

# 2022 **ANNUAL** REPORT

**VISION FOR THE FUTURE**



**HOSPITALITY**  
NEWFOUNDLAND & LABRADOR

1-800-563-0700

[hnl.ca](http://hnl.ca)

71 Goldstone Street  
St. John's, NL

# WHO IS



# ?

**As the provincial tourism industry association, Hospitality Newfoundland & Labrador is responsible for representing tourism interests, taking action on behalf of tourism businesses, and fostering positive measures that help the industry grow and prosper.**

Since 1983, Hospitality NL has been focused on advocacy work promoting and supporting policies, empowering the industry with ever-evolving skills & knowledge, and promoting a strong membership network.

In 2022, Hospitality NL celebrated 39 years of serving the hard-working, passionate, and innovative members of the province's tourism industry. The association works closely with all tourism stakeholders, including private industry, regional destination management organizations, national tourism partners, suppliers, 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 & Labrador Tourism Board, a private-public partnership dedicated to action Vision 2026 initiatives, ensuring our industry Transitions, Transforms, and Thrives now and into the future.





# MESSAGE FROM THE CHAIR



**Dear members and partners,**

I am so proud to present to you the 2022 Hospitality NL Annual Report. This is my final report as Chair of the Board of Directors and it was so bittersweet to reflect on all of the work we have accomplished in the last year on behalf of our members.

With (hopefully) the last of the pandemic lockdowns behind us in 2022, the tourism industry has continued to adapt to yet another new reality: tourism post-COVID-19. By engaging our members, and working with our public and private partners, Hospitality NL conducted research over the course of 2022 on the top issues affecting the industry today, and what needs to be done to address them. The results can be found in Vision 2026: Transition. Transform. Thrive., a new strategic plan to support and guide the recovery of Newfoundland & Labrador's tourism industry.

In the pages ahead, you'll see the work we've been doing in advocacy, skills & knowledge development, and membership networking to action the strategy of this Vision and help ensure our industry regains its footing in the global market.

A network of largely small businesses, our industry has always had to work together to achieve success. Newfoundland & Labrador's tourism operators hold more power and are more effective when united, so it seems fitting that in 2023 we will be marking Hospitality NL's 40th Anniversary with the theme of Stronger Together. I know I speak on behalf of our Board of Directors and Staff when I say we can't wait to celebrate the strength and longevity of our industry together in the year to come.

**Thank you,**

**Brenda O'Reilly**  
**Chair, Hospitality NL**

# NEWFOUNDLAND & LABRADOR TOURISM

## AT A GLANCE

**2,400**

**TOURISM-RELATED BUSINESSES IN NL**

**78%**

**OF WHICH ARE SMALL BUSINESSES**

**\$1.2**  
**BILLION**

**20K**

**TOURISM-RELATED JOBS**

TOURISM INDUSTRY

**9.4%**

**OF ALL JOBS IN NL ARE IN TOURISM**

That's as many as in agriculture, fishery, forestry, and aquaculture combined!

**500+**

**HOSPITALITY NL MEMBERS**

# 2022 AT A GLANCE

THE TOP ISSUES AFFECTING TOURISM BUSINESSES ARE:

**DEBT SERVICING**



**LABOUR SHORTAGE**



**INFLATION**



WHAT WE  
**HEAR**  
FROM  
**YOU!**

**ACCESS**



**AFFORDABLE HOUSING**







# TRANSITION. TRANSFORM. THRIVE.

## VISION 2026

**As the collective voice of the tourism industry and a member of the Newfoundland & Labrador Tourism Board, Hospitality NL has been extensively involved in the development of Vision 2026.**

In 2022, we engaged tourism operators and stakeholders from all sectors across the province through surveys, town hall meetings, and consultation sessions, to identify the top issues affecting tourism businesses and to collect your feedback.

This evidence-based approach informed our process in the development of this new Vision. Hospitality NL remains committed to working hard for the Newfoundland & Labrador tourism industry to ensure we Transition, Transform, and Thrive into 2026 and beyond.

# TOURISM POLICY AND RECOGNITION

**A key part of Hospitality NL's role is to advocate for fair and effective policies**

that allow the industry to prosper, and to promote tourism in the province as a force to achieve strong economic, socio-cultural, and environmental benefits.

To achieve this, Hospitality NL fosters meaningful relationships with public and private decision-makers, opening the door for communication and action.



# In 2022, Hospitality NL advocated to all levels of government on issues and policies such as:

## **Unlicensed accommodations, the affordable housing shortage, and the Tourism Accommodations Act**

The impact an unlevelled playing field has on licensed accommodations businesses, and how short-term rentals impede businesses from attracting and retaining labour.



## **Ending COVID-19 lockdown restrictions and enforcement of the Public Health Protection and Promotion Act**

Allowing operators to re-open and get back to business.

## **Enhancing federal and provincial subsidy programs for businesses such as CEWS and RRRF**

Providing tourism businesses relief from the financial strain of lockdowns.



## **The labour shortage and changes to Immigration policies under the Provincial Nominee Program**

Making it easier for employers to hire immigrants and temporary foreign workers.

## **Various cost-saving measures for businesses, such as the removal or reduction of:**

- Health & Post-Secondary Education Tax;
- Processing fees for HST collection;
- Provincial tax on commercial insurance;
- NLC fees; and
- Municipal taxes.



# ACCESS



**Slow to recover following the impacts of COVID-19, access to and around Newfoundland & Labrador is a major strategic priority for Hospitality NL.**

The tourism industry's ability to be competitive in a global market heavily depends on the availability of access through an efficient and affordable multi-modal transportation system. Hospitality NL is committed to working with our partners and all levels of government on provincial transportation initiatives.



# How did Hospitality NL work to advance access in 2022?

## Air Access

Air access is vital to Newfoundland and Labrador's economic future. The province is highly dependent on its air transportation network for leisure and business travel, attracting investment, economic development and tourism. Completed in 2021, Hospitality NL's Air Access Action Plan presented a comprehensive overview to improve access to the province. In 2022, we continued to work with our partners in government and the provincial airport authorities on the implementation of the action plan's strategies.



## Marine Atlantic Inc.

A primary gateway for visitors, Marine Atlantic Inc. continues to be an essential partner for Newfoundland & Labrador's tourism industry. Affordable travel and reservations with Marine Atlantic remains an important policy issue. Hospitality NL continues to advocate to the Federal Government on lowering the cost of recovery, and that 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



## Ground Transportation

The availability of rental vehicles is crucial to tourism in Newfoundland & Labrador. Visitors depend on rental vehicles to travel in and around the province, and 2022's nationwide rental vehicle shortage threatened our recovering industry. To supplement this shortage during the peak season, Hospitality NL facilitated discussions between key stakeholders to encourage alternate ground transportation services. Hospitality NL was instrumental in bringing the Turo platform to the province in April of 2022.



# EMPLOYMENT

**Across all sectors, the tourism industry employs over 20,000 people in Newfoundland and Labrador, attributing to 9.4% of the provincial workforce.**



A major driver of the Newfoundland & Labrador economy, it is vital that the tourism industry is supported with effective workforce planning, policies, and collaborative approaches to improve worker attraction and retention. Through Hospitality NL initiatives, significant action was taken to address labour issues affecting the industry in 2022.





# Hospitality NL's 2022 workforce development initiatives include:

## Hospitality NL's Reskill Project

This three-year project to reskill non-tourism sector workers for jobs in the industry was completed in 2022. An innovative approach to employing individuals in rural Newfoundland and Labrador, the Reskill Project worked to build the capacity of tourism operators, and created solutions for tourism labour market shortages.

Unemployed individuals pursuing work in the tourism industry were given professional training opportunities, self-directed learning, and on-the-job development with tourism operators in a safe, flexible, and supportive space, and encouraged to explore their livelihood potential in rural parts of the province.

The Reskill Project was funded by the NL Workforce Innovation Centre (NLWIC). Funding for NLWIC is provided by the Department of Immigration, Population Growth and Skills (IPGS) under the Canada-Newfoundland and Labrador Labour Market Development Agreement.



## Hospitality NL's Workforce Recovery Project

Hospitality NL's Workforce Recovery Project was developed with support from the Newfoundland & Labrador government to rebuild a dynamic Newfoundland and Labrador tourism workforce post-COVID-19. In 2022, Hospitality NL undertook several labour-related initiatives with the goals of recovery, retention, and resilience, including:

- Tourism Job Board;
- Job-match Screening Tool;
- Job Fairs;
- Skills Match Program;
- HR Webinars;
- Mentorship Programs;
- NL Tourism Workforce Action Plan
- We Are Tourism



# 2183 people took advantage of Hospitality NL's Skills & Knowledge Development Programs in 2022!

## **Service First & Service Best Customer Service Training — Completed by 385 participants in 2022**

These workshops teach participants how to create memorable customer experiences, identify and respond to customer needs, and turn dissatisfied customers into loyal fans.



## **Serve Responsible NL Alcohol Training — Completed by 75 participants in 2022**

Employers and employees roles in the service of liquor can be risky. They should be prepared to make informed choices when they sell, serve, or offer these products, while continuing to provide a positive environment for their patrons, and a professional image of the Tourism industry.

## **Webinars, workshops, and other online learning — Completed by 1,159 participants in 2022**

From immigration & temporary foreign worker webinars to virtual forums on sustaining coastal communities, training videos, and more, Hospitality NL's Skills & Knowledge Development Programs have benefitted over a thousand tourism business operators and employees throughout the year.



## **2022 Conference & Trade Show — Attended by 347 delegates in 2022**

With presentations, learning sessions, and panel discussions on topics such as climate change's impact on tourism, embracing multiculturalism in the workforce, and an inspirational keynote address on leadership and innovation, the 2022 Hospitality NL Conference & Trade Show was designed to empower delegates with the skills & knowledge necessary to compete in the global market.

# In 2022, Hospitality NL launched Phase Two of the We Are Tourism campaign.

## We Are Tourism

In 2021, Hospitality NL launched the We Are Tourism campaign, an effort to put a face to tourism and raise the profile of the industry. Phase 1 of the campaign focused on establishing the tourism industry as not only economically valuable to the province and to the many people it employs, but also showcasing the vital role it plays in improving the quality of life for all.



## Phase 2

Throughout 2022, phase 2 of the campaign has focused on highlighting human resources opportunities within tourism. In promoting the benefits of working in Newfoundland & Labrador's tourism industry, the goal is to drive public interest in dynamic career and business investment opportunities, supporting the industry as it regains its footing following the pandemic.

“  
In tourism  
you can find  
year-round  
opportunities,  
not just  
seasonal  
careers.”

HOSPITALITY  
NEWFOUNDLAND & LABRADOR

## Results

Consisting of Television, Radio, Digital Video / Display, and Paid Social, the 8-week 2022 paid advertising portion of the campaign reached more than 90% of Newfoundlanders and Labradorians, delivering a total of 27,116,092 views from individuals aged 18 years and older.







Rainbow  
Registered

# DIVERSITY, INCLUSION, & WELL-BEING

**Newfoundland & Labrador's tourism industry is responsible for welcoming the world to our province. Through tourism business policies, HR practices, and customer service, it is vital that diversity, inclusion, and well-being are prioritized to make employees and guests feel accepted and safe.**

In 2022, Hospitality NL worked with diverse industry partner organizations and conducted training and information sessions to foster understanding and acceptance within the industry. Tourism operators, employees, and other stakeholders must be able to connect with people of different ages, genders, sexual orientations, disabilities, socioeconomic statuses, and belief systems to ensure success in an ever-changing world.



# How Hospitality NL supported diversity, inclusion, and well-being in tourism in 2022:

## Accessibility

With a presence on the provincial government's Accessibility Standards Advisory Board under the province's new Accessibility Act, Hospitality NL is working directly with the Minister Responsible for the Status of Persons with Disabilities on developing priorities for the establishment of accessibility standards, the content of accessibility standards and the time periods for their implementation.



## Culture & Race

Through our partnership with the Association for New Canadians, Hospitality NL works to support newcomers to the province with skills training and job-matching programs. Each year, ANC awards the Hospitality NL International Ambassador Award, championing a Hospitality NL member who excels in providing culturally inclusive service to newcomers and visitors to Newfoundland and Labrador.

The 2022 Hospitality NL International Ambassador Award winner was the Murray Premises Hotel!

## Gender Identity & Sexual Orientation

Through our relationship with Canada's LGBT+ Chamber of Commerce, Hospitality NL has been working to advance the understanding and acceptance of, and promote support for the 2SLGBTQ+ community. In 2022, Hospitality NL, in partnership with CGLCC, provided our members with free diversity and inclusion training, and the opportunity to be Rainbow Registered<sup>®</sup> accredited.



## Indigenous Partnerships

Through our partnership with the Indigenous Tourism Association of Canada, we join in their vision for a thriving Indigenous tourism economy, sharing authentic, memorable, and enriching experiences.

Hospitality NL is proud to support the Newfoundland & Labrador Indigenous Tourism Association, an Indigenous-led group of dedicated people passionate about the Indigenous tourism potential in the province in their work to conserve and promote Indigenous culture, knowledge, and places in Newfoundland & Labrador through leadership and support for community-led, grassroots tourism.



# SUSTAINABILITY OF NATURAL AND CULTURAL ENVIRONMENT



Webinar

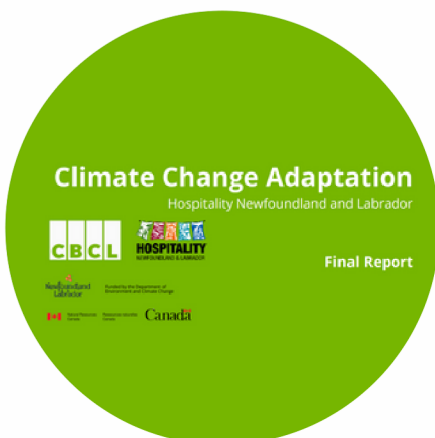


CLIMATE CHANGE  
IMPACTS ON  
OUTFITTING  
BUSINESSES

**Newfoundland & Labrador tourism heavily relies on the majesty of our natural environment and appeal of our unique cultural attractions.**

As tourism operators, we know that visitors choose this province and our businesses to experience our people, place, and culture, so it's

our duty to respect and protect these precious natural and cultural assets. This is why Hospitality NL has developed our Climate Change Adaptation and Marine Spatial Planning projects for tourism operators.





# Hospitality NL's Climate Change Adaptation & Marine Spatial Planning projects:

## Marine Spatial Planning

Hospitality NL is pleased to partner with Fisheries and Oceans Canada, the Provincial Government, as well as Indigenous Governments and Organizations, coastal communities, and others to foster a Marine Spatial Planning (MSP) initiative adjacent to Newfoundland and Labrador. Marine spatial planning is a process for managing ocean spaces to achieve ecological, economic, cultural, and social objectives.



## Climate Change Adaptation Project

In partnership with the Department of Tourism, Culture, Arts and Recreation, Hospitality NL lead a three-year project with the support of Natural Resources Canada and the provincial Department of Environment and Climate Change, to increase education and awareness in the sector regarding the effects climate change will have on the tourism industry and to assist business owners in identifying risks and developing adaptation measures for their businesses and regions.

Through research, education, and awareness, the project will enhance understanding of the impacts of climate change and why this is important to the tourism sector. The project is focused on outfitting, marine-based tourism experiences, and winter tourism.



## Tourism Beyond COVID-19

In November 2022, Hospitality Newfoundland and Labrador completed its research paper, titled "Tourism Beyond COVID-19 – Climate Change Adaptation project for Hospitality Newfoundland and Labrador." The report provides a high-level summary of provincial climate projections and key impacts the industry will face over the coming decades as a result of climate change.





# NETWORKING & EVENTS

**One of the benefits of a Hospitality NL membership is access to a network of over 500 tourism professionals.**

2022 events like the 38th annual Hospitality NL Conference & Trade Show, and Holiday Reception, provided networking opportunities with tourism business operators, suppliers, and key decision-makers.



# The 2022 Tourism Excellence Awards Gala

The Tourism Excellence Awards honour Newfoundland and Labrador's exceptional tourism industry operators, employees, and partners who demonstrate passion, innovation, dedication, and ingenuity in their tourism endeavors. The 2022 awards were presented at the Tourism Excellence Awards Gala during the 38th Annual Hospitality NL Conference & Trade Show in St. John's.

## 2022 Tourism Excellence Awards Recipients

### **CBDC Tourism Business Award of Excellence**

Winner: Grates Cove Studios, Grates Cove

### **H. Clayton Sparkes Accommodator Award of Excellence**

Winner: Kilmory Resort, Swift Current

### **Tourism Champion Award**

Winner: Rugged Edge ATV & Snowmobile Rentals & Tours, Corner Brook

### **BDC Tourism Innovator Award**

Winner: Perchance Theatre, Cupids

### **Tourism Corporate Partner Award**

Winner: E.C. Boone Ltd., St. John's

### **Cultural Tourism Award**

Winner: Sullivan's Songhouse, Calvert

### **Bed & Breakfast Award of Excellence**

Winner: George House Heritage B&B, Dildo

### **Sustainable Tourism Award (Parks Canada)**

Winner: Fishing for Success, Petty Harbour





# CORPORATE SPONSORS

**Thanks to the support of our Corporate Sponsors, we're able to ensure Hospitality NL can deliver on our mandate province-wide.**



Steers Insurance has been providing insurance to Newfoundland and Labradorians for nearly 100 years. They are the largest independent broker in the province. Steers will support association initiatives, offer members helpful insurance advice and exclusive access to special rates for their personal insurance.



For almost 5 decades, Eastern Audio has grown to become the leading provider of audio visual, simultaneous interpretation, concert sound & lighting, and trade show services in Newfoundland and Labrador.



What started as a renowned Atlantic Canadian flight school has grown into one of the largest independent airlines operating in Eastern Canada. For over 45 years, PAL Airlines has been safely and reliably serving Newfoundland & Labrador with scheduled flights, air charters, and air cargo services.

# 2022 HOSPITALITY NL

## BOARD OF DIRECTORS



**Brenda O'Reilly**  
Chair



**Deborah Bourden**  
Vice-Chair



**John Devereaux**  
Secretary/Treasurer



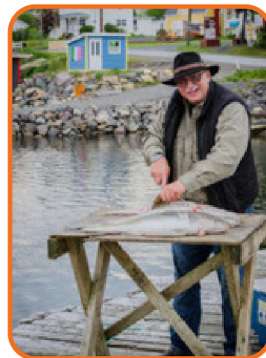
**Kelly Finlay**  
Director at Large



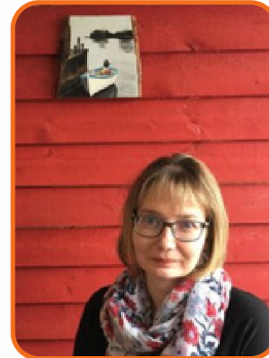
**Ed English**  
Director at Large



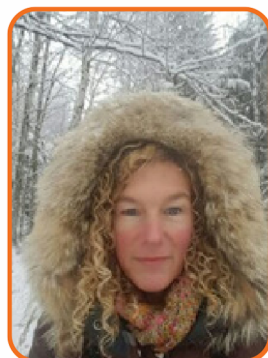
**Ian Stone**  
Director at Large



**Rick Stanley**  
Director at Large



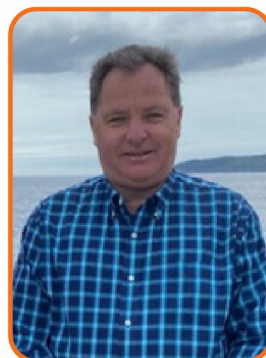
**Renee Collins**  
Director at Large



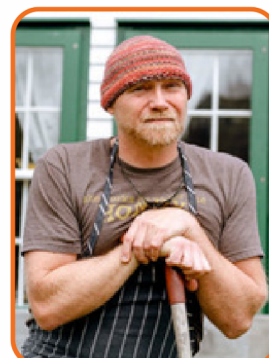
**Kimberly Thompson**  
Director at Large



**Cathy Lomond**  
Hotel/Motel  
Sector Representative



**Joe O'Brien**  
Bed and Breakfast  
Sector Representative



**Todd Perrin**  
Food & Beverage  
Sector Representative



# HOSPITALITY NL STAFF



**Craig Foley**

Chief Executive Officer



**Juanita Ford**

Chief Operating Officer



**Karen So**

Accountant



**Anna Kean**

Director, Communications,  
Research & Advocacy



**Linda Hickey**

Manager, Membership  
Engagement & Development



**Susie Greene**

Membership Coordinator



**Minerva King**

Operations Coordinator



**Manpreet Kaur**

Communications, Projects  
& Workforce Coordinator



**Amber Fitzgerald**

Projects & Events  
Coordinator

# STATEMENT OF FINANCIAL POSITION

TOURISM INDUSTRY ASSOCIATION  
OF NEWFOUNDLAND AND LABRADOR LIMITED  
OPERATING AS  
HOSPITALITY NEWFOUNDLAND AND LABRADOR  
DECEMBER 31, 2022

	2022	2021
<b><u>ASSETS</u></b>		
Current		
Cash and Cash Equivalent	\$ 1,167,910	\$ 1,379,791
Accounts Receivable	173,542	169,563
Prepaid Expenses	8,364	8,872
HST Recoverable	<u>34,499</u>	<u>10,290</u>
	1,384,315	1,568,516
Property, Plant, and Equipment	<u>22,979</u>	<u>23,243</u>
	<u>\$1,407,294</u>	<u>\$1,591,759</u>
<b><u>LIABILITIES</u></b>		
Current		
Accounts Payable and Accrued Liabilities	\$ 70,130	\$ 58,745
Deferred Revenue	<u>520,591</u>	<u>721,196</u>
	<u>590,721</u>	<u>779,941</u>
<b><u>NET ASSETS</u></b>		
Net Assets, per Accompanying Statement	\$ 794,166	\$ 789,237
Reserve Fund	<u>22,407</u>	<u>22,581</u>
	<u>816,573</u>	<u>811,818</u>
	<u>\$ 1,407,294</u>	<u>\$ 1,591,759</u>

If you would like further information on the audited financial statements for 2022  
please contact hnl@hnl.ca or call 709-722-2000

# CONNECT WITH US!

**FOR INQUIRIES OR ASSISTANCE**



@hospitalityNL  
#WeAreTourism

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