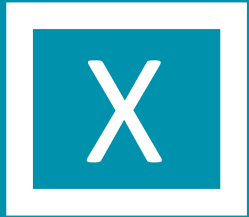


#VoteTourism

# MAKING TOURISM COUNT

Newfoundland & Labrador Provincial  
Election 2019





# ELECTION TOOLKIT

Hospitality Newfoundland and Labrador has prepared this toolkit to help you make tourism count during the 2019 Provincial Election.

**NEED TO  
KNOW**

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**TOURISM'S  
PRIORITIES**

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TOURISM  
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# NEED TO KNOW

There is some important info and key dates you should know leading up to the 2019 Provincial Election.



**Election Day – Thursday, May 16.**

Polls will be open from 8:00 a.m. until 8:00 p.m.

**Advance Poll – Thursday, May 9.**

Polls will be open from 8:00 a.m. until 8:00 p.m.

\* All times listed above are half an hour earlier in most of Labrador.



# NEED TO KNOW

There is some important info and key dates you should know leading up to the 2019 Provincial Election.

Visit [www.elections.gov.nl.ca](http://www.elections.gov.nl.ca) to find all details such as:

- ☐ Official Candidates List
- ☐ Are you registered vote?
- ☐ Where to vote
- ☐ Electoral District Search



# TOURISM'S PRIORITIES

There are several important areas that must be addressed in order to ensure the continued growth and development of tourism in NL.

## ACCESS & TRANSPORTATION



- ☐ Enhanced air access capacity
- ☐ Lower cost recovery percentage for Marine Atlantic
- ☐ Enhanced reliability, services and capacity of provincial roads and ferry services
- ☐ Implement Tourist Oriented Directional Signage system



***Ask your candidate:***  
What do you think is the most pressing access & transportation issue in NL, and how would you address it if elected?



# TOURISM'S PRIORITIES

There are several important areas that must be addressed in order to ensure the continued growth and development of tourism in NL.

## SHORT-TERM RENTAL REGULATION

- ☐ Modern framework for regulating short-term rentals
- ☐ 8 regulatory tools researched by Hotel Association of Canada
- ☐ Level playing field for accommodators
- ☐ Assurance of quality for travellers in NL tourism products & experiences



***Ask your candidate:***  
What is your party's position on the issue of short-term rentals? How will your party address this?



# TOURISM'S PRIORITIES

There are several important areas that must be addressed in order to ensure the continued growth and development of tourism in NL.

## EXPERIENCE DEVELOPMENT

- ☐ Focus on enhancing and creating high quality, high value people and program-based experiences that celebrate our people, place and culture
- ☐ Continued commitment to implementation of Provincial Tourism Product Development Plan



***Ask your candidate:***  
Are you aware of the Provincial Tourism Product Development Plan? How important do you think experience development is to growing tourism in NL?





# TOURISM'S PRIORITIES

There are several important areas that must be addressed in order to ensure the continued growth and development of tourism in NL.

## TOURISM MARKETING

- ☐ Provincial tourism marketing budget has not increased in over a decade
- ☐ Marketing investment must grow to a more competitive level to achieve/maintain industry growth
- ☐ More industry consultation on marketing spend is required



***Ask your candidate:***  
Do you think the return on investment could be higher? Do you support an increase to the tourism marketing budget?





# TOURISM'S PRIORITIES

There are several important areas that must be addressed in order to ensure the continued growth and development of tourism in NL.

## LABOUR MARKET & WORKFORCE DEVELOPMENT



- ☐ It is projected that by 2035, potential labour supply shortages in the tourism sector in NL could reach 15.2%, leaving 3,016 jobs unfilled
- ☐ Continued support for workforce development initiatives is vital for building a strong tourism workforce

***Ask your candidate:***  
Will you support workforce development initiatives for tourism? Do you think immigration is a solution to the growing labour shortage?



# TOURISM'S PRIORITIES

There are several important areas that must be addressed in order to ensure the continued growth and development of tourism in NL.

## TOURISM RESEARCH

- ☐ Industry needs the right research and statistics available at the right time
- ☐ Tourism research needs to be published more quickly
- ☐ Tourism research is needed to build business cases for entry, expansion and renovation, and succession planning



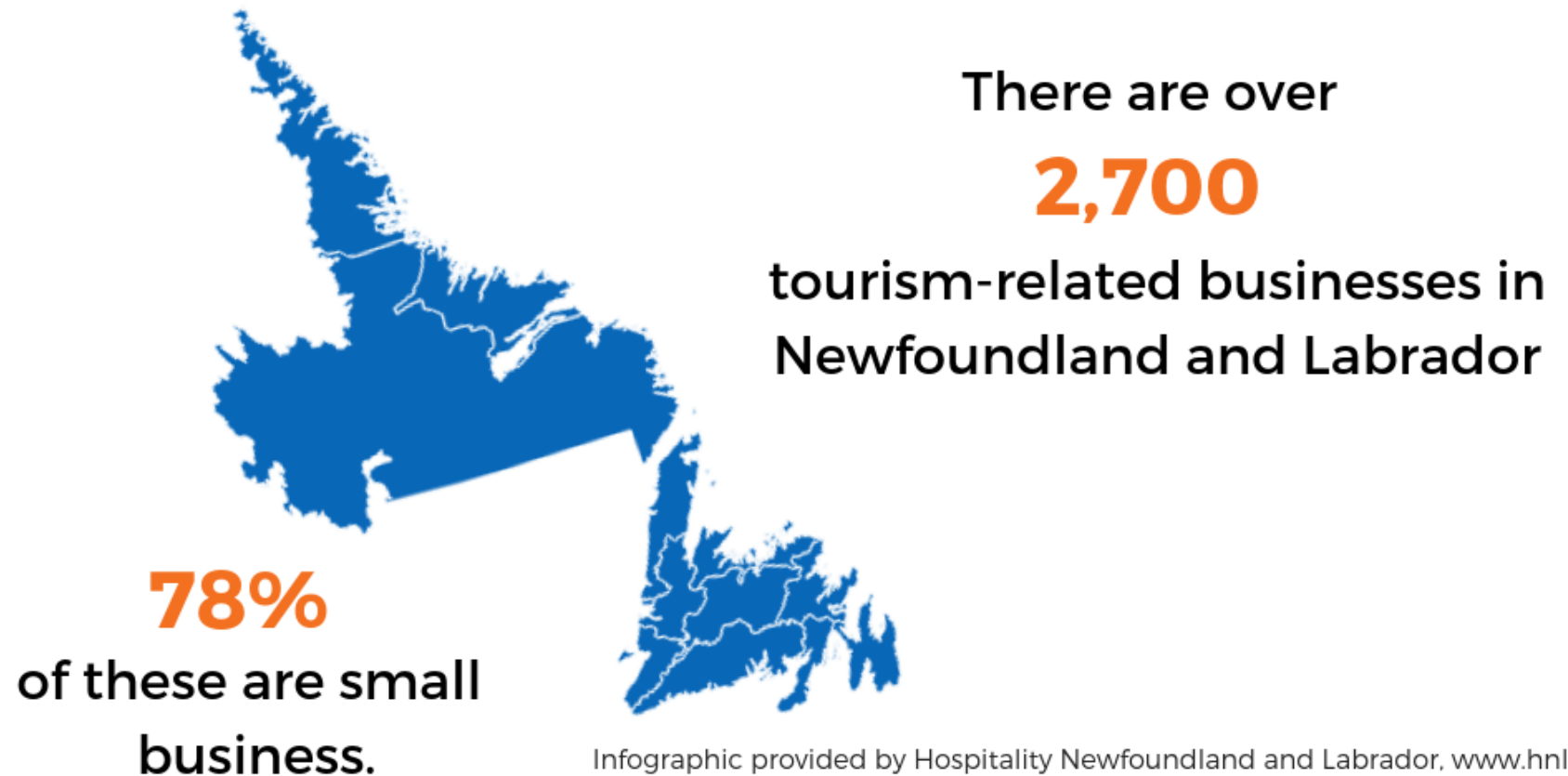
***Ask your candidate:***  
Will you support investment for increased capacity with the Sector Research Division of the Department of Tourism, Culture, Industry & Innovation?



# WHY TOURISM MATTERS

Tourism helps to preserve our cultural and natural assets, and adds value to the economy in every region, town and community in NL.

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# WHY TOURISM MATTERS

Tourism helps to preserve our cultural and natural assets, and adds value to the economy in every region, town and community in NL.

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**In Newfoundland & Labrador,**

annual tourism spending has reached almost



**1.13 billion**

Infographic provided by Hospitality Newfoundland and Labrador, [www.hnl.ca](http://www.hnl.ca)  
Data from the Department of Tourism, Culture, Industry and Innovation



# WHY TOURISM MATTERS

Tourism helps to preserve our cultural and natural assets, and adds value to the economy in every region, town and community in NL.

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**9%** of all jobs in the province  
are related to tourism industries



There are almost 20,000 jobs in tourism industries such as accommodations, food and beverage services, transportation, recreation and entertainment and travel services



# WHY TOURISM MATTERS

Tourism helps to preserve our cultural and natural assets, and adds value to the economy in every region, town and community in NL.

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In 2017, **non-resident** visitors to  
Newfoundland and Labrador spent an estimated

 **575 million**

... the **highest** non-resident spending the  
province has **ever seen**.

Infographic provided by Hospitality Newfoundland and Labrador, [www.hnl.ca](http://www.hnl.ca)  
Data from the Department of Tourism, Culture, Industry and Innovation



# SOCIAL MEDIA + PRINT OUTS

Spread the word about why #TourismMatters! Share the message on your social media channels, send it candidates, etc.

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Visit <http://bit.ly/hnldownloads> to download:

- ☐ Sample social media posts
- ☐ Dynamic graphics
- ☐ *Tourism Matters* flyer





# GET INVOLVED

Three simple steps to make a difference in the Provincial Election

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**Be Informed** – Use this Election Toolkit and communicate it with those campaigning in your community.



**Take Action** – Voice your priorities to candidates – call, send a letter or tweet them.



**Share Your Information** – Share these key messages with everyone throughout the province including candidates, tourism colleagues and the public!



# STAY CONNECTED

Be sure to follow the latest developments as the Election progresses.

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Liberal Party Leader: Dwight Ball  
1 Crosbie Place, Suite 102  
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Email: [info@nlliberals.ca](mailto:info@nlliberals.ca)  
Web: [www.nlliberals.ca](http://www.nlliberals.ca)

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# ELECTION TOOLKIT

Hospitality Newfoundland and Labrador, the provincial tourism industry association for over 35 years, is dedicated to advancing growth in tourism through advocacy efforts, skills and knowledge development and membership and networking opportunities.



[www.hnl.ca](http://www.hnl.ca)



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