

A scenic photograph of a lighthouse perched on a rugged, grey rock cliff. The lighthouse has a white base and a red lantern room. The ocean is a deep blue with white-capped waves crashing against the base of the cliff. The sky is a pale blue with soft, white clouds. The overall mood is serene and majestic.

# NEWFOUNDLAND & LABRADOR TOURISM INDUSTRY

*Charting a Course Forward  
2021 – 2026*

As the work to help tourism businesses and attractions in the Province navigate the turbulent waters brought on by the COVID-19 pandemic continues, today, we are announcing a new, enhanced and coordinated series of activities designed to chart a new course towards sustainability and success. Those who lead tourism destination management, marketing, skills & knowledge development, and advocacy for the Tourism Industry in Newfoundland and Labrador, along with a group of tourism industry leaders, have embarked on a coordinated effort to ensure the Province's tourism Industry not only recovers but rebounds to new heights over the long-term.

**NL Tourism Board NEW Tourism Vision and Strategy:** Under the NL Tourism Board leadership, and with the support of Hospitality NL, the process for developing a new Tourism Vision and Strategy has begun. The goal of the new strategy is to build on the success of the Vision 2020, Uncommon Potential Tourism Strategy, and identify new strategies and tactics designed to grow the visitor economy of the Province from 2022 through 2026.

The process will leverage the Premier's Advisory Council on Tourism (PACT, who, as part of their three-tiered mandate, will provide advice and support to the NL Tourism Board on the development of the longer-term vision and strategy.

The **NL Tourism Board Implementation Group** comprising senior managers at Department of Tourism, Culture, Arts and Recreation, ACOA, Hospitality NL, and the DMOs will also play an essential role in the strategy development process.

Working with third-party consultant **BRAIN TRUST**, this group will, among other things, help coordinate the comprehensive industry consultation process. The plan is to conduct broad-based virtual regional industry consultations to ensure the vision and strategy has industry stakeholder engagement, input, and validation. A series of virtual consultation sessions begin the consultation process.

**Here are the dates and times for each region:**

- **Eastern/Avalon** (Legendary Coasts of Eastern NL) - **February 19** 9:30 - 11:00 am NST
- **Northeast Avalon** (Destination St. John's) - **February 22** 9:30 - 11:00 am NST
- **Labrador** (Destination Labrador) - **February 23** 9:00 - 10:30 am AST
- **Western** (Go Western NL) - **February 23** 1:00 - 2:30 am NST
- **Central** (Adventure Central) - **February 24** 10:00 -11:30 am NST

Specific details will be communicated in the days ahead or contact the Destination Management Organizations listed above for more information or to sign-up for a virtual regional industry consultation for your region.

As industry and government come together, against the backdrop of unprecedented declines in global travel, now is the time to rally together to take whatever steps are necessary to ensure the long-term viability of the tourism sector in Newfoundland and Labrador. To successfully chart the course forward requires cooperation, collaboration, open minds, and creative thinking. It is with confidence we must move forward together, keeping our eyes focused on the beacons of success to prepare for safer passage on calmer waters in the not-too-distant future.

In the immediate-term, the recently formed **Premier's Advisory Council on Tourism** will also play an integral role in the strategy development. The mandate of this Council is to develop recommendations that will sustain the tourism industry in the short-term and grow the Newfoundland and Labrador visitor economy over the longer term. The specific objectives of the Council are to:

- Develop recommendations for short-term actions and initiatives to support the tourism sector during the continuing pandemic restrictions.
- Develop recommendations on strategic activities and actions that will support the industry as pandemic restrictions are relaxed and into the future.
- Provide advice and support to NL Tourism Board on the renewal of the Tourism Vision and Strategy.

The **Premier's Advisory Council on Tourism** timelines and deliverables for these initiatives are as follows:

- Recommendations for short-term actions and initiatives to support the tourism sector during the continuing pandemic restrictions – March 15, 2021.
- Recommendations on strategic activities and action that will support the industry as pandemic restrictions begin to lift and into the future – May 17, 2021.
- Support and advice on the renewed NL Tourism Board Vision and Strategy.

The work of the Council has already begun. The Council is meeting weekly and focused on identifying immediate-term solutions to ensure the sector's sustainability through 2021.

With that in mind, today we are communicating the plans and activities that will unfold over the coming weeks and the ways you, tourism industry stakeholders, can engage in this essential process. Support for identified actions will be provided by the Department of Tourism, Culture, Arts, and Recreation and Hospitality NL.

Under **Hospitality NL's One Industry** umbrella, your industry association has already initiated a series of industry consultation initiatives outlined below.

### **1. Hospitality NL's One Industry Recovery Consultations:**

Tourism businesses and attractions have been invited to participate in sector-specific Recovery Consultations in recent weeks. (<https://members.hnl.ca/events>)

### **2. Industry One-On-One Telephone Conversations:**

Industry partners will facilitate a process to connect, one-on-one, with as many tourism businesses and attractions as possible over the next 60 days. Representatives from Hospitality NL, Department of Tourism, Culture, Arts and Recreation, the five Destination Marketing Organizations (DMO), and various sector associations will be reaching out to you by telephone. You can provide valuable on-the-ground input, feedback, and advice. The useful information gathered will be collated into a summary report to help inform the recovery activities. The Newfoundland and Labrador Tourism Board (NLTB) will also benefit from having valuable input as they oversee a longer-term tourism vision and strategy for the Province.



### 3. Hospitality NL Post Pandemic Recovery Planning:

Developing tools to support industry in the short-term based on feedback from above initiatives.

### 4. Air Access:

Access is vital to the growth of the tourism sector and the overall economy. Given the severe cuts to air service to the Province recently a coordinated effort to address these challenges is underway. These activities are being supported by Hospitality NL.

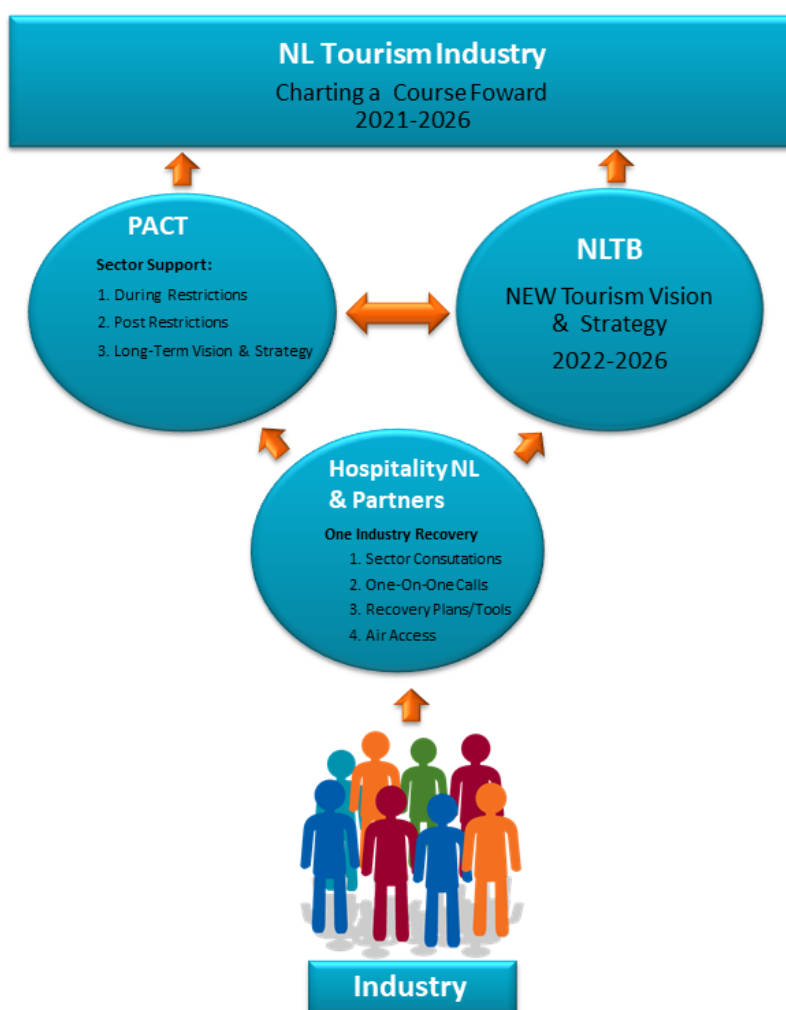
To ensure that we collect all your feedback, an industry survey will be sent out in the near future and a portal has been established to secure stakeholder perspectives that will help inform identified actions from all of these recovery activities.

**We want to hear from you!**



[Click here for the Feedback Portal](#)

Now is the time to rally together to chart a course of recovery. We look forward to calmer days knowing our collective resilience will serve us well and ensure on-going success. The diagram below outlines how this collective effort is focused on achieving this goal.



For more information on any of these engagement activities contact any of the partner organizations below.



**Roger Jamieson**

Interim Chair, Newfoundland and Labrador Tourism Board

## On Behalf of the Newfoundland & Labrador Tourism Board Partners

