

# Exceptional Experience

NEWFOUNDLAND & LABRADOR



## Fact Sheet



## What It Is

The Exceptional Experience Program is a provincial designation that celebrates tourism experiences in Newfoundland and Labrador that go beyond readiness — experiences that are trusted, rooted in place, and crafted with care.

This isn't a rating or certification system. It's an earned mark of distinction that recognizes experiences that are:

- **Authentic** – tied to our people, places, and culture
- **Transformative** – creating lasting emotional impact for guests
- **People-Crafted** – shaped by genuine care and connection
- **Regenerative** – giving back to communities and the environment

It builds on the Tourism Assurance Plan (TAP), moving beyond minimum standards toward aspirational excellence that strengthens visitor confidence and industry pride. The Exceptional Experience designation applies to a specific tourism experience offered by a business or organization. It is not a designation of the business, operation, or organization as a whole.

## Why It Matters

By earning this designation, operators demonstrate a clear commitment to excellence — exceeding guest expectations and representing Newfoundland and Labrador's tourism brand at its best.

### For Operators

- Stand out as one of the province's most trusted and meaningful experiences
- Access tools, coaching, and templates to elevate operations and delivery
- Receive ongoing recognition through the Department of Tourism, Culture, Arts and Recreation (TCAR) marketing channels once approved

### For Travellers

- A trusted signal that the experience is authentic, safe, and memorable
- A guarantee of exceptional service and attention to detail

### For Communities

- Encourages sustainability, cultural preservation, and pride of place
- Strengthens Newfoundland and Labrador's reputation for world-class tourism

## How It Works

<b>1. Self-Assessment</b>	Operators begin by completing a self-assessment to determine readiness and identify opportunities for improvement.
<b>2. Application</b>	Eligible TAP-approved operators complete an official application, supported by tools and templates provided in the <i>Experience Provider Handbook</i> .
<b>3. Evaluation</b>	Applications are reviewed by evaluators, with optional coaching support through regional Destination Marketing Organizations (DMOs). Successful applicants are officially designated as Exceptional Experience Providers.
<b>4. Annual Audit</b>	Designated providers participate in a light annual review to ensure standards and guest satisfaction remain high.

## Why Participate

Becoming an Exceptional Experience Provider helps you:

- ✓ Stand out as one of the province's top tourism experiences
- ✓ Build trust with visitors and travel trade partners
- ✓ Strengthen operations using clear tools and templates
- ✓ Access marketing visibility through the Department of Tourism, Culture, Arts, and Recreation
- ✓ Join a growing network of operators raising the bar across the province

## Marketing Benefits

Once designated, operators gain exclusive visibility through TCAR's national marketing channels, helping drive awareness and visitation.

### Phase 1 (Winter 2026)

- Featured social media posts (Facebook and Instagram) highlighting individual experiences
- Inclusion in TCAR's eNews (165,000+ subscribers)
- Listing and links on a dedicated landing page at NewfoundlandLabrador.com
- Distribution of promotional materials at consumer shows
- Inclusion in Visitor Information Centre (VIC) staff training and awareness

## Phase 2 (Summer 2026 onward)

- Presence in Travel Trade Marketplaces and the 2027 Travel Guide
- Dedicated digital conversion campaigns and enhanced online exposure

## Who Can Apply

Any TAP-approved experience provider marketing to non-resident visitors — including accommodations, restaurants, attractions, tours, and cultural or outdoor experiences — is encouraged to apply.

Whether you've been in market for years or are newly established, the program provides tools and guidance to help you raise the bar and deliver with excellence.

## How to Apply

1. Download the Self-Assessment Tool
2. Contact your Regional Destination Marketing Organization (DMO) for guidance
3. Submit your completed application to the Exceptional Experience Program

## Led by:



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For details or to begin your application, contact:

**Anthony Janes**

Project Manager, Exceptional Experience Program  
[ajanes@hnl.ca](mailto:ajanes@hnl.ca) | 709-722-2000 ext. 235