



HOSPITALITY

NEWFOUNDLAND & LABRADOR

ANNUAL REPORT

2025



MESSAGE

FROM THE CHAIR



Dear members and partners,

It is my pleasure to present the 2025 Hospitality Newfoundland and Labrador Annual Report to our members, partners, and stakeholders. As we reflect on the past year, 2025 marked our 42nd year of representing and supporting Newfoundland and Labrador's tourism industry, a milestone that speaks to the strength, relevance, and enduring value of this Association.

In 2025, Hospitality NL continued to move forward with clarity and purpose. Guided by Vision 2026: Transition, Transform, Thrive, the Association remained focused on strengthening the foundations of our sector while positioning tourism as a key contributor to the province's long term economic and community well being.

The tourism industry continues to operate in a complex environment shaped by workforce pressures, access and transportation challenges, rising costs, and evolving visitor expectations. In response, our members, many of them small and medium sized businesses deeply rooted in their communities, once again demonstrated resilience, creativity, and leadership. Their commitment to authentic, high quality experiences continues to define Newfoundland and Labrador's tourism offering.

Throughout the year, Hospitality NL advanced its work across advocacy and communications, skills and knowledge development, and membership engagement. These efforts reflect our commitment to supporting businesses as they adapt, grow, and build more resilient and sustainable operations.

On behalf of the Board of Directors, I extend my sincere thanks to our members, partners, and stakeholders for their continued trust and engagement. I would also like to recognize the dedication and professionalism of the Hospitality NL staff and my fellow Board members, whose leadership and collaboration continue to deliver meaningful results for the industry.

As we look ahead, Hospitality NL remains committed to working alongside industry, government, and partners to ensure tourism continues to thrive, strengthening communities, creating opportunity, and showcasing the very best of Newfoundland and Labrador.

Thank you,


John Devereaux

MESSAGE FROM THE CEO



Dear members and partners,

2025 was a year of strong delivery and meaningful progress for Hospitality NL, with a clear focus on supporting our members and strengthening the tourism industry across the province.

Advocacy remained a cornerstone of our work. Throughout the year, we continued to be a consistent, informed voice on issues that matter most to tourism operators and communities, including access and transportation capacity, policy and regulatory considerations, workforce pressures, and long-term industry sustainability. Through active engagement with government, partners, and industry leaders, we ensured tourism perspectives were reflected in key discussions shaping Newfoundland and Labrador's economic and community development.

Building skills and knowledge across the sector also remained a priority. In 2025, we delivered training, resources, and industry engagement opportunities designed to help operators strengthen their businesses and adapt to a changing operating environment. We also continued to advance major product and experience initiatives, laying important groundwork for programs launching in 2026 that will support experience quality, storytelling, and market readiness.

Our membership events and gatherings continued to be essential platforms for connection and collaboration. From the Conference and Trade Show to workshops, sector meetings, and regional engagement, these opportunities brought industry together to share insights, build relationships, and celebrate the people behind Newfoundland and Labrador's tourism sector. Strong participation throughout the year reinforced the value of coming together as an industry. None of this work would be possible without the ongoing commitment of our members, partners, Board of Directors, and staff. Their collaboration and support continue to drive our success.

As we look ahead, we do so with momentum and confidence. The work completed in 2025 has positioned Hospitality NL to continue advocating effectively, supporting industry learning, and bringing the sector together in ways that contribute to a strong and sustainable tourism industry.

Thank you,


Craig Foley

ADVOCACY & POLICY LEADERSHIP

In 2025, Hospitality Newfoundland and Labrador played a central leadership role in advocating for policies, investments, and systems that support a resilient, competitive, and sustainable tourism industry. Advocacy efforts were grounded in evidence, member experience, and a clear understanding of tourism's role as an economic driver, employer, and community builder across Newfoundland and Labrador.

A primary focus throughout the year was transportation access, including both marine and air connectivity. Hospitality NL consistently emphasized that reliable, predictable access is essential not only for visitors, but also for workforce mobility, supply chains, and overall business confidence across the tourism sector.

Air access remained a critical advocacy priority in 2025. Hospitality NL actively engaged with partners and decision makers to support route stability, capacity growth, and improved connectivity. During the high tourism season, enhanced international air service delivered meaningful benefits for the province, including expanded WestJet routes to Dublin, London Gatwick, and Paris, strengthening Newfoundland and Labrador's direct connections to key international markets. These routes supported increased visitation, extended stays, and improved travel options for both visitors and residents during peak demand periods.



In addition to international access, Hospitality NL welcomed the announcement of a new agreement with PAL Airlines to provide an interprovincial air travel loop between St. John's, Gander, and Deer Lake. The new loop improves flexibility for travellers arriving, exploring the province, and departing, while enhancing connections through all three airports. Designed with visitors in mind, arrival and departure times support efficient connections through PAL's broader network and partner airlines, enabling access to domestic and international markets. This initiative supports tourism growth by allowing visitors to explore more regions, stay longer, and travel more efficiently throughout Newfoundland and Labrador.



Hospitality NL also collaborated with external partners to address broader aviation challenges. This included a joint letter with the Board of Trade to Prime Minister Mark Carney regarding the Air Canada flight attendants' labour disruption in August, which compounded travel challenges during a period already impacted by wildfires and increased visitation related to the Canada Winter Games. These efforts highlighted the cumulative impacts of disruptions on the tourism industry and reinforced the need for coordinated, cross sector responses to protect economic activity.

On the marine side, Hospitality NL continued to advocate for increased capacity within the Marine Atlantic system. Following the federal government’s decision to reduce ferry rates by 50 percent in 2025, demand for marine travel increased significantly.

Hospitality NL emphasized that fare reductions must be matched with sufficient capacity to ensure the ferry system can meet growing passenger and commercial demand, support tourism growth, and avoid bottlenecks that limit visitation and economic opportunity.



Election cycles at the federal, provincial, and municipal levels provided important opportunities to engage candidates and parties on tourism priorities. Hospitality NL shared briefing materials, sector data, and policy recommendations to ensure tourism issues, including workforce, access, and infrastructure, were well understood by decision makers. At the municipal level, engagement focused on the role of tourism within local governance, particularly the relationship between municipalities, accommodations providers, and the use of accommodations tax revenues.



Throughout 2025, Hospitality NL worked in partnership with Municipalities Newfoundland and Labrador to engage towns and cities with regards to the Town and Local Service District Act on best practices for working with accommodations operators and ensuring that accommodations tax revenues are reinvested in tourism related infrastructure, services, and destination development within their communities.

Immigration policy remained a critical advocacy priority. Hospitality NL continued to raise awareness of workforce shortages, the importance of predictable immigration pathways, and the unique challenges faced by seasonal and rural tourism employers. These discussions were informed by direct member feedback and aligned with broader workforce development strategies.

Additional advocacy work included engagement on the Tourist Accommodations Act, with a focus on ensuring implementation and enforcement approaches reflect industry realities, as well as ongoing dialogue related to climate change, adaptation, and resilience, recognizing the growing importance of preparedness and long-term sustainability for tourism operations across the province

INDUSTRY LEADERSHIP, COLLABORATION & SECTOR ALIGNMENT

Hospitality NL served as a key convener for industry leadership and collaboration throughout 2025. Through the Industry Advisory Group, the Association facilitated dialogue between industry leaders, government, and partners to align priorities, surface emerging issues, and inform policy and program development.

The Transportation Working Group remained an important forum for addressing access challenges, bringing together stakeholders to share insights and advocate for coordinated solutions. Hospitality NL also led and participated in formal consultation processes, including the Provincial Budget Consultation Meetings, ensuring tourism priorities were clearly articulated within broader fiscal and economic discussions.

The Leadership Summits provided an opportunity for industry leaders to come together around strategic issues, leadership development, and sector wide challenges. These forums supported peer learning, strengthened relationships, and reinforced Hospitality NL's role as the trusted connector across the tourism ecosystem.



At the national and regional level, Hospitality NL actively participated in forums such as;

- TIAC Atlantic Canada Regional Roundtables
- TIAC Congress
- PTTIA meetings
- and other interprovincial engagements

These connections strengthened Newfoundland and Labrador's voice nationally and ensured the province's unique context and priorities were reflected in broader tourism discussions.



WORKFORCE DEVELOPMENT & TRAINING

Workforce development remained a core strategic priority for Hospitality NL in 2025, guided by the Workforce Action Plan and a continued focus on practical, accessible solutions for both employers and employees. Throughout the year, the Association supported workforce readiness, service quality, and operational excellence through a combination of training delivery, partnerships, and people first initiatives.



Hospitality NL continued to deliver and support a broad suite of industry recognized training programs, including Service First and Service Best, emerit, Clean it Right, and Serve Responsible NL. These programs strengthened service standards, supported workplace safety, and helped employers navigate evolving operational and regulatory expectations. Human trafficking awareness training was advanced through planning and partnership development in 2025, with the program scheduled to launch in 2026.



Partnerships with training providers, including Keyin College, enabled the delivery of skills-based learning aligned with industry needs and accessible to operators across Newfoundland and Labrador including the popular AI for Tourism micro-credential. Workforce initiatives such as Belong, supported inclusive, people first workplace practices and innovative approaches to recruitment, retention, and shared talent solutions.

In 2025, Hospitality NL also expanded its focus on inclusion and newcomer engagement through a partnership with the Association for New Canadians to award the Hospitality NL International Ambassador Award. Sponsored by Hospitality NL, this award recognizes a member organization that excels in providing culturally inclusive service to newcomers and international visitors. The award celebrates businesses that champion diversity as a tool for success within their daily operations and business model, while delivering a high standard of international customer service. The award was presented to Southern Port Hotel in Harbour Breton, recognizing its leadership in welcoming newcomers and visitors to the province.

Hospitality NL further supported youth entrepreneurship and future workforce development through sponsorship of the CBDC Youth Ventures Program, including the Excellence in Arts and Tourism Award. In 2025, this award was presented to Jaden Melvin of Melvin's Mini Museum, highlighting innovation, creativity, and the important role young entrepreneurs play in strengthening Newfoundland and Labrador's tourism sector.

Workforce attraction and awareness efforts were supported through the Hospitality NL Job Board and participation in job fairs. In 2025, the Job Board generated 76,520 views of the job postings, reflecting strong employer demand and continued engagement across the sector. Across all programs and initiatives, more than 1,767 individuals participated in training and learning activities in 2025, demonstrating the scale and reach of Hospitality NL's workforce development efforts and its continued commitment to supporting a skilled, inclusive, and resilient tourism workforce.



COMMUNICATIONS, STORYTELLING, & INDUSTRY PRIDE

Communications and storytelling remained a powerful tool for industry engagement and advocacy in 2025. The We Are Tourism podcast continued to grow, achieving 13,206 views, and provided a platform to share operator stories, highlight tourism careers, and celebrate the people behind the industry.

Through digital channels, events, and media engagement, Hospitality NL reinforced tourism's value, built public understanding, and supported workforce attraction by showcasing tourism as a meaningful and rewarding career path.



INDUSTRY PROJECTS

In 2025, Hospitality NL advanced a suite of research, innovation, and product development projects designed to support evidence informed decision making, strengthen industry competitiveness, and position the sector for long term sustainability. This work focused on building strong foundations through research, industry engagement, and program development, with several major initiatives moving toward full implementation in 2026.



Significant progress was also made on the Exceptional Experiences project. In 2025, the program finalized its procedures and operational framework, completed its branding process, and recruited a pool of qualified evaluators. These steps marked an important milestone in preparing the program for launch. The Exceptional Experiences program is designed to recognize and elevate high quality, authentic, tourism experiences, with a full program launch planned for 2026.

The Culinary Tourism Development Strategy continued to advance in 2025 through comprehensive research, industry engagement, and branding development. This work focused on understanding the province's culinary strengths, engaging operators and partners across regions, and establishing a clear identity and framework to support culinary tourism growth. The project moved steadily toward the launch of the culinary tourism brand and strategy in 2026, positioning food and culinary experiences as a key driver of visitation and spending.



Hospitality NL also continued work on the Equity, Diversity, and Inclusion Strategy, with research, analysis, and industry engagement ongoing throughout 2025. This work is supporting the development of an industry wide framework that reflects the realities of tourism workplaces while promoting inclusive, welcoming environments for employees and visitors alike.

Across all research and development initiatives, Hospitality NL continued to integrate climate considerations into its work, supporting industry awareness of climate impacts, adaptation needs, and long-term resilience planning. This included recognizing climate related risks to tourism operations and experiences and ensuring that future programs and strategies are informed by sustainability and resilience considerations. Collectively, these initiatives reflect Hospitality NL's commitment to thoughtful, evidence-based planning and innovation, ensuring the tourism industry is well positioned to adapt, grow, and thrive in the years ahead.

SIGNATURE EVENTS & INDUSTRY VISIBILITY

The 2025 Conference and Trade Show remained Hospitality NL's flagship industry event and a cornerstone of sector engagement. Hosted at the JAG Hotel, the event was sold out, reflecting strong industry demand and continued confidence in Hospitality NL's role as the province's convener for tourism leadership, learning, and collaboration. Programming addressed timely and practical issues impacting tourism businesses. Sessions were designed to balance strategic insight with real world application, ensuring strong relevance for operators across regions and sectors.

In addition to formal programming, the Trade Show floor provided valuable opportunities for businesses to connect with suppliers, service providers, and partners, fostering new relationships and strengthening existing ones. The strong turnout, sponsor participation, and positive feedback underscored the event's value as a platform for industry alignment, peer learning, and business development.



Hospitality NL also supported industry visibility and market readiness through participation in key national and regional events, including;

- Rendezvous Canada
- Atlantic Canada Showcase
- Altitude East

These events provided opportunities to promote Newfoundland and Labrador's tourism offerings, strengthen interprovincial and national relationships, and support business development and market access for industry partners.

Engagement with members and partners extended beyond formal conferences. In 2025, Hospitality NL once again partnered with Destination St. John's to host the Annual Holiday Reception at the Delta St. John's, which saw strong attendance from industry, government, and partner organizations. The event provided an important opportunity to celebrate the sector, strengthen relationships, and reflect on shared accomplishments.



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 2025 Conference & Trade Show in St. John's, during the Tourism Excellence Awards Gala



2025 Recipients

Celebrate NL Tourism Employee Award of Excellence

Winner:

[Kayte Lewis, Arbour Restaurant & Lounge](#)

CBDC Tourism Business Award of Excellence

Winner:

[The Newfoundland Embassy Pub & Eatery](#)

Accommodator Award of Excellence

Winner:

[Hew & Draw Hotel](#)

Culinary Tourism Alliance Culinary & Agritourism Award of Excellence

Winner:

[Buoy & Arrow Restaurant & Suites](#)

Target Tourism Champion Award

Winner:

[Roger Jamieson](#)

BDC Tourism Innovator Award

Winner:

[Lumsden Beach Company](#)

Air Canada Tourism Corporate Partner Award

Winner:

[St. John's International Airport Authority](#)

Cultural Tourism Award

Winner:

[Miawpukek First Nation Powwow](#)

Bed & Breakfast Award of Excellence

Winner:

[Bread & Cheese Country Inn](#)

Sustainable Tourism Award

Winner:

[Tourism Elliston – Roots, Rants & Roars](#)

HOSPITALITY NL

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Operations Coordinator

Anthony Janes
Project Manager -
Exceptional Experiences

STATEMENT OF FINANCIAL POSITION

TOURISM INDUSTRY ASSOCIATION
OF NEWFOUNDLAND AND LABRADOR LIMITED
OPERATING AS
HOSPITALITY NEWFOUNDLAND AND LABRADOR
STATEMENT OF FINANCIAL POSITION
DECEMBER 31, 2025

	<u>2025</u>	<u>2024</u>
<u>ASSETS</u>		
Current		
Cash and Cash Equivalent	902,574	1,202,582
Accounts Receivable	188,705	47,949
Prepaid Expenses	5,971	7,325
Taxes Recoverable	13,905	2,025
	<u>1,111,155</u>	<u>1,259,881</u>
Property, Plant, and Equipment	<u>19,571</u>	<u>24,830</u>
	<u>\$ 1,130,726</u>	<u>\$ 1,284,711</u>
<u>LIABILITIES</u>		
Current		
Accounts Payable and Accrued Liabilities	77,337	51,812
Deferred Revenue	<u>351,637</u>	<u>440,554</u>
	<u>\$ 428,974</u>	<u>\$ 492,366</u>
<u>NET ASSETS</u>		
Net Assets, per Accompanying Statement	679,345	769,938
Reserve Fund	<u>22,407</u>	<u>22,407</u>
	<u>701,752</u>	<u>792,345</u>
	<u>\$ 1,130,726</u>	<u>\$ 1,284,711</u>

If you would like further information on the audited financial statements for 2025 please contact hnl@hnl.ca or call 709-722-2000

CONNECT WITH US!



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