



MAKING TOURISM COUNT

Newfoundland & Labrador
Provincial Election 2021

#VoteTourism

#VoteTourism

ELECTION TOOLKIT

Hospitality Newfoundland and Labrador has prepared this toolkit to help YOU make #TourismCount during the 2021 Provincial Election.

1 NEED TO KNOW

2 TOURISM'S PRIORITIES

3 WHY TOURISM MATTERS

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5 GET INVOLVED

6 STAY CONNECTED

NEED TO KNOW

There is some important information and key dates you should know leading up to the 2021 Provincial Election:



Election Day – Feb 13th

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

Advance Polls – Feb 6th

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

Special Ballot at District Offices/Elections NL HQ:

6:00 p.m., Saturday, February 6th

* All times listed above are in NST and will be a half hour earlier in most of Labrador.

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NEED TO KNOW

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There is some important information and key dates you should know leading up to the 2021 Provincial Election:

Visit www.elections.gov.nl.ca to find out:



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



TOURISM'S PRIORITIES

As one of the hardest hit sectors that will likely be the last to recover, COVID-19 has decimated the Tourism Industry in NL, causing rising unemployment levels, closures and continued financial strain to tourism businesses.

COVID-19 RESPONSE

- ☐ Tourism Businesses need access to support measures, including business liquidity, in order to survive, recover, and grow
- ☐ Scalable support measures
- ☐ Timely roll out of support measures are imperative
- ☐ Plan to welcome all visitors in a safe manner

Ask Your Candidate:

What COVID-19 support measures will you provide to tourism businesses to ensure their survivability, recovery, and growth?



TOURISM'S PRIORITIES

The COVID-19 pandemic has had lasting effects on tourism in NL.



DECREASE IN ACCESS

- Major airline cuts (Air Canada/WestJet)
 - WestJet: 80 per cent of Atlantic Canada flights
 - Air Canada: pulled service from 30 of its domestic routes.
- 50% reduced capacity (Marine Atlantic)
- Argentia Ferry suspended
- Cruise industry suspended



DECREASE IN VISITATION

- Bubbles (Atlantic/Canada)
- 65% of Atlantic Canadians reported that the COVID-19 pandemic affected their travel plans.



DECREASED OCCUPANCY/CAPACITY

- Increased health & safety measures/restrictions
- 50% Capacity in restaurants
- 25.1% Overall Occupancy Rate for province from Jan-August 2020 (Roofed Accommodations)



INCREASED BUSINESS EXPENSES

- PPE
- Extra training
- Enhanced cleaning measures
- Extra staff
- Loss of revenue met with increased costs



BUSINESS LIQUIDITY

- Taxes (i.e. Municipal)
- Fees (i.e. Insurance premiums)
- Rent
- Mortgages
- Loans
- Permits



JOB LOSSES

- Comparing employment from August of 2019 to August of 2020, there is a 29% loss in workforce - accounting for 6,300 jobs



CONSUMER CONFIDENCE

- 90% of Atlantic Canadians said the number of COVID-19 cases in an area would influence their choice of travel destination



RESIDENT SENTIMENT

- As of December 2020 only 24% of residents said they would welcome visitors from other parts of Canada.



TOURISM'S PRIORITIES

There are several long term and short term priorities 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 of recovery for Marine Atlantic
- ☐ Enhanced reliability, services and capacity of provincial roads and ferry services
- ☐ Multi-modal transportation strategy

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

The legislation has changed regarding regulating short-term rentals. Enforcement of Bill 52 is crucial to the success of leveling the playing field amongst those offering roofed accommodations throughout the province.

SHORT-TERM RENTAL REGULATION

- ☐ Enforcement of Bill 52
- ☐ Continue Quality Assurance for travellers in NL in respect to tourism products & experiences

Ask Your Candidate:

How are we going to enforce Bill 52?

How do we keep big companies accountable through the new Act?

What is your vision for Quality Assurance?



TOURISM'S PRIORITIES

Investing in memorable, authentic and quality experiences is vital to attracting visitors and celebrating Newfoundland and Labrador's people, place and culture.

EXPERIENCE DEVELOPMENT

- ☐ Focus on enhancing and creating high quality, high value people and program-based experiences that celebrate our people, place and culture
- ☐ Allow businesses to pivot in order to adapt to changing markets and market themselves to be competitive (I.e. COVID-19)

Ask Your Candidate:

What support would you give to tourism businesses to meet the changing demands of the consumer?



TOURISM'S PRIORITIES

To increase visitation and remain a competitive tourist destination an increased tourism marketing budget is required.

TOURISM MARKETING

- ☐ Provincial tourism marketing budget has seen very little increase in almost a decade
- ☐ Marketing investment must grow to a more competitive level to achieve & maintain industry growth
- ☐ Increased collaboration with industry on marketing budget

Ask Your Candidate:

Do you support an increase to the tourism marketing budget? Do you think the return on investment could be higher?



TOURISM'S PRIORITIES

Attracting, hiring and retaining employees within the Tourism Sector in NL is critical to the economic success of the industry.

LABOUR MARKET & WORKFORCE DEVELOPMENT

- ☐ Tourism related employment is not expected to recover until 2025 comparatively to levels in 2019
- ☐ Tourism is facing a workforce and skills shortage
- ☐ Continued support for workforce development initiatives is vital for building a strong tourism workforce

Ask Your Candidate:

How do you plan on working with industry to attract strong candidates to work in the tourism industry? How could you as a government promote tourism as a viable career option?



TOURISM'S PRIORITIES

Timely tourism research is a critical component for tourism businesses to make informed decisions.

TOURISM RESEARCH

- ☐ Industry needs available timely tourism research
- ☐ Tourism research is needed to build business cases for entry, expansion and renovation, and succession planning

Ask Your Candidate:

What will you do to support the need for timely research?



WHY TOURISM MATTERS

Tourism helps to preserve our cultural and natural assets and adds value to the economy in every rural and urban community in NL and looked much different pre-pandemic.



There are over

2700

tourism-related businesses in
Newfoundland and Labrador

78%

of these are small
business.

Infographic provided by Hospitality Newfoundland and Labrador. www.hnl.ca
Data from the Department of Tourism, Culture, Arts, and Recreation



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WHY TOURISM MATTERS

Tourism helps to preserve our cultural and natural assets and adds value to the economy in every rural and urban community in NL and looked much different pre-pandemic.

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

Tourism is a major source of job creation in NL
providing meaningful employment to individuals in
every nook and cranny of the province.

 **20,000** 

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



WHY TOURISM MATTERS

COVID-19 has greatly impacted the Tourism Industry in NL.

The number of full-year tourism jobs is expected to be 27.3 percent lower in 2020 than it was in 2019 in Newfoundland and Labrador.



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WHY TOURISM MATTERS

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Tourism helps to preserve our cultural and natural assets and adds value to the economy in every rural and urban community in NL and looked much different pre-pandemic.

In Newfoundland & Labrador,
tourism is a  1.14 billion dollar industry



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source: Department of Tourism, Culture, Arts and Recreation

WHY TOURISM MATTERS

COVID-19 has greatly impacted the Tourism Industry in NL.

Losses in domestic tourism spending for NL (including resident spending) have been estimated at \$400 million to \$600 million.









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WHY TOURISM MATTERS

For every \$1 resident tourism generates in GDP, non-resident visitors generate almost \$2. International travellers spend 3 times as domestic travellers, approx. \$1500 per day.

TOURISM GENERATES INCOME

DEMOGRAPHIC		APPROX. EARNINGS PER PERSON	
Resident		\$1.00	
Non-Resident		~2x	
International Traveller		~3x	



CALL TO ACTION: SOCIAL MEDIA

Spread the word about why you should #VoteTourism
Retweet, Reshare and Repost Tourism's Priorities from Hospitality NL's Twitter, Facebook and LinkedIn accounts to your social media accounts and with candidates.



Hospitality NL
@HospitalityNL

Tourism related employment is not expected to recover until 2025 and needs support to recover. Be sure to #VoteTourism on February 13th! #NLpoli #NLvotes #TourismCounts

LABOUR MARKET & WORKFORCE DEVELOPMENT

CONTINUED SUPPORT FOR WORKFORCE DEVELOPMENT INITIATIVES IS VITAL FOR RE-BUILDING A STRONG TOURISM WORKFORCE.



#VOTETOURISM

MAKE TOURISM COUNT

5 Retweets 7 Likes



 RETWEET



 RESHARE



 REPOST

GET INVOLVED

Three simple steps to make a difference in the upcoming Provincial Election:



Be Informed – Use this Election Toolkit and communicate it to 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!

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STAY CONNECTED

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Let every party leader know that Tourism in NL is important to you!

Liberal Party Leader: Andrew Furey

1 Crosbie Place, Suite 102

St. John's, NL A1B 3Y8

Phone: (709) 754-1813 or 1-888-971-6991

Email: info@nlliberals.ca

Web: www.nlliberals.ca

New Democratic Party Leader:

Alison Coffin

P.O. Box 5275, St. John's, NL A1C 5W1

Phone: (709) 739-6387

Email: info@nl.ndp.ca Web:

www.nl.ndp.ca

NL Alliance Party Leader: Graydon Pelley

Phone: (709) 636-8326

Email: info@nlalliance.ca

Web: www.nlalliance.ca

Progressive Conservative Party Leader:

Ches Crosbie

P.O. Box 8551, St. John's, NL A1B 3P2

Phone: (709) 753-6043

Email: info@pcpartynl.ca

Web: www.pcpartynl.ca



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QUESTIONS?

Should you have questions, our team ready and available to assist you.

We encourage you to please call or email to speak with one of our staff directly.



www.hnl.ca



1-800-563-0700



hn1@hn1.ca



@HospitalityNL

Hospitality Newfoundland and Labrador, the provincial tourism industry association for over 37 years, is dedicated to advancing growth in tourism through advocacy efforts, skills and knowledge development, and membership and networking opportunities.