

# MAKING TOURISM COUNT



**HOSPITALITY**  
NEWFOUNDLAND & LABRADOR

**Newfoundland & Labrador  
Municipal Election 2021**

**#TourismVotes  
#Wearetourism**



# INTRODUCTION & RATIONALE

Dear Member,

I hope this finds you busy and productive during these last days of summer. As you know there is currently a Municipal election and candidates will be canvassing your city, town or community 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.

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 Municipal 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 key dates you should know leading up to the 2021 Municipal Election:



## Election Day – Sept 28th

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

**Advance Polls:** Vote at your assigned polling station **from September 14 to September 25 inclusive** (local times and locations should be confirmed with your municipality)

**Special Ballots:** Contact your municipality for accommodations for special ballots such as mail-in options.

\* 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 you should know leading up to the 2021 Municipal Election:

Visit [www.gov.nl.ca/mpa/local-governance-division/municipal-elections/](http://www.gov.nl.ca/mpa/local-governance-division/municipal-elections/) for more information on the municipal election process.

# TOURISM'S CHALLENGES TO RECOVERY

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

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## Air Access

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



## 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 to stay close to home



## 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



## Regulatory

- Bill 52
- Unregulated tourism businesses
- Working cooperatively with both levels of government



## 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



## Increased Business Expenses

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



## 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. tax breaks and interest forgiveness
- Support measures need to be scalable, timely and inclusive of all sectors including; Food & Beverage, Motorcoach and Festivals & Events
- Provide opportunities for Tourism, i.e. pedestrian malls, travel incentives etc.

### Ask Your Candidate:

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



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# TOURISM'S PRIORITIES

2

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

## TRANSPORTATION & SENSE OF ARRIVAL

- Develop multi-modal transportation strategy
- Maintenance of roads and other infrastructure under municipal jurisdiction
- Providing access to enhanced visitor information
- Standardize signage for trails and pedestrian infrastructure
- Planning tourism experiences with consultation

### Ask Your Candidate:

How would you enhance the visitor experience in your city, town or community?





# TOURISM'S PRIORITIES

2

Small and medium-sized businesses are not only the backbone of the tourism industry, but also the backbone of the economy. As such, it is essential that municipal regulatory requirements and processes are flexible, straightforward and eliminate unnecessary red tape in order to facilitate business growth and development.

## REGULATORY

- Ensure level playing field by addressing unlicensed and unregulated tourism businesses at a municipal level, support Bill 52 and work collaboratively with provincial and federal governments
- Ensure room levies are tourism industry led, focused and managed, with the monies collected re-invested in tourism marketing and tourism development
- Ensure protection and preservation of critical tourism natural and cultural resources and assets, through municipal policy and regulatory frameworks.

### Ask Your Candidate:

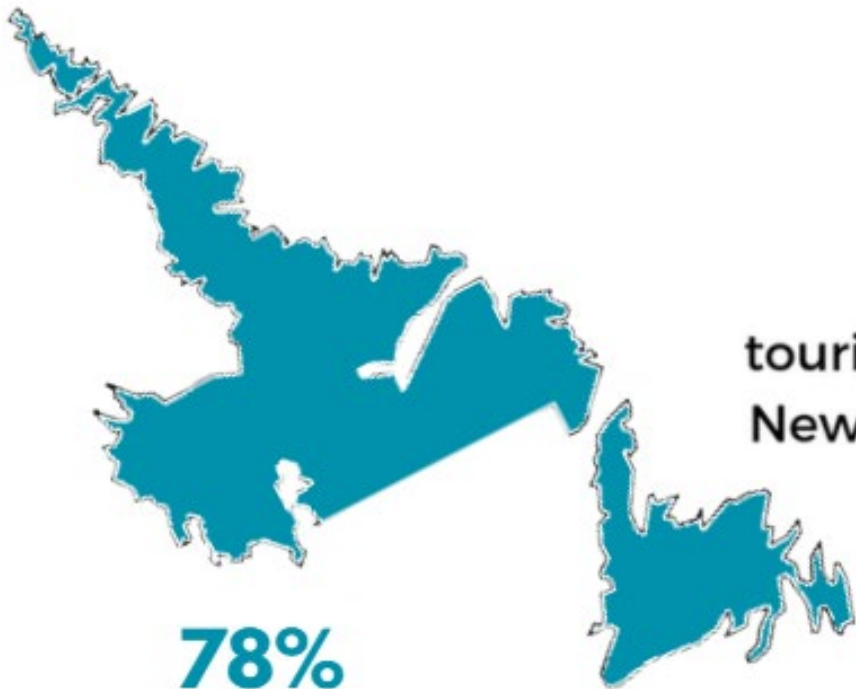
How do you plan to deal with unregulated businesses in your city, town or community?



# 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](http://www.hnl.ca)  
Data from the Department of Tourism, Culture, Arts, and Recreation



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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.

**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.



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





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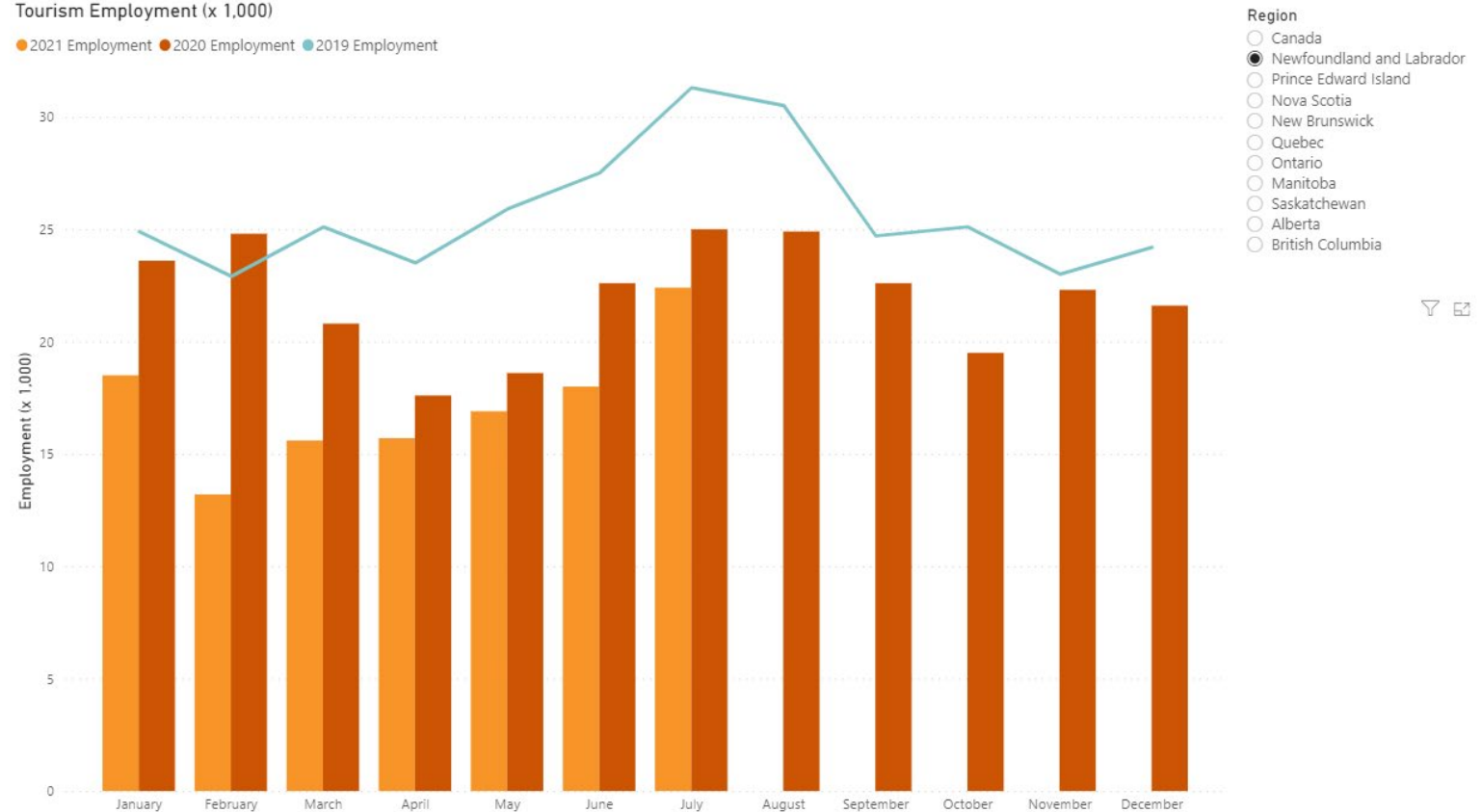
# WHY TOURISM COUNTS

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



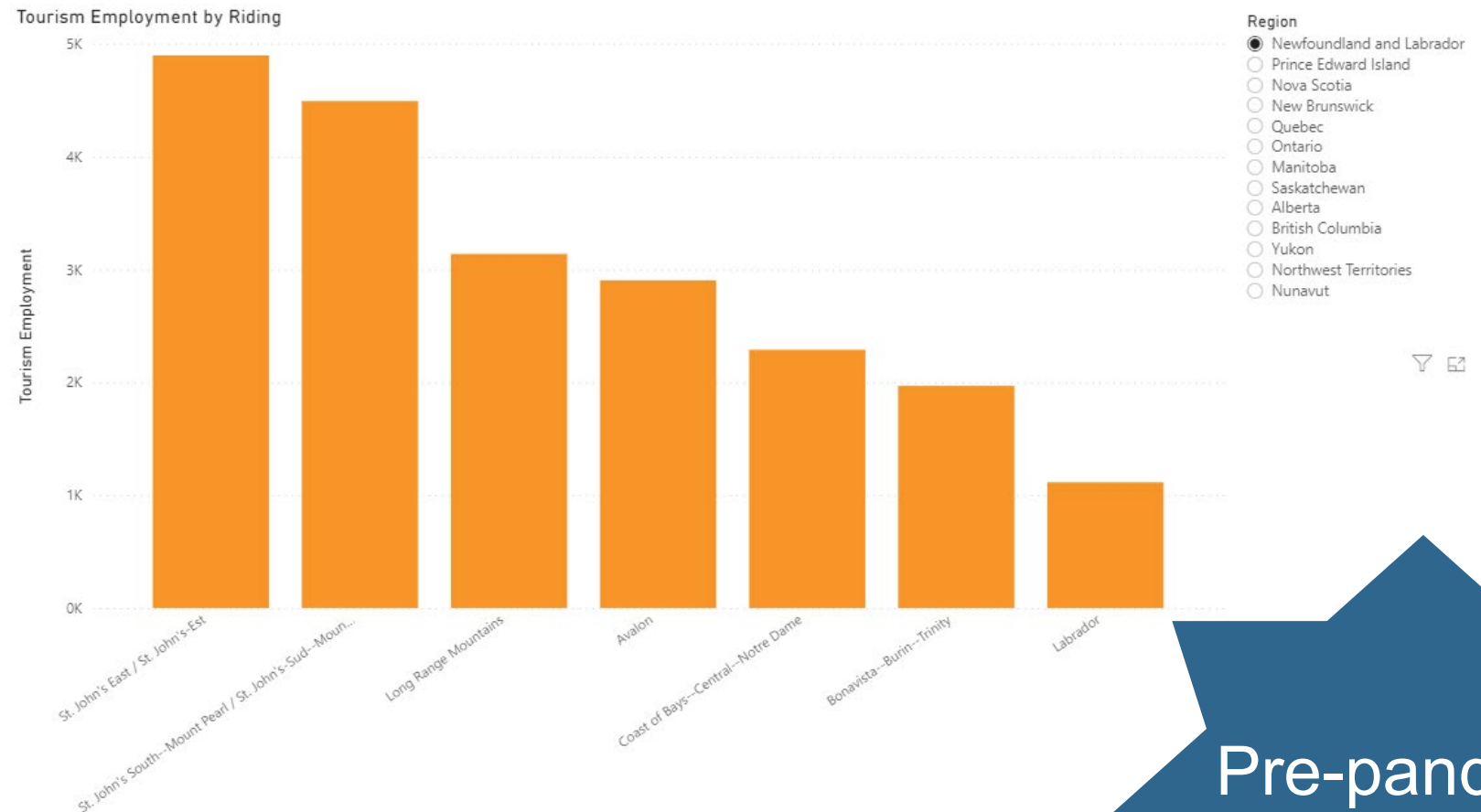
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# WHY TOURISM COUNTS

3

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



source: Tourism HR Canada August 2021 based on census 2016



# 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 much as domestic travellers, approx. \$1500 per day.

## TOURISM GENERATES INCOME

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



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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](http://www.hnl.ca)  
Data from the Department of Tourism, Culture, Industry and Innovation

Pre-pandemic

source: Department of Tourism, Culture, Arts and Recreation



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# 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 Municipal 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!

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



1-800-563-0700



[hn1@hn1.ca](mailto: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.

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