



Some past chairs of Hospitality NL



2023 ANNUAL REPORT



2023 Hospitality NL Board of Directorrs

MESSAGE FROM THE CHAIR



Dear members and partners,

I am delighted to present the 2023 Hospitality NL Annual Report, a testament to the resilience and achievements of our dynamic tourism industry. 2023 marked Hospitality NL's 40th Anniversary, celebrated under the theme "Stronger Together." This anniversary milestone is a tribute to the enduring power of our industry, and we look forward to commemorating its strength and longevity as we reflect on this remarkable year.

Emerging from the challenges of the pandemic, 2023 heralded a new era for the tourism sector – one of adaptation and recovery in a post-COVID-19 landscape. Throughout the year, Hospitality NL has diligently engaged with members and collaborated with public and private partners to conduct research on the pivotal issues shaping the industry. The culmination of these efforts is embodied in Vision 2026: Transition. Transform. Thrive, a comprehensive strategic plan that charts the course for the revitalization of Newfoundland & Labrador's tourism.

This annual report reflects our efforts in Advocacy & Communications, Skills & Knowledge development, and Membership Networking, all strategically aligned with the Vision 2026 framework. Our commitment to unity and collaboration within our predominantly small business network is unwavering. I extend my heartfelt gratitude to our dedicated Board of Directors and Staff, whose collective efforts are shaping a bright future for Newfoundland & Labrador's tourism industry. As we continue to navigate the evolving landscape, the spirit of unity that exemplifies our 40th Anniversary celebration will guide us toward a more prosperous future.

Thank you,

A handwritten signature in black ink, appearing to read "Deborah Bourden". The signature is fluid and cursive, with a long horizontal line extending to the right.

Deborah Bourden

CELEBRATING 40 YEARS OF



Since its establishment as the provincial tourism industry association in 1983, Hospitality NL has been an unwavering force in championing advocacy, skill development, and fostering a robust membership network, contributing significantly to the growth and resilience of Newfoundland & Labrador's tourism sector.



Past Chairs of Hospitality NL

In 2023, Hospitality NL proudly celebrated its 40th anniversary, marking four decades of dedicated service to the vibrant and innovative members of our province's tourism industry. This milestone underscores the association's enduring dedication to the industry's prosperity. The theme of this year's celebration was "Stronger Together". This theme reflects the unity that has defined the hardworking, passionate, and thoughtful members of our province's tourism community since its inception.

As the leading voice for the tourism sector, Hospitality NL collaborates closely with diverse stakeholders, including private industry, regional destination management organizations, national tourism partners, suppliers, and all levels of government. Moving forward, the organization remains focused on advancing the tourism industry, fostering its success, and ensuring its long-term sustainability.

Dedicated to executing Vision 2026 initiatives and evolving through the phases of transition, transform and thrive, Hospitality NL remains at the forefront of industry advocacy.

Here's to 40 years of collective achievements and to the continued growth and sustainability of Newfoundland & Labrador's tourism industry.

ADVOCACY & COMMUNICATIONS



For Hospitality NL, access to and around Newfoundland & Labrador is a one of the top strategic priorities. The growth of the tourism industry depends on an affordable, reliable, and accessible transportation system.

In order for the tourism industry to remain competitive in a global market, creating access to an efficient and affordable multi-modal transportation system is crucial. Hospitality NL is dedicated to collaborating with its partners and all levels of government to help drive tourism accessibility and growth initiatives forward.



ACCESS & TRANSPORTATION

International Air Access Expansion

In 2023, WestJet announced a new direct flight from St. John's International Airport to London-Gatwick commencing May 2024, providing travelers with seamless access to a key tourism hub and increasing tourism from the UK to Newfoundland and Labrador. This enhanced connectivity is poised to attract diverse visitors, stimulate economic growth, and position the province as a must-visit destination.



Low Cost Access to the rest of Canada

Flair Airlines announced its plans to expand its services to Newfoundland and Labrador with non-stop flights from St. John's International Airport to Kitchener-Waterloo and Toronto-Pearson, and direct flights between Deer Lake and Toronto. These new routes offer exciting travel opportunities for tourists and contribute to the expansion of Newfoundland and Labrador's tourism network, connecting communities within the province and providing direct links to major Canadian cities.



Provincial Road Infrastructure Strategy



In March 2023, the provincial government announced a five-year investment strategy of \$1.4 billion in road infrastructure. This demonstrates a commitment to protecting our roadways from the impacts of climate change and increasing highway safety. In anticipation of the fruition of this five-year plan, Hospitality NL continues to encourage the government to maintain similar commitments to road maintenance, ensuring that tourists in the province will be able to safely travel our roadways for years to come.

Introduction of Ride Sharing to the Province

On October 23, 2023, the Government of Newfoundland and Labrador announced its new approach to ride-sharing, paving the way for these services to enhance ground transportation in this province. This development is a testament to the province's commitment to improve overall accessibility, making it easier for visitors to explore. Ride-sharing services are known for their flexibility and convenience, offering an additional layer of accessibility for tourists. Hospitality NL advocates that in order to compete with other tourism destinations we must offer the same range of ride-sharing services that travelers expect elsewhere.



Marine Atlantic & Provincial Ferry Support



With visitations to the province by vehicle on the rise, the national ferry services offered by Marine Atlantic are a critical port of entry to this province. Hospitality NL's goal remains to advocate for a reduced rate of recovery and capital reinvestment in the service by the Federal Government. Hospitality NL is also advocating for continued funding for improvements to provincial ferries through a customer service lens, including an increase in the number of voyages, expanded food and beverage services onboard, and expansion of the overall quality of customer experiences.

Other Policy Priorities in 2023

Labour

Hospitality NL has been prepping to launch the NL Tourism Workforce Action Plan in 2024. This action plan aims to enhance the perception of tourism as a positive career path, minimize barriers for entry into the tourism workforce, support HR capacity, and emphasize NL culture in the workplace.

Hospitality NL has also participated in national consultations on Immigrations Pathways, which lead to many positive changes in the programs and policies to assist tourism operators hire international workers.

As well, Hospitality NL participated in the National Tourism Labour Task Force lead by Tourism HR Canada in 2023.



Regulating Unregistered Accommodations

Unregistered accommodations pose a threat to the tourism industry's success, transformation and growth. The government's implementation of Tourism Accommodation Regulations in April 2023 is a positive step toward leveling the playing field for all accommodators. Hospitality NL is committed to supporting efforts that demand all accommodators be subject to the same registration, licensing, and taxation requirements across this province.

Expanding Employment Insurance (EI)

Many employees working in the hospitality and tourism sector, particularly in rural areas of NL, are seasonal workers. To better support seasonal workers, the Government of Canada has committed to provide up to five additional weeks of EI regular benefits to eligible seasonal workers in economic regions outside of St. John's Metro. Hospitality NL believes this decision is a positive change and will advocate for the continued maintenance and expansion of EI benefits for seasonal workers in future.



Other Policy Priorities in 2023



Tourism Growth Program

On November 20th, 2023, the Government of Canada launched a new Tourism Growth Program. In this province, the Atlantic Canada Opportunities Agency will deliver the program's funding directly to eligible tourism businesses and other organizations over the next three years. Hospitality NL is looking forward to the implementation of this program and the assistance it will offer to our industry.

Tourism Business Debt Relief

In 2023, Hospitality NL assisted the Tourism Industry Association of Canada with distribution of a nation-wide survey to better understand the levels of debt incurred by businesses over the pandemic. Many of our members continue to face challenges around repayment of COVID-19 relief programs such as the Canada Emergency Business Account, Regional Relief and Recovery Fund, and the Highly Affected Sectors Credit Availability Program. Lower cash flow continues to prevent businesses from paying off debt. Advocating for debt relief remains a paramount policy priority for Hospitality NL.



Service NL & Red Tape Reduction

Hospitality NL conducted a survey to determine tourism operators' satisfaction with Service NL, which outlined some successes, such as improved accessibility of information. However, significant challenges, including delays in permitting processes and inconsistency among inspectors, were reported. Respondents suggested solutions such as addressing staffing gaps and retaining stakeholder information. Hospitality NL continues to advocate for Service NL's improvement based on survey feedback.



Towns and Local Service Districts Act

The Provincial Government plans to enact a new Towns and Local Service Districts Act, which would provide municipalities with increased autonomy and powers, reduce the need for ministerial approval, and improve public oversight. The Act could also eliminate regressive tax authorities, increase tax revenue flexibility, and aid economic development. Hospitality NL continues to encourage the exploration of how this new Act could benefit tourism by reducing municipal tax fees on businesses as a final decision on the bill from the provincial government is looming.



SUPPORTING VISION 2026

As the collective voice of the tourism industry, Hospitality NL has been extensively involved in the implementation of Vision 2026.

Accommodations Need Assessment Project

Hospitality NL is leading an Accommodations Need Assessment project with MQO Research to understand how to best foster industry alignment between accommodators.

Quality Assurance and Market Readiness Strategy

Hospitality NL and MQO research are developing a Quality Assurance and Market Readiness Strategy to further foster industry alignment. The objective of this project is to ensure operators are ready for the tourism market of tomorrow with a standard of quality assurance that will ensure visitors have a consistent experience every step of their journey.

Equity, Diversity & Inclusion Strategy

The development of a new Equity, Diversity, and Inclusion Strategy for the sector with the help of National Atlantic, a marketing and public relations agency is a top priority. Once implemented, this strategy will help ensure Newfoundland & Labrador's tourism industry is able to welcome the world to our province, along with the diverse plurality of people that exists within it.

Leadership Review & Alignment

Hospitality NL lead the development of a new alignment process through the development of MOUs between industry and the provincial government. This evolution of a public/private model on the vision and policy issues will ensure strong partnerships among stakeholders.



SKILLS & KNOWLEDGE

2276 people took advantage of Hospitality NL's Learning Opportunities in 2023!



As part of Hospitality NL's 40th anniversary celebrations in 2023, a discounted rate of \$40 per person on our Service Best training was offered. Over 400 people took advantage of the Service First & Best training this year.

Hospitality NL is exceptionally satisfied with the success of the Service Best training discount, offered with funding support from the Government of Newfoundland and Labrador. The 40th anniversary discount was so successful that it will be available again in 2024.



NL Tourism Industry Training Programs & Resource Providers Meeting

October 23, 2023



Other Training Opportunities

In 2023, Hospitality NL's partners at Tourism HR Canada celebrated it's 30th Anniversary. During that year Hospitality NL and Tourism HR Canada have been working with industry stakeholders to update the emerit line of training resources available to the sector. These new and updated resources will be launched in early 2024.

emerit[®].ca

One of the new programs launched in 2023 was the Make Safe: Protect Your Workplace from Violence and Harassment program.

Serve Responsible NL & Clean it Right Training — Completed by over 200 participants



Serving liquor comes with a variety of risks and responsibilities for employers and their employees. Prepared to make informed choices when selling, serving, or offering these products is required. Serve Responsible NL while continuing to provide a positive environment for their patrons, and a professional image of the Tourism industry.



Created to meet the cleanliness demands of the post pandemic world, the Clean it Right program is designed to increase the safety of guests, visitors, and the workforce in the tourism, hospitality, and retail industry. This program reassures customers that they will have a safe and healthy experience while traveling, shopping, and eating out in communities.

Webinars, workshops, and other online learning — Completed by over 1600

Hospitality NL's Skills & Knowledge Development Programs have been a great success this year, providing training opportunities to over a thousand tourism business operators and employees. The programs offer immigration and temporary foreign worker webinars, virtual forums on sustaining coastal communities, and training videos.



Driver for Hire Pilot Project



In addition to its own training services, Hospitality NL also assisted Bluedrop ISM by participating in the pilot of the new Driver for Hire online training program they are developing for the Canada Safety Council.

PROMOTING CAREERS IN TOURISM

As part of Hospitality NL's Workforce Action Plan, a Job Board was presented at Career Fairs attend by over 4000 people this year.

One of the key resources Hospitality NL provides to its membership is the tourism Job Board located on the website. Opportunities were posted on the board at a number Career Fairs held by Memorial University, College of the North Atlantic, and the Murphy Centre, in addition to fairs held at the Sheraton Hotel and by the City of Mount Pearl.



We are **tourism.**

Your next great employee is just a click away



HOSPITALITY
NEWFOUNDLAND & LABRADOR
40 YEARS

JOB BOARD

MEMBERSHIP & NETWORKING

Hospitality NL has seen a steady upswing in membership of over 500 industry representatives.



Since 2021, 99 new members have been added to the organization, nearly half of which joined in 2023. This growth is a positive indicator for the future of NL's tourism sector.



2023 EVENT HIGHLIGHTS

A Hospitality NL membership gives access to a vast network of more than 500 tourism professionals.

The 2023 Hospitality NL Conference & Trade Show, Holiday Reception, and Tourism Week Luncheon are just a few of the events that offered networking opportunities with tourism business operators, suppliers, and key public policy decision-makers.

2023 Conference & Trade Show Attended by Over 300 delegates in 2023

Empowering delegates with knowledge and skills, the 2023 Hospitality NL Conference & Trade Show was packed with informative sessions, engaging panel discussions, and inspiring keynote addresses. The agenda included sessions on climate change's effect on tourism, the significance of a diverse workforce, industry leadership, and opportunities for global market innovation in the sector.



The 2023 Tourism Excellence Awards Gala

Recognizing excellence in tourism, the Tourism Excellence Awards celebrate the exceptional work of tourism industry operators, employees, and partners in Newfoundland and Labrador. These remarkable individuals exhibit passion, innovation, dedication, and ingenuity in their tourism endeavors. The awards were presented at the 39th Annual Hospitality NL Conference & Trade Show in Gander during the Tourism Excellence Awards Gala

2023 Tourism Excellence Awards Recipients

Tourism Employee Award of Excellence

Winner: Joy Cronin, Front Desk Agent – The Capital Hotel, St. John’s

CBDC Tourism Business Award of Excellence

Winner: Fishers’ Loft Inn, Port Rexton

H. Clayton Sparkes Accommodator Award of Excellence

Winner: The Wilds Resort, Salmonier Line

Tourism Champion Award

Winner: Rex Avery, Steele Hotels

BDC Tourism Innovator Award

Winner: Hew & Draw Hotel, Corner Brook

Tourism Corporate Partner Award

Winner: Quidi Vidi Brewing Company, St. John’s

Cultural Tourism Award (Dept. Tourism, Arts, Culture & Recreation)

Winner: Spirit of Newfoundland Productions, St. John’s

Bed & Breakfast Award of Excellence

Winner: Hill Road Manor Bed & Breakfast, Grand Falls Windsor

Sustainable Tourism Award (Parks Canada)

Winner: Gros Morne Adventures, Norris Point



Hospitality NL Networking Events: A Year in Summary

2023 Tourism Week Luncheon

Hospitality NL and its tourism partners celebrated the 13th National Tourism Week on April 30th, 2023, with an annual luncheon. This gathering showcased some of the fantastic developments in the Newfoundland & Labrador tourism industry. National Tourism Week is an annual, week-long, event presented by the Tourism Industry Association of Canada that promotes and celebrates the significance of tourism in the country.



2023 Holiday Reception

Hosted in partnership with Destination St. John's, Hospitality NL's Holiday Reception is an opportunity for the membership, staff, and board members to eat, drink, and be merry together every year. A great time was had by all at the Sheraton Hotel in 2023 with incredible musical performances by Peter Halley and Shelley Neville.

Atlantic Canada Showcase 2023

Atlantic Canada Showcase is a Buyer-seated marketplace designed especially for the group tour, F.I.T. and specialty travel industry and was hosted in Charlottetown, PE from October 2-4, 2023.



Webinars & Other Online Events

Hospitality NL hosted various online events this year. The most significant were the two Vision 2026 webinar updates presented by the Department of Tourism, Arts, Culture & Recreation. Throughout the year, Skills & Knowledge Development Programs have produced a wealth of resources, including immigration & temporary foreign worker webinars, virtual forums on Climate Adaptation, and training videos. These efforts have benefited over a thousand tourism business operators and employees.



2023 CORPORATE SPONSORS

Thanks to the support of our 2023 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.

2023 HOSPITALITY NL

BOARD OF DIRECTORS



Deborah Bourden
Chair



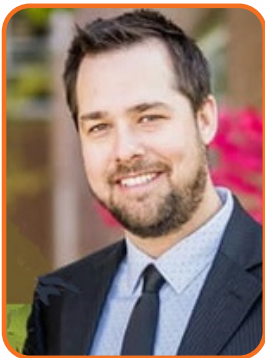
John Devereaux
Vice-Chair



Robbie Hickey
Director-At-Large



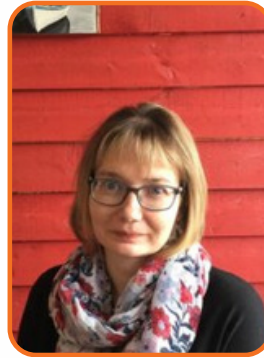
Ed English
Director-At-Large



Ian Stone
Director-At-Large



Rick Stanley
Director-At-Large



Renee Collins
Director-At-Large



Autumn Gale
Director-At-Large



Larry Laite
Hotel/Motel
Sector Representative



Joe O'Brien
Bed & Breakfast
Sector Representative



Todd Perrin
Secretary/Treasurer,
Food & Beverage
Sector Representative



Kim Thompson
Director-At-Large

HOSPITALITY NL STAFF



Craig Foley
Chief Executive Officer



Juanita Ford
Chief Operating Officer



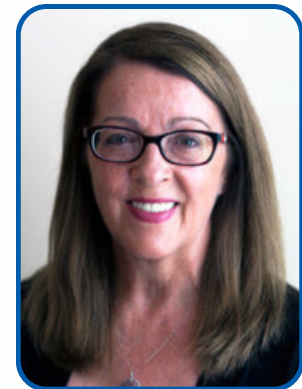
Karen So
Accountant



Linda Hickey
Manager, Membership
Engagement & Development



Susie Greene
Membership Coordinator



Minerva King
Operations Coordinator



Amber Fitzgerald
Projects & Events
Coordinator



Anthony Janes
Workforce Development
Coordinator

STATEMENT OF FINANCIAL POSITION

TOURISM INDUSTRY ASSOCIATION
OF NEWFOUNDLAND AND LABRADOR LIMITED
OPERATING AS
HOSPITALITY NEWFOUNDLAND AND LABRADOR
STATEMENT OF FINANCIAL POSITION
DECEMBER 31, 2023

	<u>2023</u>	<u>2022</u>
<u>ASSETS</u>		
Current		
Cash and Cash Equivalent	\$ 1,240,743	\$ 1,167,910
Accounts Receivable	122,250	173,542
Prepaid Expenses	23,148	8,364
HST Recoverable	<u>12,136</u>	<u>34,499</u>
	1,398,277	1,384,315
Property, Plant, and Equipment	<u>28,613</u>	<u>22,979</u>
	<u>\$ 1,426,890</u>	<u>\$ 1,407,294</u>
<u>LIABILITIES</u>		
Current		
Accounts Payable and Accrued Liabilities	\$ 36,217	\$ 70,130
Deferred Revenue	<u>580,955</u>	<u>520,591</u>
	<u>617,172</u>	<u>590,721</u>
<u>NET ASSETS</u>		
Net Assets, per Accompanying Statement	787,311	794,166
Reserve Fund	<u>22,407</u>	<u>22,407</u>
	<u>809,718</u>	<u>816,573</u>
	<u>\$ 1,426,890</u>	<u>\$ 1,407,294</u>

If you would like further information on the audited financial statements for 2023
please contact hnl@hnl.ca or call 709-722-2000

CONNECT WITH US!

FOR INQUIRIES OR ASSISTANCE



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#WeAreTourism

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