



2021 Annual Report

A Year of Accomplishments.



HOSPITALITY
NEWFOUNDLAND & LABRADOR

WHO WE ARE?

Hospitality Newfoundland and Labrador, the provincial tourism industry association, is focused on advocacy, education, adopting innovative technology and promoting a strong member network. Through forward thinking and fostering membership growth, Hospitality NL continues to lead the tourism industry in the province.

In 2021, Hospitality NL celebrated 38 years of serving the provincial tourism industry. 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. 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 in the future.

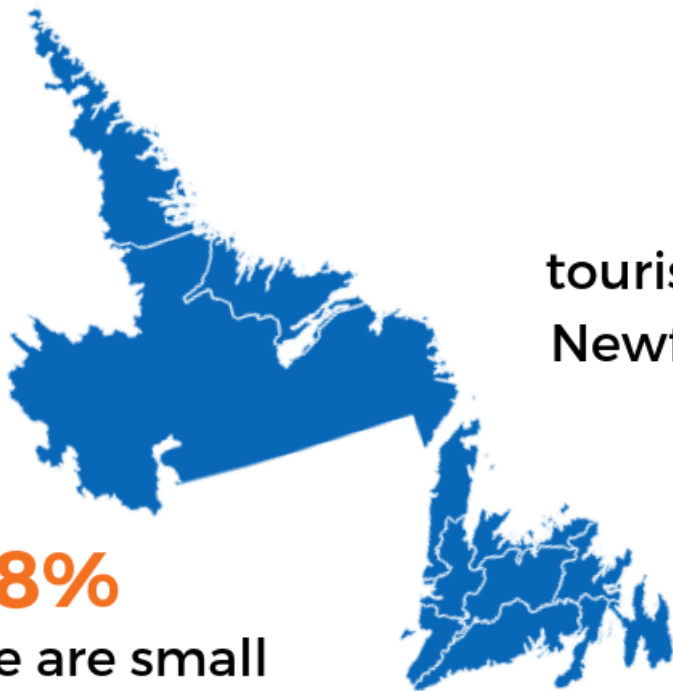


HOSPITALITY
NEWFOUNDLAND & LABRADOR



\$1.14 B

TOURISM INDUSTRY



There are over

2,700

tourism-related businesses in
Newfoundland and Labrador

78%

of these are small
business.

Pre-Pandemic

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

MESSAGE FROM CHAIR



Dear members and partners,

I am pleased to present to you Hospitality NL's 2021 Annual Report, which contains just some of the association's activities over the past year. 2021 was another challenging year for our members. With the pandemic entering a second year, tourism operators across the province braced for another year of travel restrictions, reduced revenue and increased costs.

Despite these challenges, our members displayed the trademark resilience that Newfoundlanders and Labradorians have become famous for. In the face of this adversity, we pivoted and found new, innovative ways to serve customers and keep them and our employees safe. I am extremely proud to stand with you as a fellow tourism operator and a member of Hospitality NL. Working together, we spoke as one voice to ensure our needs and priorities were heard by our stakeholders and all levels of government.

From the onset of the pandemic, Hospitality NL prioritized health and safety, business liquidity, employment and recovery as its strategic priorities to help guide you through the pandemic. We did this through our persistent and strategic advocacy efforts with our stakeholders, training and networking opportunities, and kept you informed of available funding opportunities and business support.

As I sit and write this message, as of March 14, 2022, COVID-related restrictions were lifted, and Hospitality NL will host its first in-person Conference and Trade Show since Corner Brook in 2020. After two long, hard years, this is a positive sign; we can see the light at the end of the tunnel and begin on our path to recovery. While we must remain optimistic about the future, we cannot be complacent. There is still much left to be done. Hospitality NL will continue to raise your voice and be there every step of the way to support you and your business.

On behalf of the Board and staff of Hospitality NL, I would like to thank you for your continued support. We are all part of a greater community that is vital to the economic success of Newfoundland and Labrador - we are tourism!

Thank you,

Brenda O'Reilly
Chair, Hospitality NL

ADVOCACY AND COMMUNICATION

As the voice of the provincial tourism industry, one of Hospitality NL's key functions is to strengthen our association and our strategic partnerships through open, two-way communication. We achieve this through membership outreach, email communications, social media presence and interaction with the industry.

Whether it is face-to-face around the province or via webinar technology, Hospitality NL is building and maintaining relationships with consistent, transparent and relevant communications. Throughout 2021, Hospitality NL continued to keep our members informed of opportunities, developments and challenges of the industry and the organization's advocacy efforts and priorities.



*Photo Credits -
Newfoundland and Labrador Tourism
Central-Cander*



OPEN THE U.S.-CAN BORDER

Thank you

HOSPITALITY
NEWFOUNDLAND & LABRADOR

Canada needs a plan. #OpenTheBorder

Visit OpenUsCanBorder.ca today & write a letter to your local MP

A graphic for the 'OPEN THE U.S.-CAN BORDER' campaign. It features the organization's logo, social media icons, and the website 'www.hnl.ca'. The text reads 'Thank you' and 'Canada needs a plan. #OpenTheBorder'. At the bottom, it says 'Visit OpenUsCanBorder.ca today & write a letter to your local MP'.

HOSPITALITY
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#TourismCounts
#TourismWeek

I PLEDGE TO TRAVEL IN CANADA

A graphic for the 'I PLEDGE TO TRAVEL IN CANADA' campaign. It features the organization's logo, social media icons, and the website 'www.hnl.ca'. The text reads '#TourismCounts' and '#TourismWeek'. In the center, there is a circular graphic with a red maple leaf and the text 'I PLEDGE TO TRAVEL IN CANADA'.

HOSPITALITY
NEWFOUNDLAND & LABRADOR

As of June 23rd, 2021,
Newfoundland and Labrador will
re-open to Atlantic Canadians
without testing or self isolation.

A graphic with a scenic background of a coastal town. The text reads 'As of June 23rd, 2021, Newfoundland and Labrador will re-open to Atlantic Canadians without testing or self isolation.' The organization's logo is in the top right corner.

ADVOCACY



COMMUNICATIONS



**BUSINESS
LIQUIDITY**



**INDUSTRY
SURVIVAL**



**RESPONSE
PROGRAMS**



**CONSUMER
CONFIDENCE**



ACCESS



**OPEN NL FOR
TOURISM**



**HR LABOUR
POOL**

*Photo Credits -
Newfoundland and Labrador Tourism
Castle Shaped Iceberg off
Cape Spear, Avalon*



ELECTION READINESS

2021 was also an election year at every level of government – municipal, provincial, and federal. Hospitality NL met with candidates and party leaders at the municipal, provincial and federal levels to highlight the concerns of industry operators to ensure their needs were not overlooked, and to stress the significant and positive impact the industry has on our economy. To prepare our members for the election, we organized a virtual provincial election town hall and developed an election toolkits and briefing notes for our members to help promote the needs of the industry to their respective candidates. We remain committed to promoting the best interests of the industry and our members and charting a path into the future in a post-pandemic world.

THE COALITION OF HARDEST HIT BUSINESSES

The Coalition of Hardest Hit Businesses is comprised of organizations in the tourism, travel, hospitality, arts, festivals and business event sectors that collectively employ almost two million people. Upon its formation in 2020, Hospitality NL joined as a partner. Through our collective advocacy, we were pleased to see some of our policy recommendations, including the Highly Affected Sectors Credit Availability Program (HASCAP), enacted. In 2021, we continued to work alongside our coalition partners to advocate for policies to help stabilize the industry.

Photo Credits -

*Newfoundland and Labrador Tourism
Castle Shaped Iceberg off Cape Spear, Avalon*

HOSPITALITY NL ADVOCACY AT A GLANCE

MEETINGS

OVER 437

63 EMAILS

COVID-19 RECAP

EMAIL

729 SUBSCRIBERS

29 ONE INDUSTRY
SESSIONS COMPLETED



45

**LETTERS OF OFFICIAL
CORRESPONDENCE**

38

**NL TOURISM INDUSTRY
IMPACT SURVEYS**



Photo Credits -
Newfoundland and Labrador Tourism

PROVIDING RESOURCES

Since the beginning of the pandemic, there has been a keen interest in research and knowledge among tourism operators. Hospitality NL prioritized that demand and provided resources and information to our members. As the pandemic evolved, so too did government rules and regulations. Hospitality NL kept our members informed through email when important government announcements were made and resources/supports became available. Ultimately, this resulted in Hospitality NL distributing a large volume of information and resources at a highly advanced level, and holding over 30 informative webinars during the year.

BUILDING COMMUNITY

Building a community is bringing together people who share a common belief. Communities, however, will dissipate if neglected. A community requires nourishment and dedication from its members through sharing of knowledge. That is why Hospitality NL continued to produce its "One Industry" sessions, facilitated by sector-specific tourism business leaders. During these sector-specific virtual conversations, opportunities and challenges were discussed and resulted in collaborative solutions which helped maintain the tourism community. In 2021, Hospitality NL held 29 One Industry Sessions.

2022

BUILDING CONSUMER CONFIDENCE

Several conversations with key leaders on post pandemic recovery focused on creating a tourism recovery public relations campaign that would highlight the value of this sector. Hospitality NL responded with the **We Are Tourism** campaign in 2021, which was supported and funded by the provincial and federal governments. Phase one of the campaign was developed to:

- Raise the profile of, and put a face to, Newfoundland and Labrador's tourism industry;
- Instill in the hearts and minds of all Newfoundlanders and Labradorians that the tourism industry is not only economically valuable to the province (and to the many people it employs), but it also plays a key role in improving the quality of life for everyone; and
- Help residents understand the breadth of the industry and the far-reaching impact it has... and to simply care.

Hospitality NL is now building on this momentum and preparing for Phase 2. Phase 2 highlights human resources opportunities within tourism to help the industry in its effort to emerge stronger than ever from the pandemic.

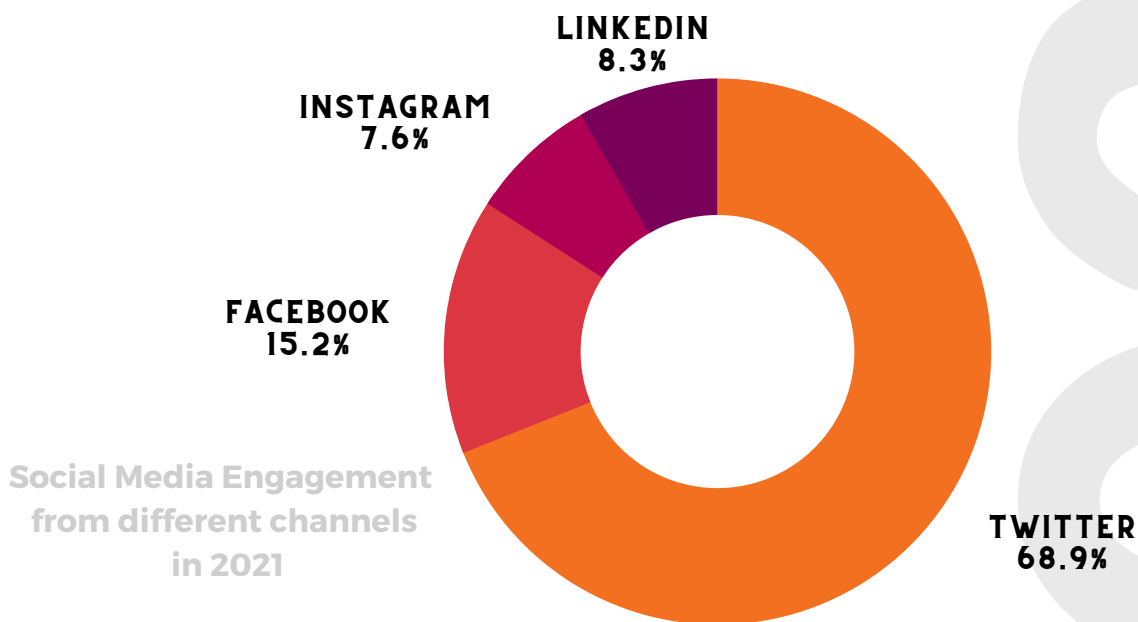


Follow us on Social Media



*Photo Credits -
Newfoundland and Labrador Tourism
Cavendish Fishing Sheds, Avalon*

SOCIAL MEDIA PRESENCE



A major component of Hospitality NL's communications efforts is social media, and we are committed to evolving our social media strategy as industry and technology develops.

During the pandemic, social media has been an important conduit for information to both members, the public and the media. Hospitality NL has official accounts on Twitter, YouTube, Facebook, LinkedIn and Instagram. Hospitality NL's:

- Twitter page has 14,900 followers;
- Facebook page has 3,277 likes and 4,667 followers;
- Instagram page has 1,635 followers; and
- LinkedIn page has 1,799 followers.

Follow us on Social Media



Reach

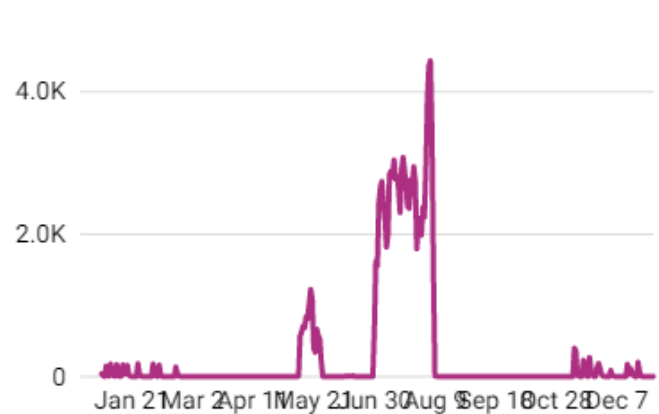
Facebook Page Reach ⓘ

329,883 ↑ 137.1%



Instagram Reach ⓘ

38,705 ↑ 7.8K%



MEMBERS **1st**

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, Arts and Recreation; Department of Industry, Energy and Technology; Municipalities NL; Industry, Science and Economic Development Canada; Atlantic Canada Opportunities Agency; representatives from the transportation sector (Gander International Airport, St. John's International 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, relevant developments regarding COVID-19.

Board of Directors Meetings

The Hospitality NL Board of Directors continue to meet frequently to discuss the impact of COVID-19 on the tourism industry, and develop strategic plans to inform and influence policymakers and industry guidelines.

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 have now moved into 2022, we are working with Brain Trust Consulting to shift our focus to recovery and restarting, reimagining and remaking the future of tourism.

To help tourism businesses and attractions navigate the turbulent waters caused by COVID-19, a new, enhanced and coordinated series of activities designed to chart a new course towards sustainability and success was implemented. Those who lead tourism destination management, marketing, skills and knowledge development and advocacy, along with a group of tourism industry leaders, embarked on a coordinated effort to ensure the province's tourism industry recovers and grows over the long-term. The new feedback portal, "Charting a Course Forward - 2022-2026," was developed in response.



*Photo Credits -
Newfoundland and Labrador Tourism
Newtown, New-Wes-Valley, Central*

ADVOCACY & COMMUNICATIONS

PREMIER'S ADVISORY COUNCIL ON TOURISM

Like 2020, Hospitality NL had a seat on the Premier's Advisory Council on Tourism (PACT) and helped support its activities.

The main objectives of the Council will be to develop recommendations for short-term actions and initiatives to support the tourism sector during the continuing pandemic restrictions; to develop recommendations on strategic activities and actions that will support the industry as COVID-19 restrictions are relaxed and into the future; and, to provide advice and support to the Tourism Board for the renewal of the province's tourism vision and strategy.



POLICY PRIORITIES

Since the start of the pandemic, Hospitality NL focused on promoting policies that would help our members and their operations weather the storm. The pandemic created immense financial challenges for tourism operators, and the challenges spilled over into 2021. As a result, financial supports remained Hospitality NL's top priority.

To address this pressing need, we tirelessly advocated to all levels of government for extensions and adjustments to financial support programs such as the Canada Emergency Wage Subsidy (CEWS); Canada Emergency Rent Subsidy (CERS); Tourism Relief Fund, Canada Emergency Business Account (CEBA); Regional Relief and Recovery Fund (RRRF); Tourism and Hospitality Recovery Program; Hardest-Hit Business Recovery Program; Canada Recovery Hiring Program; and The Highly Affected Sectors Credit Availability Program (HASCAP). Provincially, we advocated for continued funding of the Tourism and Hospitality Support and the Artist Support Programs, and interest and repayment relief for repayable loans.

With the development, approval and roll-out of a COVID-19 vaccine, it was important to ensure tourism operators were prepared for the expected loosening of restrictions and the arrival of potential visitors. As a result of this development, aligning reopening with other provinces, clarifying vaccine mandates and the effective roll out of the NL VaxPass and access to and around the province became integral policy issues. This required frequent liaising with the provincial government and other stakeholders. We are currently focusing on projecting the needs of the industry and advocating for continued relief and recovery measures to help our industry rebound, grow and ensure a sustainable future.



*Photo Credits -
Newfoundland and Labrador Tourism*

TRANSPORTATION & SENSE OF ARRIVAL

Access and transportation remains a major strategic priority for the growth of the tourism industry and is 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 to grow.

A positive sense of arrival is the welcome and warmth people feel once they reach their destination. Making this immediate impression is important to help the industry meet and exceed guests' expectations. Additionally, transportation, including roads, signage, trails and pedestrian infrastructure are all important 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.

TRANSPORTATION & SENSE OF ARRIVAL

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 sector, but for all residents and industries. Affordable travel and reservations with Marine Atlantic remains an important policy issue. 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 to enable long-term planning. We remain 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, attracting investment, economic development and tourism. Expected federal and provincial investments in provincial airports, loosening of travel restrictions and the arrival of new, low cost carriers is good news for air travellers and increased visitation to the province.

Hospitality NL continues to aggressively advocate for initiatives in our Air Action Plan

and other measures which provide a safe increase of access to this province with our partners at the airport authorities, the Department of Tourism, Culture, Arts and Recreation and others across the province. Addressing issues of access and transportation is essential for any strategy to recover and grow tourism in the province.

Rental Cars

Travel in and around the province is equally important as access to the province. If potential visitors cannot find a rental car, it is unlikely that Newfoundland and Labrador will be a favoured destination. Currently, there is a global shortage in rental cars. This is mostly due to a shortage in computer chips, which are a key component in modern vehicles. Additionally, earlier in the pandemic, car rental companies sold off their fleet and are now trying to restock them.

Hospitality NL has brought rental car companies and the government together to discuss solutions. In the immediate term, a creative solution is required and we are working with stakeholders to address supply issues.



SKILLS & KNOWLEDGE

Sustaining a community also rests on building knowledge within it. 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 helps operators improve their service delivery and professionalism. In 2021, Hospitality NL's "Rebuilding a Dynamic Tourism Workforce for Newfoundland and Labrador" project was launched to assist with recovery by providing resources, support and learning opportunities for businesses in the tourism and hospitality sector.

Hospitality NL hosted training and educational sessions specifically designed for tourism organizations. These sessions included training from established programs such as the Laurentic Forum, Emerit, Clean it Right, Service First, Service Best, Responsible Alcohol Service and Food and Beverage workshops, with 3,173 people taking advantage of these learning opportunities.

COVID-19 ONLINE LEARNING RESOURCES

To provide businesses with information regarding government supports, Hospitality NL produced webinars and events for members to learn how government programs can support their businesses during the pandemic. These webinars included:

- Building Your Business: Working With Atlantic Canada Receptive Tour Operators;
- Standing Still is NOT an Option;
- The Future of Human Resources; and
- Tourism Product Development Opportunities During COVID-19 and Beyond.



A GLIMPSE OF HOSPITALITY NL'S SKILLS & KNOWLEDGE



Dale Holloway
Supervisor
Clarenville Tourism Visitor Information Centre

Newly Certified!

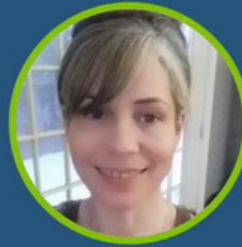


emerit.ca

Canada's Best Online Tourism
and Hospitality Training



Proud purveyor of the best training
& certification products to tourism professionals
across the globe, like Bridgett Sheppard
of Corner Brook.



Bridgett Sheppard
Director of Housekeeping - The Glynmill Inn

Canada's Best Online Tourism
and Hospitality Training

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Trina Clarke
Housekeeping Room Attendant
Anchor Inn Hotel and Suites, Twillingate, NL

Newly Certified!



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and Hospitality Training



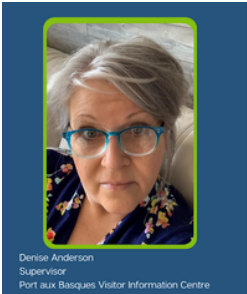
CLEAN IT RIGHT

CLEAN IT RIGHT TRAINING

The goal of this program is to increase the safety of guests, visitors and the workforce in the tourism, hospitality and retail industry. This will help reassure customers who may be hesitant to travel, shop, and eat out during the post-COVID-19 period. The Clean it Right program is still available free of charge for Newfoundland & Labrador tourism businesses/organizations who meet the criteria.

EMERIT

Hospitality NL partners with Emerit to offer several training opportunities for tourism businesses and employees. 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.



Denise Anderson
Supervisor
Port aux Basques Visitor Information Centre

Newly Certified!



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Tammy Adams
Tourism Visitor Information Counsellor
Argentea Tourism Visitor Information Centre

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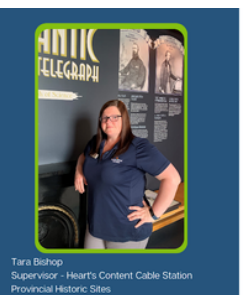
Michelle Clark
Tourism Visitor Information Counsellor
Port aux Basques Visitor Centre

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Tara Bishop
Supervisor - Heart's Content Cable Station
Provincial Historic Sites

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and Hospitality Training

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. In partnership with the Newfoundland and Labrador Liquor Corporation, Hospitality NL offers this program across the province via online learning.

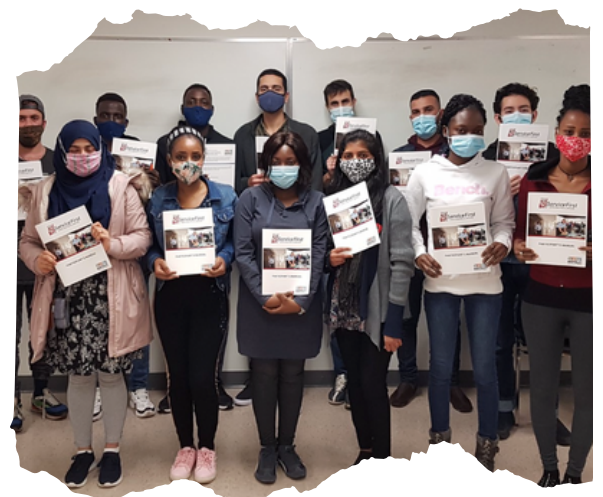


Service Best

NEWFOUNDLAND & LABRADOR

SERVICE BEST & SERVICE FIRST

To survive and prosper, businesses need to be competitive and a leader in customer service. These workshops focus on techniques businesses can use to set itself apart and be a leader in customer service.



Service First

NEWFOUNDLAND & LABRADOR

MEMBERSHIP & NETWORKING

Hospitality NL has been at the forefront of the provincial tourism industry for 38 years. Members of Hospitality NL can take pride and satisfaction knowing they are part of a group that has their best interests in mind.

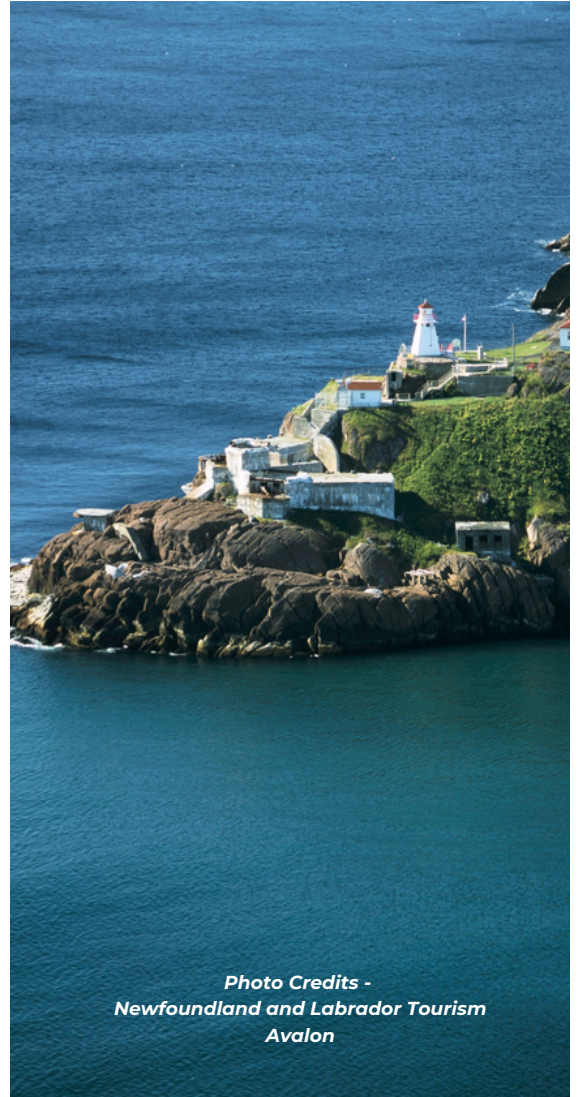
Membership provides operators with countless benefits through our constant advocacy efforts, innovative educational tools and resources, communication networks, networking opportunities and discounts on numerous services and products.

FEES

Hospitality NL was pleased to offer a 50% reduction in membership fees for 2021 for tourism specific members. We recognized the lock downs, capacity reductions and travel bans disproportionately hit our industry hard, and wanted to reduce the financial burden our members were facing. This was done while continuing to deliver the high-quality services and products our members expect.

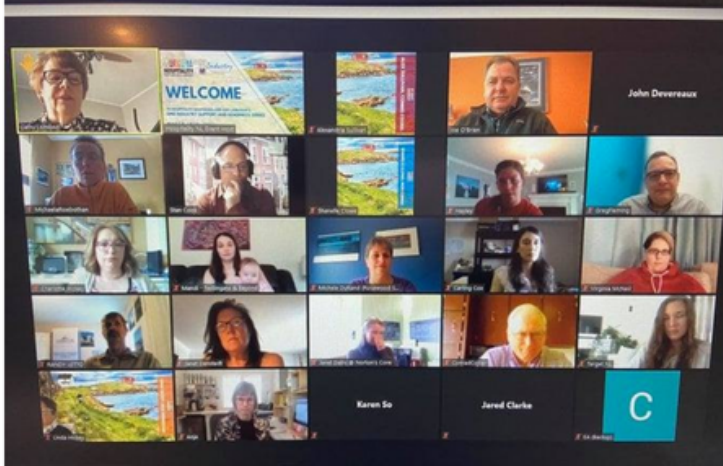
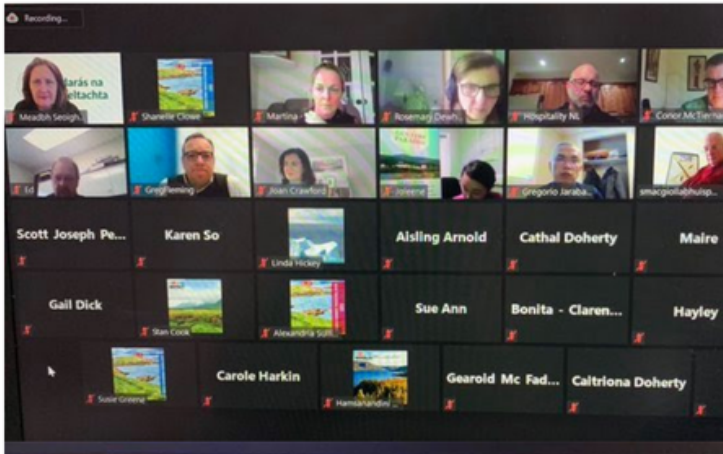
TOURISM AWARENESS MONTH

To comply with public health regulations, Hospitality NL hosted several virtual events to bring the industry community together. A virtual AGM and Board elections were held in March. In May we held several virtual Tourism Awareness Month events, including a FUN night. This provided a unique way to learn, network and develop new opportunities for the industry. Keeping with tradition, Hospitality NL hosted its annual Tourism Excellence Awards Gala - this time virtually.



*Photo Credits -
Newfoundland and Labrador Tourism
Avalon*

Membership & Networking



Eva Gutsche
STEM Marketing and Consulting Inc



2021

NETWORKING EVENTS



HOSPITALITY
NEWFOUNDLAND & LABRADOR

**ATTRACTING, ENGAGING, AND
RETAINING EMPLOYEES**



Workshop

#SmallBusinessWeek

**Support small
businesses**

#ShopLocal



Canada



GET TO KNOW WHO'S TRAVELLING THIS SEASON




Michaela Roebothan

WEBINAR
Update on New Canada Recovery Hiring Program and Extension of Business Support Programs



June 29, 2021






TORNGAT MOUNTAIN BASE CAMP & RESEARCH STATION

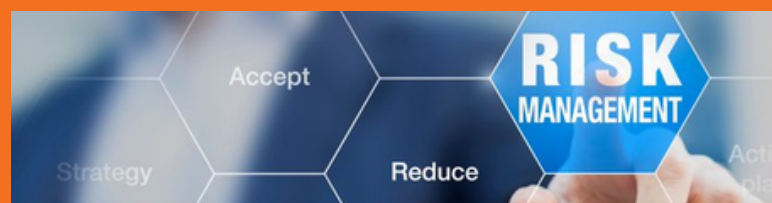


Tourism Workforce Recovery

Philip Mondor
President & CEO



Tourism HR
Canada

RISKY BUSINESS: A CONVERSATION AND DISCUSSION AROUND UNDERSTANDING RISKS AND EXPOSURES IN A TOURISM/HOSPITALITY BUSINESS





MEMBERSHIP ENGAGEMENT TEAM

Since the pandemic hit, Hospitality NL staff reached out to each individual member by phone to discuss their current, predicted and anticipated challenges with COVID-19. In 2021, our staff contacted over 400 tourism businesses. This feedback continues to provide important data which helps understand COVID-19's impact and guide our advocacy, supports and resources.

WORKING FOR YOU IN 2021 AND BEYOND

Like 2020, 2021 was a year of challenges and uncertainty. As we enter in a post-pandemic world, our staff will continue to advocate for you and your business. The past two years has put the tourism industry in a precarious position. However, the strength and resilience of our members has been inspiring and will help us chart a path forward together, as we help reimagine and remake the future of the tourism 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.



INITIATIVES



LAURENTIC FORUM

2nd-3rd-4th
November 2021
Contributors
from

Ireland

Newfoundland
& Labrador

Iceland

North Norway



Forum Speakers

Dale Jarvis
Dr. Darrell Mallowney
Charlotte Teresa Weber
Dr. Glenn Nolan
Nils Kristian Sørheim Nilsen
Kleiven Kandal
Janni Ekrem
Jason Whooley
Karl Bonner
Stein Arne Rånes
Joanne Gaffney
Majbritt Bolton-Warberg
Jón Garðar Steingrímsson
Minister Charlie McConalogue
Iris G. Petten
Dr. Paul Winger
Conor McTeirnan
Margaret Storey
Sigrid Engen

REGISTER ONLINE AT:
www.laurenticforum.com

2021

VIRTUAL INDUSTRY FUN NIGHT



HOSPITALITY
NEWFOUNDLAND & LABRADOR

INDUSTRY FUN NIGHT

Thursday May 27, 2021

7:00 pm - 9:00 pm NDT

6:30 pm - 8:30 pm in parts of Labrador

DANCE ON CAM LIKE NO
ONE'S WATCHING



PARTNERS



Parks
Canada

Parcs
Canada



We are tourism.



**We Are
tourism.**



WORKING FOR YOU!

Hospitality NL Team

Craig Foley, Chief Executive Officer

Juanita Ford, Chief Operating Officer

Karen So, Accountant

Greg Howard, Director of Advocacy, Research and Communications

Linda Hickey, Manager of Membership Engagement and Development

Susie Greene, Membership Coordinator

Minerva King, Operations Coordinator

Beth Kelly, Workforce Development Coordinator

Manpreet Kaur, Workforce Development Coordinator

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Chat with us on our Social Media Accounts -



WEBSITE

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