

MAKING TOURISM COUNT

Newfoundland & Labrador
Federal Election 2021

#TourismVotes
#Wearetourism



HOSPITALITY
NEWFOUNDLAND & LABRADOR



INTRODUCTION & RATIONALE

Dear Member,

I hope this finds you busy and productive during these last days of summer. As you know there is currently in a federal election and political candidates will be canvassing your riding to solicit support and feedback on critical issues affecting you. This toolkit is designed to help you summarize and prioritize some of the major issues facing the Tourism industry in Newfoundland and Labrador.

This toolkit is by no means an inclusive list, rather a high-level overview of the barriers Tourism operators have identified as impediments to recovery. When communicating with candidates, it is important to stress that the Tourism industry is **NOT** in recovery. Many of you are still in **SURVIVAL** mode.

The Hospitality NL Team has heard from many operators about the impact that COVID-19 has had on the labour market, it is a crisis. There has been considerable media coverage that wages and government subsidized support programs like CERB for example, are at the root cause. In fact, research conducted by our national partner Tourism HR Canada, has identified many other reasons that were either induced or heightened by the COVID-19 pandemic, to explain the current labour shortages. Please take some time to familiarize yourself with these, so you can educate candidates on the complexity of this issue. ([Click here](#) for an overview of these reasons.)

We hope you find this resource useful, but if you have any other questions, please reach out to any member of the Hospitality NL Team.

Sincerely,
Craig



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ELECTION TOOLKIT

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

1 NEED TO KNOW

2 TOURISM'S
PRIORITIES

3 WHY
TOURISM
COUNTS

4 CALL TO ACTION:
SOCIAL MEDIA

5 GET INVOLVED

6 STAY
CONNECTED



NEED TO KNOW

1

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

Election Day – Sept 20th

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



Advance Polls: Vote at your assigned polling station **from 9:00 a.m. to 9:00 p.m.** on:

- Friday, September 10;
- Saturday, September 11;
- Sunday, September 12;
- Monday, September 13.

Special Ballots: [vote by mail, apply online](#) or at any Elections Canada office across Canada. Don't wait – deadlines apply. You must apply **before Tuesday, September 14, 6:00 p.m.** You will vote using the [special ballot process](#).

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



NEED TO KNOW

1

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

Visit www.elections.ca to find out:



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

TOURISM'S CHALLENGES TO RECOVERY

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



Air Access

- Increase in costs of flights
- Routes are returning but there are fewer seats
- Testing Requirements
- Shortage of Flight Crews
- Airport Infrastructure



Marine Access

- Marine Atlantic reduced capacity due to COVID-19 restrictions
- Marine Atlantic must base capacity on NS & NL restrictions
- Cruise Ships restricted in Canadian ports until November 2021



Decrease in Visitation

- Bubbles (Atlantic Canada/Canada)
- International borders open to fully vaccinated travellers by Sept 7 (USA Aug 9)
- Proof of testing and vacations required
- Travellers more likely stay close to home



Increased Business Expenses

- PPE
- Extra Training
- Enhanced Cleaning Measures
- Extra Staff
- Loss of Revenue met with increase costs



Business Liquidity

- Taxes (i.e. Municipal)
- Fees (Insurance Premiums)
- Rent & Mortgages
- Loans & Permits
- Continuation of CEWS & CERS
- 40% of businesses even with the current supports are in serious risk of collapse



Labour Force

- Tourism related employment is not expected to recover until 2025 comparatively to levels in 2019
- Fewer people returning to workforce
- Continuation of CEWS & CRHP
- Precarity of Employment
- Competition from other sectors
- Increase focus on immigration to fill vacancies



TOURISM'S PRIORITIES

2

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.

BUSINESS LIQUIDITY

- Tourism Businesses/Organizations haven't recovered yet, they are still in survival
- Tourism Businesses/Organizations need access to support measures in order to survive, start to recover, until next spring, i.e. loan forgiveness, CEWS, CERS & CRHP
- Support measures need to be scalable, timely and inclusive of all sectors including; Food & Beverage, Motorcoach and Festivals & Events

Ask Your Candidate:

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



TOURISM'S PRIORITIES

2

There are several long term and short term priorities regarding access that must be addressed in order to ensure the continued growth and development of tourism in NL.

ACCESS & TRANSPORTATION

- Enhanced air access capacity
- Improve ease of travel regarding proof of testing and vaccination
- Infrastructure support and rent relief for airports
- Lower cost of recovery requirements for Marine Atlantic
- Provide incentives to travel by ferry
- Develop 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

2

Attracting, hiring and retaining employees within the Tourism Sector in NL is critical to the economic success of the industry. Tourism would not exist without its employees. No business will survive without a workforce.

LABOUR MARKET & WORKFORCE DEVELOPMENT

- Tourism is facing a workforce and skills shortage crisis as many furloughed employees have not returned to industry for many COVID-19 related reasons ([Click here](#) for an overview of the reasons)
- Continued support for workforce development initiatives and training is vital for maintaining a strong tourism workforce and industry, i.e. CEWS and CRHP
- Projections are bleak, it's not going to get better without an aggressive pan-Canadian Tourism workforce strategy

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?



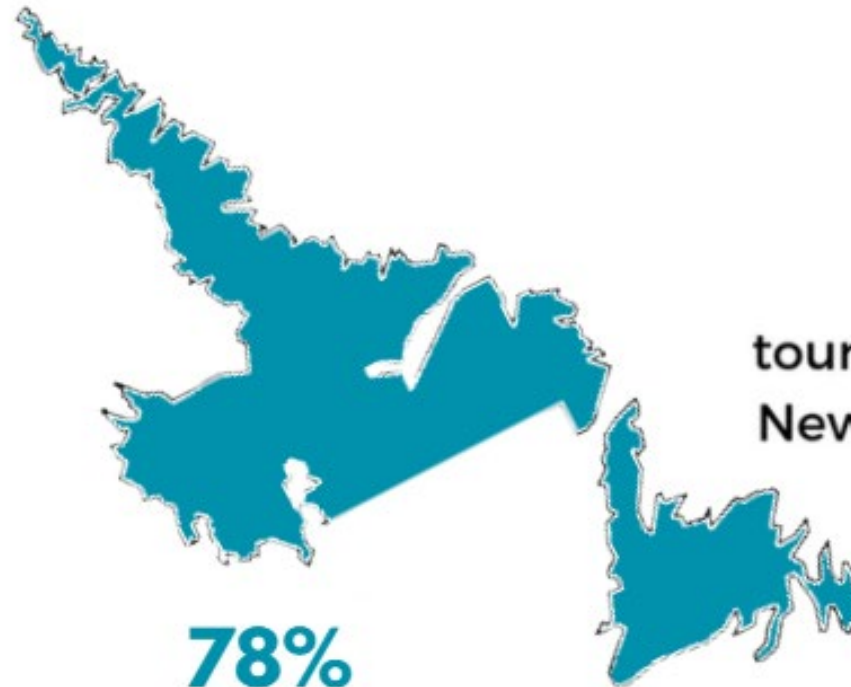
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WHY TOURISM COUNTS

3

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

2019 Data



WHY TOURISM COUNTS

3

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 sectors this is as many as
Agriculture, Fishery, Forestry and Aquaculture combined.

**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's sectors such as
accommodations, food and beverage services, transportation,
recreation, entertainment, and travel services.**

Pre-pandemic

Source: Government of NL



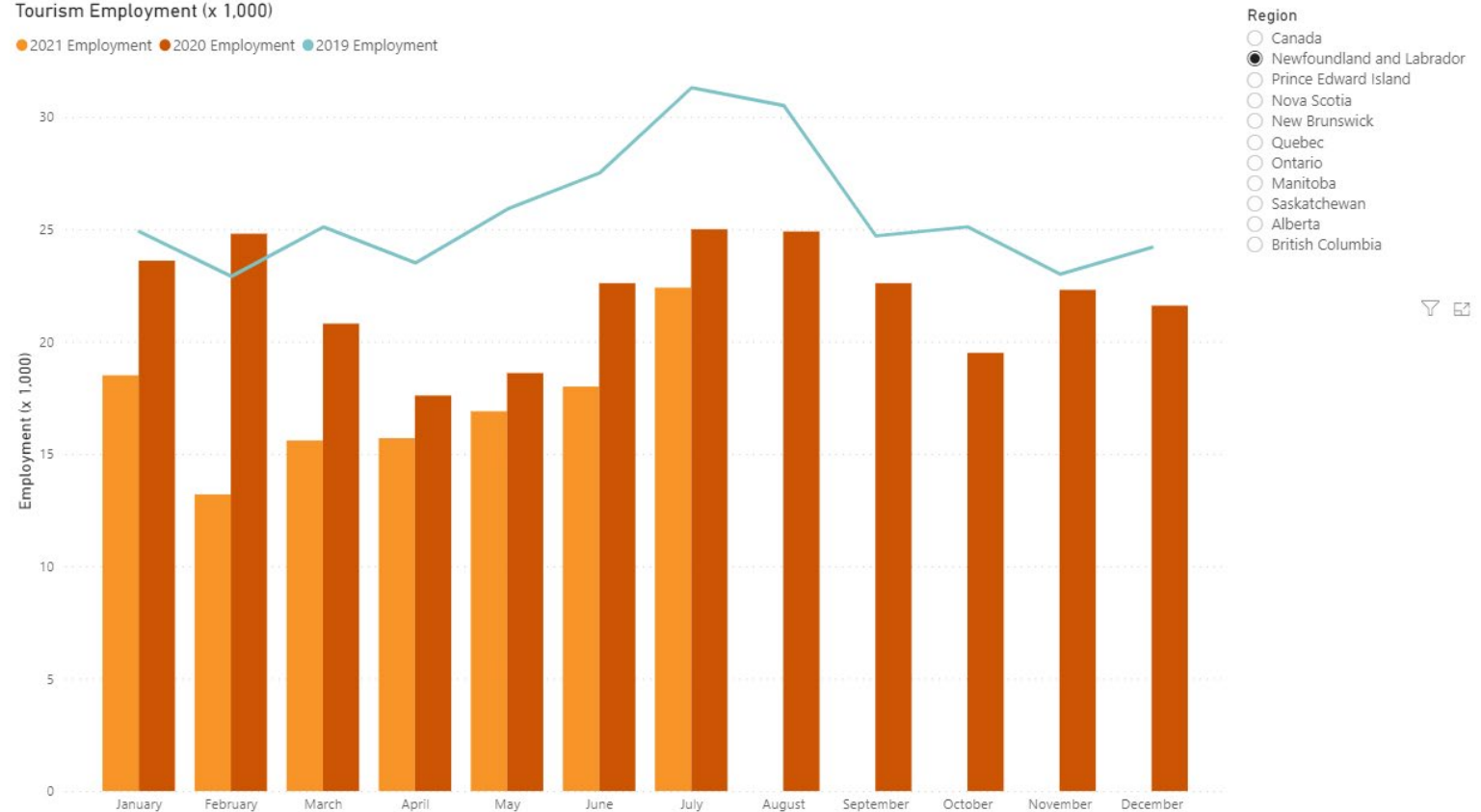
WHY TOURISM COUNTS

3

COVID-19 has greatly impacted the Tourism Industry's labour force in NL .

Chart 1: Tourism Employment by Province

Tourism Employment (x 1,000)
2021 Employment 2020 Employment 2019 Employment



source: Tourism HR Canada August 2021



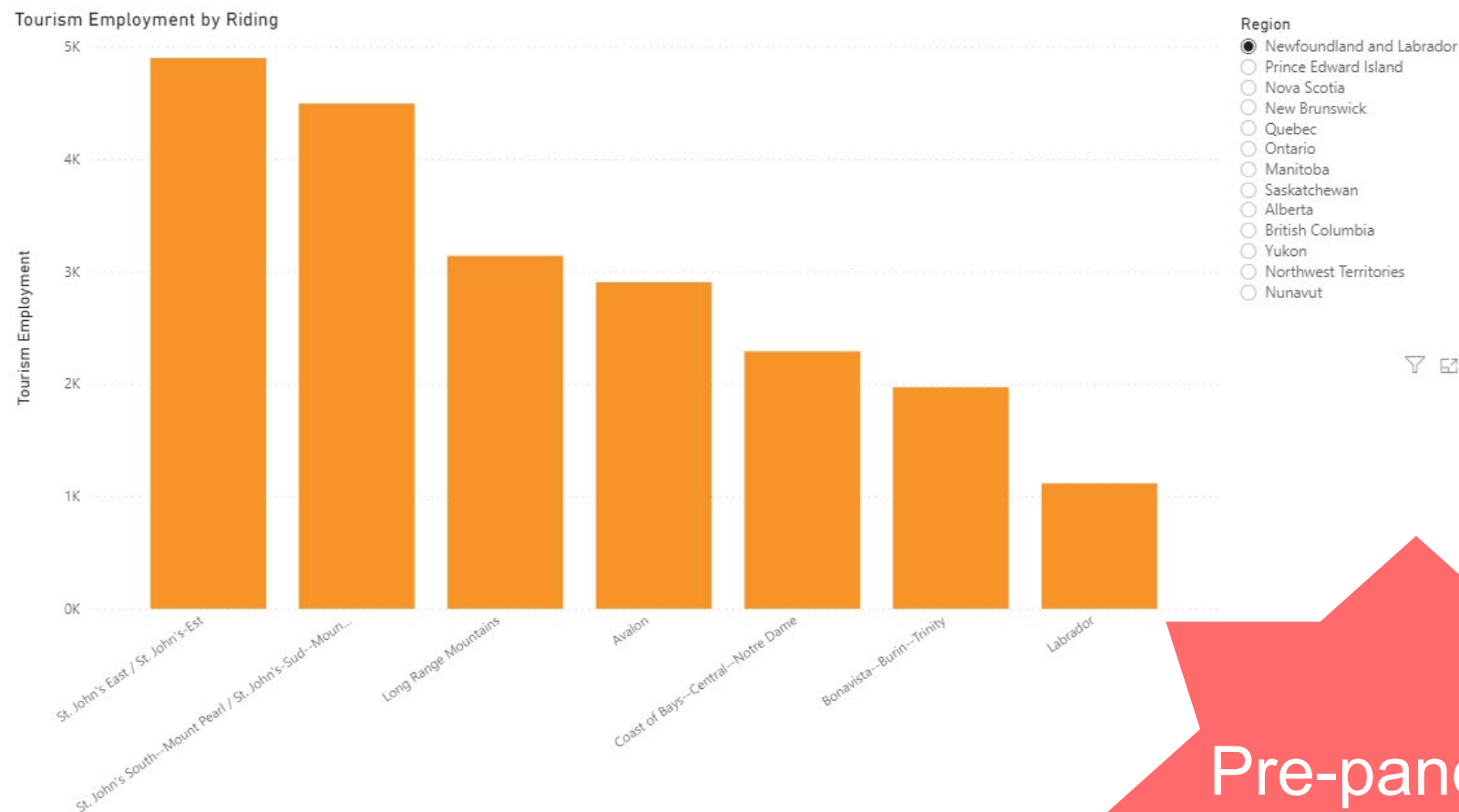
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WHY TOURISM COUNTS

3

Tourism employment impacts every city, town and community on Newfoundland & Labrador.



source: Tourism HR Canada August 2021 based on census 2016

Pre-pandemic



WHY TOURISM COUNTS

3

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.











WHY TOURISM COUNTS

3

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	

source: Destination Canada



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WHY TOURISM COUNTS

3

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 was a  1.14 billion dollar industry.

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

source: Department of Tourism, Culture, Arts and Recreation


Pre-pandemic



CALL TO ACTION: SOCIAL MEDIA

4

Spread the word about why #TourismVotes 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



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GET INVOLVED

5

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



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



Take Action – Voice your priorities to candidates – call, meet with, 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

6

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



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Liberal Party Leader:

Justin Trudeau

350 Albert Street, Suite 920

Ottawa, Ontario K1P 6M8

Phone: 1 888 LIBERAL (542-3725)

Email: assistance@liberal.ca

Web: <https://liberal.ca/>

New Democratic Party Leader:

Jagmeet Singh

300 - 279 Laurier West

Ottawa, Ontario K1P 5J9

Phone: 1-866-525-2555

Web: <https://www.ndp.ca/>

Green Party Leader:

Annamie Paul

PO Box 997, Station B

Ottawa, ON K1P 5R1

Phone: 1-866-868-3447

Email: info@greenparty.ca

Web: www.greenparty.ca

Conservative Party Leader:

Erin O'Toole

1720-130 Albert Street,

Ottawa, Ontario, K1P 5G4

Phone: 1-866-808-8407

Web: <https://www.conservative.ca>



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QUESTIONS?

Should you have questions, our team is ready and available to assist you.
We encourage you to please call or email to speak with one of them directly.



www.hnl.ca



1-800-563-0700



hn1@hn1.ca



@HospitalityNL

Hospitality Newfoundland and Labrador, the provincial tourism industry association for over 38 years, is dedicated to advancing growth in tourism through advocacy efforts, skills and knowledge development, and membership and networking opportunities.

CURRENT TOURISM **LABOUR SHORTAGES EXPLAINED**

The Main Reasons Why Businesses Are Having a Difficult Time Finding Workers

COVID Induced

Short-term, immediate concern



Precarity of
Employment



Part of
High-Risk Group



Required to Care for
Family Member



Living with
High-Risk Person



Lack of
Transportation



Concerns About
Safety, Security

COVID Heightened

Long-term, systemic, policy-emphasis



Diminished Pool of
Workers, Students



Mobility
Barriers



Gov't Incentivized
Efforts to 'Retrain'



Mental Health,
Difficulty Coping



Competition from
Other Sectors



Reputational
Damage