



HOSPITALITY
NEWFOUNDLAND & LABRADOR

PROVINCIAL ELECTION 2025 TOOLKIT



Introduction

The provincial election is now underway, and Hospitality Newfoundland and Labrador is providing this toolkit to help you, as a tourism operator, advocate for the issues that matter most to our sector. Tourism is a vital part of Newfoundland and Labrador's economy, culture, and communities, supporting more than 20,000 jobs and generating over \$1.4 billion annually. This election is a key opportunity to remind candidates that strong policies and investments are essential for our industry to grow and thrive.

The most pressing issue facing Newfoundland and Labrador's tourism industry is **access**. Access means more than just getting here—it **includes marine and air, road connections to and around the province, the intraprovincial ferry system that links our communities, and the broadband and digital connectivity that connects operators and visitors to each other**. Without strong, reliable, and affordable access, visitors cannot reach our province, residents remain disconnected, and businesses struggle to grow. To fully unlock tourism's potential, access must be supported alongside **marketing and product development**, as well as **workforce development**, ensuring that Newfoundland and Labrador remains competitive and connected.

Together, these priorities will help build a stronger tourism sector and healthier communities across Newfoundland and Labrador.

As tourism operators, your voice is essential. We encourage you to meet with candidates, participate in town halls, share your story, and use the tools in this kit to raise awareness. With a united voice, we can ensure that tourism, and the importance of marine and air access, is front and centre in this provincial election. Hospitality NL is here to support you every step of the way.



Recommendations for Tourism

As the tourism industry in Newfoundland and Labrador continues to navigate challenges in an evolving landscape, we are urging all political parties to support the sector through targeted policy recommendations and government investments.

Access:

Reliable, affordable, and frequent access is the foundation of Newfoundland and Labrador's tourism industry. This includes **marine and air transportation, the intraprovincial ferry and road system, and digital connectivity through broadband and cellular coverage**. Gaps in service, limited capacity, high costs, or unreliable infrastructure hinder growth, disrupt communities, reduce visitor experiences, and constrain businesses. Strong, well-supported access is essential for the province to compete and for tourism to thrive.

We are calling on all political parties to commit to:

- Advocating with industry to Federal Government for Marine Atlantic ferry capacity.
- Continued investment in air access.
- Invest in intraprovincial ferry services and strengthen the focus on customer experience.
- Partnering to attract new routes and carriers.
- Expanding cellular coverage and broadband services across all regions.
- Treating marine, air, and road access as essential provincial infrastructure.

Accommodation Taxes:

Tax revenues should be reinvested directly into local tourism, with accommodations operators involved in deciding how funds are allocated.

We are calling on all political parties to commit to:

- Modernized legislation and clear regulations that would give municipalities the guidance implement the tax effectively.
- These revenues should support tourism marketing, product development, and essential tourism infrastructure, ensuring visitor dollars strengthen the local tourism experience.

Marketing and Product Development

Newfoundland and Labrador must continue to invest in promoting our province as a world-class destination and in supporting operators to innovate. Developing unique experiences and season extension are vital to competitiveness.

We are calling on all political parties to commit to:

- Increased investment in provincial marketing to attract both domestic and international visitors.
- Supporting operators in creating new products and experiences.
- Developing strategies for tourism season extension.

Workforce Development

Tourism operators continue to face labour shortages across all regions. Attracting and retaining skilled workers, ensuring access to affordable housing, and expanding training opportunities are critical to industry growth.

We are calling on all political parties to commit to:

- Investing in training, education, and career awareness.
- Providing incentives and housing solutions to attract and retain workers.
- Supporting immigration pathways to fill persistent labour gaps.

Vision 2026 & Beyond

To secure long-term growth, Newfoundland and Labrador must commit to supporting tourism as a cornerstone of our economy and communities. Investments made today will determine the industry's ability to thrive well beyond 2026.

We are calling on all political parties to commit to:

- Support the Vision 2026 & Beyond strategy as a framework for long-term tourism growth.





How Members Can Get Involved

A Guide for Hospitality NL Members

- **Connect with Candidates:** Reach out to those running in your district. Invite them to visit your business.
- **Share Your Story:** Explain how tourism contributes to your community (jobs, local spending, cultural pride).
- **Use Key Messages:** Keep your points simple and consistent.
- **Attend Debates / Forums:** Ask tourism-focused questions.
- **Build Relationships:** Provincial leaders who understand tourism's value become stronger partners for your business.
- **How to Vote:** Check out [Elections NL](#) for voting information.

Tourism in NL is...

10%
of provincial
jobs



As many as
Agriculture,
Fishery, Forestry
and Aquaculture
combined

20,000
people in the province
who are employed
through the tourism
industry

2800
tourism related
employers



78% small
businesses
owned by
entrepre-
neurs



\$1.4 billion
in 2024, tourism
spending
a GDP of **1.7%**

Source: Data from the Department of Tourism, Culture, Arts, and Recreation 2024

Meeting with Candidates:

A Guide for Hospitality NL Members

To find out who is running in your district, visit the Elections NL website at www.electionsnl.ca and enter your information, or check local party websites for their nominated candidates.

Preparing for Your Meeting

Research the candidate's background by visiting their campaign website or party website. For sitting or former Members of the House of Assembly (MHAs), you can also visit the House of Assembly's website at www.assembly.nl.ca to review their roles, committee work, and legislative history.

Review key messaging, Provincial tourism facts and figures, and policy recommendations for sector growth to prepare for your conversation.

During Your Meeting

When you meet with the candidate, begin by introducing yourself, noting both your personal connection to the community and the business or organization you represent. Briefly reference your involvement with Hospitality NL, the provincial Tourism Industry Association, the voice of tourism. Emphasizing the association's role in supporting businesses and advancing the industry.

From there, deliver the key points from the messaging documents in a clear and conversational way. Relate these messages back to your own business or personal experience so the candidate can see how tourism priorities translate into real-life impact. Invite the candidate to ask questions and engage in discussion, positioning yourself as open and collaborative. Finally, thank them sincerely for their time and attention, and leave behind any materials or contact information for follow-up.





Sample Request for a Candidate Meeting

Subject: Meeting Request on Behalf of
[Business/Organization Name] – Provincial
Election 2025

I am writing to request a meeting to discuss the significance of the tourism industry in Newfoundland and Labrador. As a local constituent and tourism operator in this electoral district, I would appreciate 15–20 minutes of your time to hear about your position on tourism-related issues during the provincial election.

Tourism supports over 20,000 jobs and generates more than \$1.4 billion annually in Newfoundland and Labrador. Reliable marine and air access, workforce development, and strong infrastructure are essential for our industry to grow and compete.

As a business owner or organization representative, I would welcome the opportunity to discuss the value of tourism in our community and explore ways to strengthen and grow this vital sector together.

Please let me know when a convenient time for you would be to meet.

Sincerely,
[Your Name]
[Your Title]
[Your
Company/Organization]
[Your Address]
[Your Electoral District]

Meeting Follow-up

Sample Follow-up Email

**Subject: Thank you for your time discussing
Newfoundland and Labrador's tourism industry**

Dear Mr./Mrs./Dr. [LAST
NAME]:

Thank you for meeting with me on [DATE]. As a local
tourism operator in [Community Name], I appreciate your
support and interest in our industry.

Attached is a brief summary of the key issues impacting
tourism in Newfoundland and Labrador:

- **Access & Infrastructure** – Improve air, marine,
road, visitor infrastructure, and expand cell phone
service.
- **Accommodations Tax** – Reinvest revenues directly
into local tourism.
- **Marketing & Product Development** – Invest in
promotion and enhance visitor experiences through
new and improved tourism products.
- **Workforce Development** – Address labour
shortages and strengthen training.
- **Vision 2026 and Beyond** – Build on the Tourism
Vision 2026 strategy to ensure long-term growth and
sustainability.

Sincerely,

[Insert your Signature] [Insert your
Name, Title and Address]

After the meeting, send a thank-you note to the
candidates and attendees. If possible, please share an
email with the Hospitality NL team, letting us know that
the meeting took place and any important highlights or
follow-up requests

Contact:

Carrie Penney, Manager of Communications at
cpenney@hnl.ca



Social Media Engagement:

Should you have a meeting with a local candidate(s) or if they visit your business, be sure to take a photo with them that you can share on social media. Please share your social media pictures or graphics, and use hashtags to engage with your friends, colleagues, community, and constituents. Encourage them to get involved and show the importance of tourism right here in Newfoundland and Labrador!

Don't forget to tag your posts! Use [#Election2025](#), [#WeAreTourism](#), and [#TourismNL](#), and make sure to tag your local candidate in your post to highlight the impact of tourism in our province.

Sample Social Media Posts:

Post 1 – Marine & Air Access (Lead Issue)

✈️🚢 The most pressing issue for NL's tourism industry? Capacity, reliability, and affordability in marine & air access. Without strong connections, visitors can't reach us, residents remain cut off, and businesses can't thrive. 🗑️ This election, we're calling on all parties to put transportation at the centre of their tourism strategy. [#WeAreTourism](#) [#TourismNL](#) [#Election2025](#)

Sample 2:

Beyond transportation, NL's tourism industry needs support in workforce development, province-wide connectivity, and sustainable product growth.

👤 These priorities strengthen communities, create jobs, and ensure visitors have world-class experiences. Let's make them election priorities too.

[#WeAreTourism](#) [#TourismNL](#) [#Election2025](#)





Sample 3:

Tourism connects us all. From operators and workers to communities and governments, we all play a role in ensuring NL's tourism industry thrives.

🗳️ This election, let's come together as a province to keep tourism strong, sustainable,
[#WeAreTourism](#) [#TourismNL](#) [#Election2025](#)

Sample 4:

Tourism is more than travel — it's a pillar of NL's economy, supporting thousands of jobs and driving investment across our communities.

🏠 Every visitor dollar helps local businesses, families, and regions thrive. A strong tourism sector means a stronger Newfoundland & Labrador.
[#WeAreTourism](#) [#TourismNL](#) [#Election2025](#)

Need to Know

There are some important information and key dates you should know about leading up to the 2025 Provincial Election:

Election Day - October 14th, 2025 Polls will be open from 8:00 a.m. until 8:00 p.m.

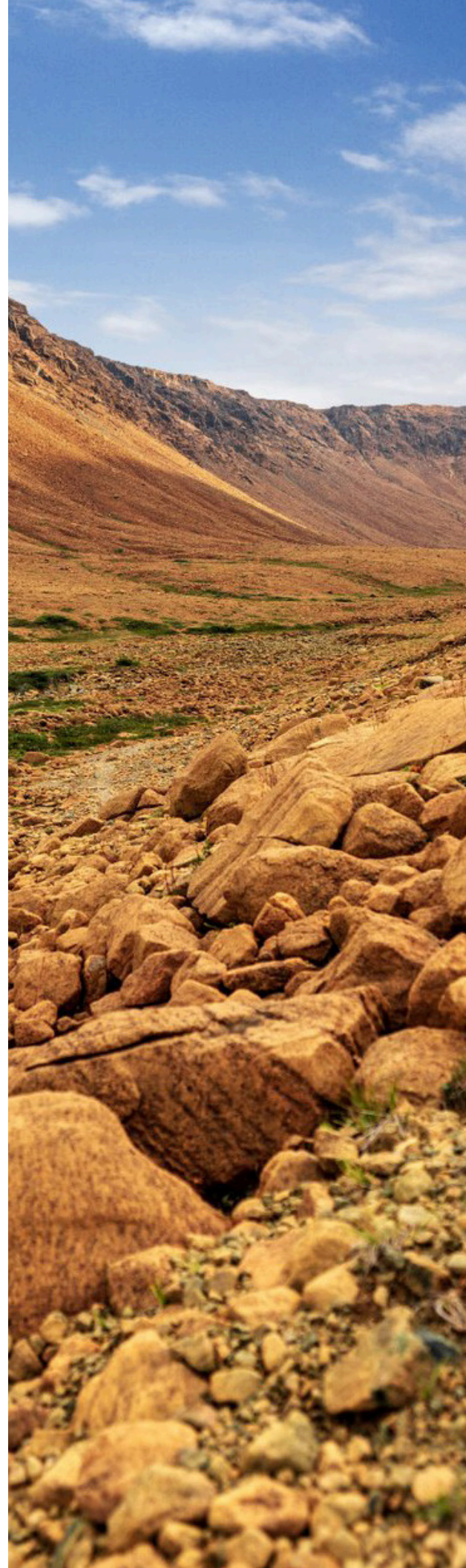
Advance polls: Vote at your assigned polling station per the information provided by [Elections NL](#).

Special Ballots Vote by mail, apply online or at any [Elections NL](#) office across the province. Don't wait – deadlines apply.

***All times listed above are in NST and will be a half hour earlier in most of Labrador.**

Visit [Elections NL](#) to find out:

- Are you registered to vote?
- Where to vote?
- Official Candidates List
- Electoral District Search





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