

In September, Hospitality NL members hit the links to participate in 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 26<sup>th</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 **Sarah Keough** and **Marc Lewis**.

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**

### **2018 Tourism Excellence Award Winners**

H. Clayton Sparkes Accommodator Award of Excellence – Royal Inn + Suites, Happy Valley-Goose Bay, NL

Tourism Champion Award – John Norman, Bonavista, NL

CBDC Tourism Business Award of Excellence – Edge of the Avalon Inn, Trepassey, NL

Tourism Innovator Award – Port Rexton Brewing Company, Port Rexton, NL

Cultural Tourism Award – Bonavista Biennale – Encounters on the Edge, Bonavista, NL

Sustainable Tourism Award – Shorefast Foundation, Fogo Island, NL

Tourism Achievement Award – David Snow, Wildland Tours, St. John's, NL

Cruise Vision Award – David Snow, Wildland Tours, St. John's, NL



**Edge of the Avalon Inn**  
CBDC Tourism Business  
Award of Excellence

## **Royal Inn + Suites**

**H. Clayton Sparkes  
Accommodator Award of  
Excellence**



## HOSPITALITY NL BOARD & STAFF

### 2018 Board of Directors

Larry Laite, JAG Boutique Hotel – *Chair*  
Steve Denty, Murray Premises Hotel – *Vice-Chair*  
Brenda O'Reilly, O'Reilly's Irish Newfoundland Pub – *Secretary/Treasurer*  
Dion Finlay, The Leaside Group – *Past Chair*  
Darlene Thomas, Bonne Bay Inn – *Director-at-Large*  
Joe O'Brien, O'Brien's Whale & Bird Tours – *Director-at-Large*  
Ed English, Linkum Tours – *Director-at-Large*  
John Devereaux, Edge of the Avalon Inn – *Director-at-Large*  
Rhonda Hutton, Destination St. John's – *Director-at-Large*  
Lisa Martin, Mount Peyton Hotel & Resort – *Hotel/Motel Sector Rep*  
Deborah Bourden, Alphabet Fleet Inn B&B – *Bed & Breakfast Sector Rep*  
Todd Perrin, Mallard Cottage – *Food & Beverage Sector Rep*



Missing from photo: Ed English, John Devereaux, Lisa Martin

### Employees

Craig Foley – Chief Executive Officer  
Juanita Ford – Chief Operating Officer  
Melissa Ennis – Manager, Policy & Communications  
Karen So – Accountant  
Susie Greene – Membership Coordinator  
Allie Bourden – Training Coordinator  
Minerva King – Operations Coordinator  
Linda Hickey – Program Coordinator (*Missing from photo*)



