



**HOSPITALITY**  
NEWFOUNDLAND & LABRADOR

20  
20

**ANNUAL  
REPORT**



# FROM THE CHAIR



Dear members and partners,

I am pleased to present to you the annual report of the association's activities over the past year. 2020 was an unprecedented year for tourism operators across the province, and so too was it an extraordinary year for Hospitality Newfoundland and Labrador.

It is certainly hard to believe that just a few days prior to the pandemic, Hospitality NL hosted it's 37th Annual Conference and Trade Show in beautiful Corner Brook. Since then, the global pandemic has impacted tourism in countless ways; stunting its growth by drastically reducing the access needed to stimulate the visitor economy, putting hundreds of jobs at risk.

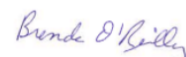
From the onset of the pandemic, Hospitality NL prioritized; Health & Safety, Business Liquidity, Employment and Recovery as its strategic priorities to help guide businesses, advocate for their needs and give them the supports they required to survive, pivot and recover.

Hospitality NL informed you, advocated for you and provided you with training and network opportunities. To ensure your business' survival in the short and long term, Hospitality NL focused its attention to developing separate strategies that were segmented into short and long-term priorities; advocating for short-term priorities and measures like CEWS and the Atlantic Bubble, and long-term priorities like reduced costs to Marine Atlantic that will continue to aid our growth post-pandemic.

There is no doubt that tourism was the hardest hit and will be the last to recover. This past year, we spoke to so many of you; heard your concerns, your stories, your challenges. Yet, the Board and staff at Hospitality NL has continuously heard of your hope, your drive and your willingness to make your voice heard, despite hardship.

We will continue to raise your voice and be there every step of the way to support you and your business. The information we gather from you on a daily basis, whether from phone calls, emails, surveys, webinars, one industry sessions have helped the organization tremendously - continuously shaping our advocacy efforts to inform key decision-makers in all levels of government.

On behalf of the Board and staff of Hospitality NL, I would like to thank-you for continued support of the organization – from accommodations to museums you are all part of a greater community that is necessary to rebuild our economy and I am confident that together, as **One Industry**, we will come out on the other side and continue to grow tourism to it's maximum potential.



Brenda O'Reilly  
Chair





# WHO WE ARE

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 2020, Hospitality NL celebrated 37 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, national tourism partners, 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 strategically grows the tourism industry beyond 2020.



# 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

**MEMBERS** 1<sup>st</sup>

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 AND COMMUNICATIONS

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.

Hospitality NL continues to advocate on issues of importance to the tourism industry in order to sustainably build a more competitive environment for tourism operators. Throughout 2020, 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 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, and COVID-19 response and recovery measures Hospitality NL remains determined to promote the best interests of the industry and our members. Together, our collective voice can affect change.

# POLICY PRIORITIES

With over \$1.14 billion in annual spending, more than 2,700 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.

2020 saw immense challenges for the tourism industry brought on by the global pandemic and as a result, Hospitality NL created short-term priorities to address the immediate threat to businesses.

A key objective for Hospitality NL was to bring the tourism industry and its voice to the table to ensure each sector of our industry is ready to operate throughout each Alert Level as restrictions ease and have the right amount of support, both financially and practically to do so.

We're now strategizing our focus on projecting the needs of the industry and advocating for strong relief and recovery measures to help our industry to rebound and grow as quickly as possible and ensure a sustainable 2021 and beyond.

## **COVID-19 Response -- Short-term Priorities**

Hospitality NL prioritized its COVID-19 response into four main groups:

- Health & Safety
- Business Liquidity
- Employment
- Recovery





# HOSPITALITY NL ADVOCACY AT A GLANCE

# COVID-19



HEALTH & SAFETY

OVER

350

MEETINGS

COVID-19

150

RECAP EMAILS

EMAIL

691

SUBSCRIBERS



BUSINESS  
LIQUIDITY

82

LETTERS OF OFFICIAL  
CORRESPONDENCE

13

NL TOURISM INDUSTRY  
IMPACT SURVEYS



EMPLOYMENT



RECOVERY

73

MEDIA INTERVIEWS



33

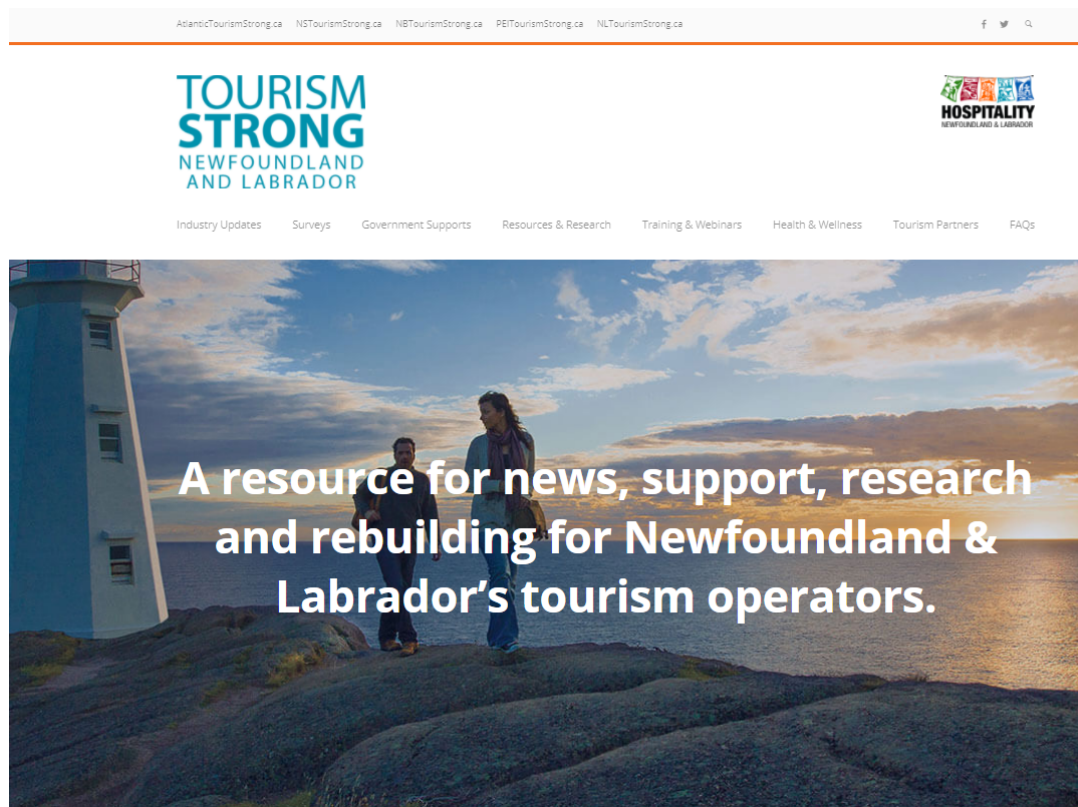
ONE INDUSTRY SESSIONS  
COMPLETE



## Providing Resources

As a result of the COVID-19 global impact, the volume of information has been overwhelming for many tourism businesses. In response, Hospitality NL curated a website page where tourism businesses could receive current, factual and accurate information to inform their businesses.

On March 10th, 2020, Hospitality NL went live with a COVID-19 dedicated website, giving access to news articles, feedback forms, government supports, resources & research, training & webinars, health & wellness and links to tourism partners websites for further information, updated daily. In September of 2020, we relaunched that website as NLTourismStrong.ca - a more user friendly resource website that is still dedicated to giving our members the information they need.





## Building Community

As an industry that's built on interactions, it was clear that the tourism community and its operators were all feeling disconnected at the start of the pandemic as many found themselves as business owners trying to navigate an unprecedented situation independently. One of the first things our organization did was produce "One Industry" sessions. The One Industry Sessions and Consultations are facilitated collaborative engagement sessions with sector-specific tourism business leaders.

During these sector-specific online facilitated stakeholder conversations, opportunities and challenges are discussed and then lead into collaborative and agreed upon solutions that, when put in the context of other sector solutions, translate into cohesive industry-wide recovery strategies. 33 One Industry Sessions have taken place since Spring 2020.



Hospitality NL also set up a closed, off the record and private community group on Facebook in partnership with regional Destination Management Organizations; Adventure Central, Destination Labrador, Destination St. John's, Go Western Newfoundland, Legendary Coasts of Eastern Newfoundland as well as Newfoundland and Labrador's Outfitters. With over 500 members, this group was created to facilitate constructive conversations, potential solutions and share information between tourism industry professionals surrounding COVID-19.



**INDUSTRY  
DISCUSSION GROUP  
CORONAVIRUS  
COVID-19**

## Connection and Collaboration

### Provincial Task Force

In March of 2020, Hospitality NL formed a COVID-19 "Provincial Task Force" - members of this task force include all five Destination Management Organizations, Department of Tourism, Culture, Industry and Innovation (Now Department of Tourism, Culture, Arts and Recreation), Municipalities NL, Industry, Science and Economic Development Canada, Atlantic Canada Opportunities Agency, Representatives from Transportation Sector (Gander Int'l Airport, St. John's Int'l Airport, Deer Lake Regional Airport, Marine Atlantic), Parks Canada (Eastern and Western NL), Outfitters Association of NL, and Cruise NL. We continue to meet frequently, allowing us to keep informed of any major developments regarding COVID-19 as it relates to each division and how that ultimately affects the tourism industry as a whole.



### Board of Directors Meetings

The Hospitality NL Board of Directors have met almost weekly to discuss the impact of COVID-19 on the tourism industry. The issues discussed are then mobilized into a strategic plan to inform and influence policy makers and industry guidelines.





## Connection and Collaboration

### Newfoundland and Labrador Tourism Board

Hospitality NL continues to be a dedicated partner on the Newfoundland and Labrador Tourism Board, our industry's public-private partnership whose mandate is to advise on the implementation of Vision 2020. As we've now moved into 2021, some of our focus has begun to shift to the future of tourism beyond that 2020 Vision milestone.

As the work to help tourism businesses and attractions in the Province navigate the turbulent waters brought on by the COVID-19 pandemic continues - a new, enhanced and coordinated series of activities designed to chart a new course towards sustainability and success has been implemented. 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. The new feedback portal "Charting a Course Forward" 2021-2026 was developed in response.



## Making Your Voice Heard

### Collecting Industry Data

Collecting data from our membership and the tourism industry as a whole has been invaluable. Each survey produced by Hospitality NL provides a different insights into the pace at which tourism businesses are dealing with COVID-19 and their biggest challenges. This data aids our overall strategy to put forth specific advocacy plans and ultimately the right recovery methods. 13 Industry Surveys have been circulated by Hospitality NL.



# Advocating For You

## Advocating to all Levels of Government

### COVID-19 Advocacy:

#### Health and Safety:

- Alert Level Guidelines Clarity
- Food Premises Regulations Clarity
- Staycation NL Facebook Page
- Opportunities for businesses to continue while adhering to the recommendations from Health Authorities.

#### Business Liquidity:

- HASCAP
- Municipal Taxes Relief
- CEWS
- Transportation Support (Air/Ferry Access)
- Loans
- Taxes
- Insurance
- Atlantic Bubble

#### Employment:

- EI
- Layoff Period
- Support for supporting industries i.e.
- Opportunities for businesses to continue while adhering to the recommendations from Health Authorities.

#### Recovery:

- Press Release: Tourism Industry Needs a Seat at the COVID-19 Recovery Table
- Plan for safe re-opening of borders
- Incentivized Resident Travel
- Consumer Confidence Campaign
- Hosted Stakeholder MHA Breakfast
- Virtual Provincial Election Tourism Town Hall





## Making Tourism Count

### Stakeholder Breakfast

As the provincial tourism sector continues to navigate the impacts of the current public health crisis, Hospitality Newfoundland and Labrador hosted a breakfast session with key stakeholders October 2020 to collaborate on next steps. Tourism operators from across the province and key stakeholders were joined by provincial government officials and politicians from all parties for an information session that focused on the value of the sector, how COVID-19 has impacted businesses, communities and tourism infrastructure and how the industry can move forward.

### TOURISM STAKEHOLDER BREAKFAST WITH MHAS



## Bridging the Gap

### Membership Engagement Team

Starting in March, Hospitality NL staff reached out to each individual member by phone to speak with industry operators on their current, predicted and anticipated challenges with COVID-19. This feedback continues to provide key data that helps gauge the severity of impact on tourism businesses and is used to drive industry focused advocacy, supports and resources. This outreach has continued throughout the COVID-19 crisis.

## MEMBERSHIP OUTREACH



**119,032**

CONTACTS TO INDUSTRY VIA BULK EMAIL

**4,371**

DIRECT CONTACT TO MEMBERS AND  
NON-MEMBERS (PHONE AND EMAIL) BY STAFF



**MARCH 2020  
TO  
FEBRUARY 2021**

## Bridging the Gap

### COVID-19 Online Learning Resources

To provide businesses with a greater sense of knowledge surrounding government supports Hospitality NL produced webinars and events for members to learn how programs can support their businesses during the pandemic. With the on-going demand for supplies, Hospitality NL also created a One Industry Virtual Trade Show session via our Zoom platform.

#### WEBINAR

COVID-19 - Helping Businesses Understand the Government Subsidy and Support Programs



May 25 - 10:00 am

#### WEBINAR

Webinar: COVID-19 Canada Emergency Wage Subsidy (CEWS) Update



October 15 10:00 am



#### WEBINAR

Supporting Rural Business: CBDC Regional Relief and Recovery Fund (RRRF)

Register now for information regarding the RRRF and learn how to apply for funding.



December 17th - 10:30am (NST), 10:00am in most of Labrador



Tourism HR  
Canada



RH Tourisme  
Canada

WEBINAR: ADAPTING  
TO NEW MARKET  
REALITIES:  
PRODUCTS, PRICING,  
PLACEMENT,  
POSITIONING



WHEN:  
Tuesday,  
November 24  
3:30 PM (NST)



**STAPLES**  
Business Advantage

**CHANDLER**

**grouper**  
CANADA

**image4**  
Digital Printing  
and Design

**ABELL**  
Pest Control

**VALLEN**  
Working Smart Starts Here

## Building Consumer Confidence

### Responsible Tourism Campaign and Contest

During the Summer of 2020, Hospitality NL launched a "Consumer Confidence Campaign" with a Hospitality NL Responsible Tourism – Facebook Photo Contest to encourage two way engagement with public. This campaign took place online through our social media channels and was broadcasted across several media outlets and online banners with the aim to encourage the resident population to support local, support tourism and strengthen public confidence in industry,



### Clean it Right Training

The goal of the program to increase the safety of guests, visitors and the workforce in the Tourism, Hospitality and Retail industry. This will help reassure customers that may be hesitant to travel, shop and eat out during the post COVID-19 period. The Clean it Right program will be available free of charge until June 2021 for Newfoundland & Labrador Tourism Businesses/Organizations who meet the criteria outlined on our website.





## Keeping You Informed

### Communications on COVID-19 and the Tourism Industry from Hospitality NL

As the situation with COVID-19 continues to evolve, new developments and resources become available for tourism businesses throughout Newfoundland and Labrador. To keep tourism businesses informed, a short list of some resources and announcements are compiled and sent through a recap email every week (previously every day until August 2020).



# POLICY PRIORITIES

## **Policy Priorities (Long-term Priorities)**

In 2020, Hospitality NL continued to focus on fair rules in the accommodations sector (i.e. short-term rental regulation), regulatory/legislative changes impacting tourism operations, and access to the province.

### **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 2,700 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 in 2020 and as a result of our consistent advocacy, it was announced by the Government of Newfoundland and Labrador at Hospitality NL's 37th Annual Conference and Trade Show that a framework to regulate unlicensed accommodations would be presented for review in 2020 and in September of 2020, consultation began online where tourism operators could provide feedback to address short-term accommodations in the province and to modernize the Tourist Establishments Act

In November of 2020, the new Tourist Accommodations received royal assent and is the first step in a broader approach to ensuring business equity throughout the accommodations industry. The new legislation would enact a mandatory registration system for all accommodations throughout the province, including short-term accommodations, which will replace Canada Select requirements in the regulations when the new Act is proclaimed.

## **TOURIST ESTABLISHMENTS ACT**



## **TOURIST ACCOMMODATIONS ACT**

**“At Hospitality NL, we have been advocating for a review of the Tourism Establishment Act for quite some time, and are pleased to work with our Provincial Government to ensure the legislation means more quality and regulated accommodations for this province. This amendment will create a more sustainable accommodations sector that will strengthen our tourism industry as a whole.”**

**- Steve Denty,  
Former Chair, Hospitality Newfoundland and Labrador (July 2020)**

Other priorities included consulting on immigration levels 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 visit our website or contact Shanelle Clowe, Manager of Advocacy and Communications at [sclowe@hnl.ca](mailto:sclowe@hnl.ca)



## **Transportation & Sense of Arrival**

Access and transportation continues to be a major strategic priority for the growth of the tourism industry and will be vital to aiding recovery post-pandemic. 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.

A sense of arrival is the welcome and warmth that people feel once they have reached their destination is imperative as well as efficient wayfinding, friendly service, warm and beautiful surroundings and a strong sense of place help industry meet and exceed the expectations of guests. Additionally, aspects of transportation, including roads, signage, trails and pedestrian infrastructure are all important sense of arrival experiences are integral to a traveller's experience.

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. These continue to be priorities for Hospitality NL to ensure recovery and growth post-pandemic.

### **Marine Atlantic Inc.**

As a primary gateway for growing inbound tourism, Marine Atlantic Inc. continues to be an essential link not only for the future growth and development of the tourism industry but also for all residents and industries.

However, Hospitality NL is increasingly concerned over rising Marine Atlantic Costs as reservations for travel after April 1 include an increase of 2% for commercial fares for their Gulf route, an increase of 2.5% for passenger and commercial fares for Argentia – North Sydney and an increase of 3.4% on both routes for the drop trailer management fee.



## **Marine Atlantic Inc.**

Hospitality NL understands that implementing an increase to cost of goods for tourism businesses during the pandemic, who are already operating on razor thin margins, will have immediate and long-term effects on the industry. Furthermore, the recent decrease in air access means tourism operators are more dependant on ferry travel than ever before.

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. With major cuts to airlines recently imposed on the province, the emphasis on on growing visitation levels and improving access to the province has never been greater.

Hospitality NL will continue to aggressively advocate for measures to provide a safe increase of 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 recover and grow inbound tourism to Newfoundland and Labrador.



## Social Media Presence

A major component of Hospitality NL's communications efforts is social media. There is no disputing the link between the tourism and hospitality industry and social media. As such, the association is committed to evolving its social media strategy as industry and technology develops.

During the pandemic, social media has been an exceptional conduit for information to both members, the public and the media.

Hospitality NL has official accounts on Twitter, YouTube, Facebook, LinkedIn and Instagram. @HospitalityNL Handle on Twitter has 14,500 followers, 2,960 people like the Hospitality Newfoundland and Labrador Facebook Page with 3,972 people following, 1,132 followers on the 2019 Established Instagram Page and 1,602 followers on LinkedIn.

# Follow us on Social Media



# SKILLS & KNOWLEDGE

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.

**4345**

# of people who have taken  
advantage of learning  
opportunities to date

**858**

# of people that have  
attended webinars to date

## Emerit

Hospitality NL partners with Emerit to offer several training opportunities to tourism operators. 777 Emerit training materials were distributed in 2020. When employees are certified through Emerit, they earn a prestigious, national credential that identifies them as a true professional in their occupation, and recognizes the skills, knowledge, pride, and dedication they have brought to their career—and to your business.



## Serve Responsible NL

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.





# MEMBERSHIP & NETWORKING

Hospitality Newfoundland and Labrador has been at the forefront of the provincial tourism industry for over 37 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.

## **Hospitality NL's 2020 Conference and Trade Show – February 25th-27th, 2020**

Hospitality NL's 37th Annual Conference and Trade Show was held in Corner Brook in 2020 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.

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. Hospitality Newfoundland and Labrador hosted the annual Tourism Excellence Awards Gala on Thursday night as the grand final.



**2020 TOURISM EXCELLENCE AWARDS GALA WINNERS**

## Tourism Week - May 24th to 31st, 2020

Tourism Week, celebrated across Canada from May 24th-31st, 2020, 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 highlighting the tremendous value of tourism and travel to Newfoundland and Labrador. In 2020, Hospitality NL did a media campaign on VOCM where Tourism Industry Professionals were featured each morning to tell their story and we also hosted a Tourism Week Conversation with The Honourable Melanie Joly, Federal Minister of Economic Development and Official Languages and The Honourable Bernard Davis, Provincial Minister of Tourism, Culture, Industry and Innovation.



Hospitality NL @HospitalityNL · May 27, 2020

🗣️ This #TourismWeek hosts @Fred\_Hutton & @GerrilynnMackey of @590VOCM are featuring a tourism industry professional every morning 8:35AM(NDT) - To hear today's interview with Executive Director, @TMCarty of @BellHeritage click here: [bit.ly/3d9EfrR](https://bit.ly/3d9EfrR)



## TOURISM WEEK CONVERSATION

with



The Honourable Mélanie Joly  
Minister of Economic Development  
and Official Languages



The Honourable Bernard Davis  
Minister of Tourism, Culture,  
Industry and Innovation

Thursday, May 28, 2020  
5:00 pm NDT



## Silver Anniversary Scholarship 2020



Hospitality NL presented its Silver Anniversary Scholarships to Colin Rose in 2020. Established in 2008 in honour of Hospitality NL's 25th anniversary, the Silver Anniversary Scholarship is a way for Hospitality NL to invest in future leaders of the tourism industry. The Silver Anniversary Scholarship(s) is 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. The recipient received a \$1500 scholarship.

## Working for You in 2021 and Beyond

2020 was certainly a year of unprecedented challenges and as we forge on in 2021, please know that our staff continues to advocate for you and your business. We know this year has not been an easy one, but this pandemic has shown us the strength and resilience of our province, its people, and our industry.

As we move forward into what we all hope is a better year for the Tourism Industry in Newfoundland and Labrador, the Board and Staff at Hospitality NL thank-you for your continued support.

We were by your side in 2020 and we will continue to be there now and in the future.

**We look forward to working for you in 2021 and beyond.**



Hospitality Newfoundland & Labrador

# WORKING FOR YOU IN 2021

