



**HOSPITALITY**  
NEWFOUNDLAND & LABRADOR

**2024**

# ANNUAL REPORT



# MESSAGE

## FROM THE CHAIR



### Dear members and partners,

It is with great pleasure that I present the 2024 Hospitality NL Annual Report, which reflects the continued resilience, creativity, and progress of Newfoundland and Labrador's vibrant tourism industry. This year has been transformative for Hospitality NL, as we continued to build on the foundation laid during our 40th Anniversary celebrations in 2023.

Guided by Vision 2026: Transition, Transform, Thrive; 2024 has been a year of challenge and opportunity. While navigating the post-pandemic landscape, our tourism sector has shown remarkable adaptability, evolving to meet the diverse needs of our communities and stakeholders. Hospitality NL has remained steadfast in its focus on collaboration, advocacy and innovation; enabling significant strides in recovery and growth.

Newfoundland and Labrador's tourism sector, anchored by small businesses, exemplifies resilience and creativity. We are very proud of the achievements of our members and partners, whose dedication continues to shape the future of our industry.

This report highlights the outcomes of our ongoing efforts in advocacy and communications, skills and knowledge development, and membership and networking—areas central to our mission and strategic priorities. These initiatives, combined with our enhanced member engagement and workforce development, demonstrate our unwavering commitment to fostering a thriving and sustainable tourism ecosystem.

I would like to express my heartfelt gratitude to our Board of Directors, staff, members, and partners for their steadfast support and collaboration. As we look ahead, our spirit of unity will remain key to shaping a prosperous future for our tourism industry.

**Thank you,**

A handwritten signature in black ink, appearing to read 'Deborah Bourden', with a long horizontal flourish extending to the right.

**Deborah Bourden**

# ADVOCACY & COMMUNICATIONS

As we reflect on 2024, we celebrate a year of remarkable progress in shaping policies, amplifying the voice of our tourism industry, and driving meaningful change. Our advocacy efforts have yielded incredible results, thanks to the power of our member network and our shared commitment to strengthening tourism in Newfoundland and Labrador.

## Key Successes

### Tourist Accommodations Act

Hospitality NL played a pivotal role in the enactment and development of regulations, ensuring industry alignment and government engagement. The amendments require short-term accommodation hosts listing their primary residences to register with the Provincial Government. Additionally, rental platforms must remove unregistered listings and share data with the government, providing a clearer picture of short-term rentals in the province.

### Towns & Local Service Districts Act

Hospitality NL engaged in discussions with the Department of Municipal and Provincial Affairs (MAPA) and the Department of Tourism, Culture, Arts, and Recreation (TCAR) regarding the implementation of the Tourist Accommodations Tax. While municipalities are required to establish bylaws before implementing the tax, Hospitality NL continues to ensure that tourism industry interests are represented in these discussions.



### **Air Access:**

New WestJet routes, including a direct St. John's-Paris flight and the return of the St. John's-Dublin route, have increased accessibility to Newfoundland and Labrador. Additional Porter Airlines flights now connect Deer Lake to Halifax and St. John's to Ottawa, bolstering tourism and economic opportunities.

### **Marine Atlantic:**

The introduction of Marine Atlantic's newest vessel, Ala'suinu, to enhance service on the Argentia route. However, ongoing mechanical issues and service delays were a concern. Hospitality NL actively advocating for increased ferry capacity, reliability, and removal of cost recovery requirements.



### **Tour Boat Operators and Recreational Cod Fishery:**

In consultation with the Department of Fisheries and Oceans (DFO), changes have been introduced to the recreational groundfish fishery, which will transition to a tagging system in 2025. Hospitality NL continues to work with tour boat operators to ensure their interests are reflected in the new policies.

### **Labour Advocacy in the Airline Industry:**

Hospitality NL voiced concerns over potential disruptions in air travel due to labour disputes, particularly with Air Canada pilots. The successful resolution of negotiations ensures continued connectivity for travelers to and from the province.

### **Regulatory Consultations:**

Hospitality NL actively engaged in consultations regarding accommodations, municipal tax reforms, and budget submissions. Notably, our efforts helped influence the Government of Newfoundland and Labrador's decision to match the federal GST/HST exemption on essentials, resulting in an estimated \$48 million in provincial tax relief, to support the food and beverage sector.

### **Government & Industry Partnerships:**

The Atlantic Canada Agreement on Tourism (ACAT) received a \$30 million investment from the Governments of Canada and the Atlantic Provinces, supporting tourism marketing and growth across the region.

Through these achievements, Hospitality NL has strengthened Newfoundland and Labrador's tourism industry, ensuring continued success and growth. We extend our gratitude to our members, partners, and stakeholders for their support and dedication.

Together, we are making an enduring impact on tourism in our province.

# SUPPORTING VISION 2026

In 2024, Hospitality NL made significant progress in advancing the objectives outlined in Vision 2026, focusing on sustainability, experience development, and industry collaboration.

## **Climate Change and Sustainability**

Advanced initiatives in collaboration with ClimatAtlantic have helped integrate sustainability into tourism planning, ensuring long-term environmental and economic benefits for the industry.

## **Equity, Diversity and Inclusion Strategy**

Ongoing development of a strategy that positions Newfoundland and Labrador as a welcoming destination for all.

## **Exceptional Experiences Program**

The program will enable tourism experience providers in Newfoundland and Labrador to demonstrate that they are committed to exceeding guest expectations by meeting specific criteria focused on excellent customer service and the highest standards of business practice. The program will be launched in 2025.

## **Culinary Tourism Initiative**

In October 2024, Hospitality NL secured significant investments from both the provincial and federal governments to promote and develop Newfoundland and Labrador's culinary tourism offerings. The Government of Newfoundland and Labrador contributed \$246,000, while the Government of Canada provided a non-repayable investment of \$981,000. This initiative aims to position the province as a premier culinary destination, encouraging longer stays and boosting year-round tourism revenue.

Through Vision 2026, Hospitality NL remains committed to ensuring that Newfoundland and Labrador's tourism industry is well-positioned for sustainable growth and long-term success.



# SKILLS & KNOWLEDGE

1872 people took advantage of Hospitality NL's Learning Opportunities in 2024!



Interest in our in-person and online training programs remained high in 2024, demonstrating the continued demand for skill development across Newfoundland and Labrador's tourism sector. Our foundational programs, Service First/Service Best, Clean it Right, and Serve Responsible NL, remained pillars of industry excellence, ensuring that businesses and employees deliver exceptional service, maintain cleanliness and safety standards, and uphold responsible service practices.

Promoting careers in tourism was another major focus this year. The Belong Project worked to increase awareness of disability inclusion in the workplace and highlighted the benefits of hiring, retaining, and promoting persons with disabilities. This initiative offers Employer Workshops and the Tourism Workplace Accessibility Clinic, providing one-on-one advisory services tailored to employers' needs, covering recruitment, workplace accessibility, accommodations, and compliance assistance.

Additionally, our Job Board saw increased engagement, with more businesses and job seekers utilizing it as a valuable resource to connect talent with opportunity. Through our partnership with Tourism HR Canada, we introduced Emerit 2.0, a revamped learning platform supported by the Government of Canada's Sectoral Initiatives Program.

Our workforce development efforts extended beyond traditional training, as we supported initiatives such as the National Tourism Job Fair & Forum, a virtual event that connected employers with job seekers and provided key industry insights. Additionally, Hospitality NL played a role in the Navigating 2SLGBTQI+ Diversity & Inclusion in the Tourism Industry program, which provided businesses with tools to develop inclusive, market-ready experiences.

We strengthened partnerships with St. John Ambulance to provide discounted training and collaborated with Keyin College on a pilot project for workforce skills upgrading through micro-credential courses tailored to tourism industry needs. The International Ambassador Award in partnership with ANC, recognizing excellence in culturally inclusive service, was awarded to Vaishali Patel, further highlighting our sector's commitment to diversity and inclusion. Through these programs and initiatives, Hospitality NL continues to foster a skilled, inclusive, and resilient tourism workforce.



At the 2024 Conference and Trade Show, Hospitality Newfoundland and Labrador officially launched the **We Are Tourism Workforce Action Plan**, a bold initiative aimed at addressing the most pressing challenge facing the industry—labour shortages. Building upon the momentum of the We Are Tourism campaign, this action plan sets out a clear roadmap to strengthen workforce development, ensuring the long-term sustainability and success of the province’s tourism sector. With four strategic goals and thirteen targeted action items, the plan is designed to enhance the perception of tourism as a viable career path, reduce entry barriers, bolster human resources capacity, and celebrate workplace excellence rooted in Newfoundland and Labrador’s unique culture.

This initiative underscores Hospitality NL’s commitment to Vision 2026, reinforcing the importance of collaboration among tourism operators, industry associations, government, and local communities. By prioritizing workforce planning, policies, and support mechanisms, the We Are Tourism Workforce Action Plan is a direct response to the sector’s evolving needs.

<p><b>GOAL A:</b> Enhance the Perception of the Tourism Sector as a Positive Career Path in Newfoundland and Labrador</p>	<p><b>Action 1:</b> Build awareness of the Importance of tourism as an economic driver and a viable career path.</p>	<p><b>Action 2:</b> Market industry employment opportunities.</p>	<p><b>Action 3:</b> Promote employment opportunities to newcomers.</p>	<p><b>Action 4:</b> Attract students and graduates by working closely with local high schools and post-secondary institutions.</p>
<p><b>GOAL B:</b> Minimize Barriers for Entry into the Tourism Workforce</p>	<p><b>Action 1:</b> Provide support to operators for program applications.</p>	<p><b>Action 2:</b> Curate a package of services targeted at newcomers.</p>	<p><b>Action 3:</b> Increase accessibility of sector-based training programs.</p>	<p><b>Action 4:</b> Advocate for increased support services for the inactive Newfoundland and Labrador workforce.</p>
<p><b>GOAL C:</b> Support Human Resources (HR) Capacity</p>	<p><b>Action 1:</b> Provide consistent HR capacity to support operators.</p>	<p><b>Action 2:</b> Curate HR training offerings to support recruitment and retention.</p>	<p><b>Action 3:</b> Create opportunities for operators to communicate and share lessons learned / best practices.</p>	
<p><b>GOAL D:</b> Emphasize Newfoundland and Labrador Culture in the Workplace and Recognize those who Demonstrate Excellence in their HR Practices</p>	<p><b>Action 1:</b> Introduce and reinforce our welcoming culture into the workplace while building relevant and practical supports for operators to understand, embrace, and deliver diversity and inclusion practices into their workplace culture.</p>	<p><b>Action 2:</b> Recognize workforce development leaders through a provincial / municipal business recognition program.</p>		

# MEMBERSHIP & NETWORKING

**Hospitality NL has seen a steady upswing in membership of over 500 member businesses /organizations.**



At Hospitality NL, our members are at the heart of everything we do. In 2024, we focused on growing our membership and providing valuable opportunities for industry professionals to connect, collaborate, and thrive.

## **Membership Growth & Engagement**

Hospitality NL welcomed 42 new members this year, bringing our total membership to 519 business/organizations. This growth reflects the increasing optimism and strength within Newfoundland and Labrador's tourism sector.

We believe that strong industry connections lead to greater success. That's why we continue to offer networking events, professional development opportunities, and industry forums to help our members build valuable relationships.

## **Key 2024 Events**

### **2024 Conference & Trade Show – St. John's, NL**

Our premier industry event brought together over 400 tourism professionals for networking, education, and business development.

### **2024 Holiday Reception**

Hosted in partnership with Destination St. John's, this festive event provided an opportunity to celebrate the season with colleagues and partners in a warm and welcoming atmosphere.

### **2024 Tourism Week Luncheon**

A gathering focused on celebrating and advancing the industry while reflecting on key successes.

Hospitality NL remains committed to putting our members first by creating valuable engagement opportunities, fostering a strong and supportive network, and ensuring that tourism professionals have the tools they need to succeed. We look forward to continuing this journey together in 2025 and beyond.



# TOURISM EXCELLENCE AWARDS

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 2024 Conference & Trade Show in St. John's, during the Tourism Excellence Awards Gala

## 2025 Recipients

### **Celebrate NL Tourism Employee Award of Excellence**

Winner:

[Patrick Ryan – The Wilds Resort](#)

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

Winner:

[Hare Bay Adventures](#)

### **Accommodator Award of Excellence**

Winner:

[Clarenville Inn](#)

### **Food & Beverage Award of Excellence**

Winner:

[Trevor Adams of The Milton Inn](#)

### **Target Tourism Champion Award**

Winner:

[Randy Murphy](#)

### **BDC Tourism Innovator Award**

Winner:

[A Little Cup of Sea](#)

### **Tourism Corporate Partner Award**

Winner:

[East Coast Glow](#)

### **Cultural Tourism Award**

Winner:

[Under the Stump](#)

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

Winner:

[The Turnip Bed & Breakfast](#)

### **Sustainable Tourism Award**

Winner:

[Newfoundland and Labrador Outfitters Association](#)



# HOSPITALITY NL

## BOARD OF DIRECTORS

**Deborah Bourden** – Chair  
Anchor Inn Twillingate

**John Devereaux** – Vice Chair  
Edge of the Avalon Inn

**Todd Perrin**, Secretary/Treasurer  
– Food & Beverage  
Representative  
Rabble



**Robbie Hickey**, Director  
Gros Morne Adventures

**Joe O'Brien**, Bed & Breakfast  
Representative  
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**Larry Laite**, Hotel/Motel  
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**Jessica Holmes** – Director  
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**Autumn Gale**, Director  
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**Cathy Lomond**, Director  
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**Rick Stanley**, Director  
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**Ian Stone**, Director  
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**Renee Collins**, Director  
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## STAFF

**Craig Foley**  
Chief Executive Officer

**Juanita Ford**  
Chief Project Officer

**Karen So**  
Accountant

**Linda Hickey**  
Manager of Membership  
Engagement and Development

**Carrie Penney**  
Manager of Communications



**Allison Connors**  
Project Manager – Culinary  
Tourism Strategy  
Development

**Susie Greene**  
Membership Coordinator

**Minerva King**  
Operations 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, 2024

	<u>2024</u>	<u>2023</u>
<b><u>ASSETS</u></b>		
Current		
Cash and Cash Equivalent	\$ 1,202,582	\$ 1,240,743
Accounts Receivable	47,949	122,250
Prepaid Expenses	7,325	23,148
Taxes Recoverable	<u>2,025</u>	<u>12,136</u>
	1,259,881	1,398,277
Property, Plant, and Equipment	<u>24,830</u>	<u>28,613</u>
	<u>\$ 1,284,711</u>	<u>\$ 1,426,890</u>
<b><u>LIABILITIES</u></b>		
Current		
Accounts Payable and Accrued Liabilities)	\$ 51,812	\$ 36,217
Deferred Revenue	<u>440,554</u>	<u>580,955</u>
	<u>\$ 492,366</u>	<u>\$ 617,172</u>
<b><u>NET ASSETS</u></b>		
Net Assets	\$ 769,938	\$ 787,311
Reserve	<u>22,407</u>	<u>22,407</u>
	<u>792,345</u>	<u>809,718</u>
	<u>\$ 1,284,711</u>	<u>\$ 1,426,890</u>

If you would like further information on the audited financial statements for 2024 please contact [hnl@hnl.ca](mailto:hnl@hnl.ca) or call 709-722-2000

# CONNECT WITH US!



@hospitalityNL  
#WeAreTourism

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## CORPORATE SPONSORS

