

Tourism Matters to Newfoundland & Labrador

Our Key Asks

Access – To support the long-term competitiveness and growth of the tourism industry, government must invest in:

- Air and marine access (including provincial ferry services).
- Improved roads and transportation infrastructure.
- Dependable broadband and cellular coverage.

Accommodations Tax - Ensure accommodation tax revenue is reinvested into local tourism by working together with operators under clear legislation and consistent municipal guidelines.

Product Development & Marketing – Support for new experiences and marketing initiatives that grow visitation and spending.

Workforce Development – Investments in recruitment, training, and housing solutions to address labour shortages.

Vision 2026 and Beyond - Investing in a stronger, more sustainable tourism industry will drive growth and opportunity for Newfoundland and Labrador beyond 2026.

How Members Can Advocate

- **Meet your candidates** – Use our toolkit to raise tourism issues.
- **Attend town halls & debates** – Ask questions about access, workforce, and infrastructure.
- **Share your story** – Show how tourism impacts your business and community.
- **Send a letter/email** – Use Hospitality NL's template to contact your candidates directly.
- **Use social media** – Share posts with hashtags [#NLTourismMatters](#), [#VoteTourism](#), [#AccessDrivesTourism](#).

2025 Election Information

- **Election Day:** On or before **October 14, 2025**.
- **Check your district & polling station:** Visit [Elections NL website](#).
- **Voting Options:** In-person, advance polls, or vote-by-mail (apply early).
- Encourage your staff & colleagues to vote!

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%**