



Newfoundland & Labrador Tourism Operator Portal User Guide

New Tourist Accommodations Act

The Tourist Accommodations Act has been proclaimed and associated regulations are now in effect. The Act and Regulations can be found here

<https://www.gov.nl.ca/tcar/tourism-division/registration/> . Updates to the NLTO Portal and the User Guide are in process.

- Accommodation and campground operators **with existing Tourist Establishment Licences** are automatically registered under the new TAA and regulations. However, you are required to complete the annual renewal for publication in the 2024 Traveller's Guide and on NewfoundlandLabrador.com come January 2024. The deadline is May 31, 2023 for the Traveller's Guide Listing.
- Accommodation and campground operators with **pending licence applications** will be contacted soon to discuss your registration application.
- **New accommodation operators** can continue to use the Portal to register their business. We will contact you to discuss your application

NL Tourism Operator Portal Team
Department of Tourism, Culture,
Arts and Recreation
P.O. Box 8700
St. John's, NL A1B 4J6

12th edition
June 16, 2023

[NewfoundlandLabrador.com](https://www.newfoundlandlabrador.com)
[NL Tourism Operator Portal Sign In](#)
NLTourismOperatorPortal@gov.nl.ca
OccupancyStats@gov.nl.ca

709-729-5599 (Portal Team)
709-729-2835 (Registering Accommodation/Campgrounds)
709-729-3889 (Occupancy Accommodation/Campgrounds)
709-729-6857 (Outfitting)

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What is the Newfoundland and Labrador Tourism Operator Portal?

The Newfoundland and Labrador Tourism Operator Portal is an online tool that allows tourism, hunting and angling operators to:

- register, update and annually renew their Tourism Listings or Outfitter Listings that are published online and/or in print,
- submit Travel Offers/Experiences and Packages,
- submit occupancy statistics (Accommodations, Campgrounds and Outfitters only).

You can log in to the Portal to access your information at any time throughout the year to (1) check on the status of your application; (2) submit your annual listing renewals (3) ensure your website listing(s) is current and correct online; (3) submit your occupancy reports (accommodations, campgrounds and outfitters only).

Each year, you must use the Portal to renew your listing(s) and to be included in the Newfoundland and Labrador Tourism marketing initiatives such as the listings online and/or in the Traveller's Guide, brochure display and distribution to Visitor Information Centres, and participation in the Travel Trade, Travel Media and Social Media programs. You will be contacted via email when it is time to renew your listing. For deadline information, see [Renewal Deadlines](#).

Communications from NL Tourism

Email is the primary channel to receive communications from Newfoundland and Labrador Tourism (NLT). Tourism operators registered with the NL Tourism Operator Portal will automatically receive emails.

Through email, you will receive important notices such as deadlines for renewing your listings, occupancy reports, deadlines for marketing initiatives like ads in the Traveller's Guide and packages/experiences ads on NewfoundlandandLabrador.com.

Emails are sent from these addresses

NLTourismOperatorPortal@gov.nl.ca,

NLPortal-noreply@gov.nl.ca,

NewfoundlandandLabradorTourism@gov.nl.ca, and

OccupancyStats@gov.nl.ca. Add these emails to your contact list

to ensure the Portal emails arrive in your inbox and, not in your spam/junk folder.

Add these email addresses to your email contacts to ensure the Portal emails arrive in your inbox and not your spam/junk folder.

Listings

Listings are published online and/or in print. Depending upon the category, listings are displayed on NewfoundlandLabrador.com, the annual Traveller's Guide, HuntingNewfoundlandLabrador.com, or AnglingNewfoundlandLabrador.com.

Listings are designed to bring the most important information about your tourism or outfitting operation front and centre for travellers. There are three types of listings:

1. Tourism Listings
2. Outfitter Listings
3. Travel Offers and Package Listings

Tourism and outfitting operators can create an account with the [Newfoundland and Labrador Tourism Operator Portal](#) (NLTOP) and submit a listing application to NL Tourism for consideration. The Portal uses this information to publish listings online and/or in the Traveller's Guide. There is no cost to participate.

Are you eligible for a listing?

The following types of businesses are eligible for listings in the NL Tourism Operator Portal:

Listing Types	Online Listing	Travel Guide Listings	Submit/Edit Listings via Portal
Accommodations	NewfoundlandLabrador.com	Yes	Yes
Parks and Campgrounds	NewfoundlandLabrador.com	Yes	Yes
Attractions	NewfoundlandLabrador.com	Yes	Yes
Tours	NewfoundlandLabrador.com	Yes	Yes
Shopping	NewfoundlandLabrador.com	Yes	Yes
Festivals and Events	NewfoundlandLabrador.com	No	Yes
Food & Beverage Operations	NewfoundlandLabrador.com	No	Yes
Hunting and Angling Outfitters	HuntingNewfoundlandLabrador.com AnglingNewfoundlandLabrador.com	No	Yes
Non-resident In-bound Province Wide Tourism Operators	NewfoundlandLabrador.com	No	Contact Portal Team*
Transportation Providers	NewfoundlandLabrador.com (Basic Listings)	No	Contact Portal Team*
Visitor Information Services	NewfoundlandLabrador.com (Basic Listings)	No	Contact Portal Team*

* (Contact Portal Team at NLTourismOperatorPortal@gov.nl.ca or 709-729-5599.)

Ineligible Listings

Standard retail establishments (e.g. grocery stores, hardware stores, and pharmacies), organizations, groups, clubs, and online-only businesses without a physical premise that provides a service to travellers are not eligible for a listing in NLTOP. See [Category & Product Definitions](#) for additional ineligible establishments by Category Type.

Listing Requirements

- Provide a service to travellers, big game hunters or sport anglers.
- Only operators whose physical addresses are within Newfoundland and Labrador will be able to list within the Portal. Exceptions are Non-resident In-Bound Tour Operators and certain In-bound Transportation Providers servicing Newfoundland and Labrador. Applications with no physical address and only has a P.O. Box, will not be approved.
- Must be open to the public.
- Operators must have the necessary licenses and permits required by law to operate in the Province of Newfoundland and Labrador and meet all applicable municipal, provincial and federal laws and regulations.
- Can be correctly classified under the NLTOP [Category & Product Definitions](#).
- Must annually renew their listing for continued listing placement.
- Other than accommodations and campgrounds, you must be open and operational before applying for a listing. All listings are approved when all the requirements are met and the operation is open to the public.
- Accommodations, campgrounds and outfitter operators must meet the requirements for registering their operation as described on the Department's Website including reporting occupancy statistics. See [Tourism Assurance Program \(TAP\)](#).
- To be published in the Traveller's Guide, on NewfoundlandLabrador.com and/or the Outfitting websites, the business must meet the criteria for the industry-led Tourism Assurance Program (See the on the Department's webpage).

Determine your Categories and Products

There are category and product options under each listing type (e.g. under Tours, you will select the category and the product that applies like 'Day Tours' and 'Whale Watching Tour'). Please refer to the [Category & Product Definitions](#) section of this User Guide for a full list of options.

See the [Category & Product Definitions](#) section (Page 74) to determine the correct category for your listing.

All Portal registrations, updates and renewals are reviewed individually to ensure applications meet all requirements. Newfoundland and Labrador Tourism reserves the right to refuse any applications that do not meet requirements.

Multiple Listings

You may create separate listings for different aspects of your operation if each listing is unique and meets the requirements. Once you have an approved tourism or event listing, you can add a [travel offer\(s\) listing](#) to enhance your marketing presence online with Newfoundland and Labrador Tourism.

Purchasing an Existing Operation

If you are selling an operation listed in the NLTO Portal, you cannot transfer the registration to the new owners through the Portal. The new owners and the seller need to contact the Portal Team to begin the transfer of ownership (nltourismoperatorportal@gov.nl.ca 709-729-5599).

Tourism Assurance Program (TAP)

All tourism businesses and organizations wishing to participate in Newfoundland and Labrador Tourism marketing initiatives must meet the Tourism Assurance Program (TAP) minimum standards, as established by the tourism industry.

For additional information on the Tourism Assurance Program, visit <https://hnl.ca/resources/about-tap/>

Marketing programs include listings on NewfoundlandLabrador.com, HuntingNewfoundlandLabrador.com, AnglingNewfoundlandLabrador.com, the annual Traveller's Guide, brochure distribution and display at the provincial Visitor Information Centres, and participation in the Travel Trade, Travel Media and social media programs. See the [Marketing page](#) on the Department's webpage for more information.

Please visit [Hospitality Newfoundland and Labrador](#) to ensure that you meet these minimum standards for TAP approval.

The five minimum standards are:

- The ability to communicate and receive messages from customers by telephone, email and an online presence; and at a minimum accept a credit, debit payment and or electronic payment; and respond to inquiries daily.
- Possess and maintain all valid licences, permits and other regulatory requirements to operate a business in this province.
- Maintain current and sufficient levels of liability insurance. Proof of insurance is required. See [TAP Resources](#) on HNL's website.
- Must promote actual experiences or services being offered to the consumer.
- Must be in good standing with the Tourism Assurance Plan's complaints procedure.

TAP & Registration

Tourism Assurance Program (TAP) approval is not required to register your business in the NL Tourism Operator Portal, but it is required to list your business on NewfoundlandLabrador.com, the Traveller's Guide and the hunting and angling websites.

Listing Best Practises & Checklist

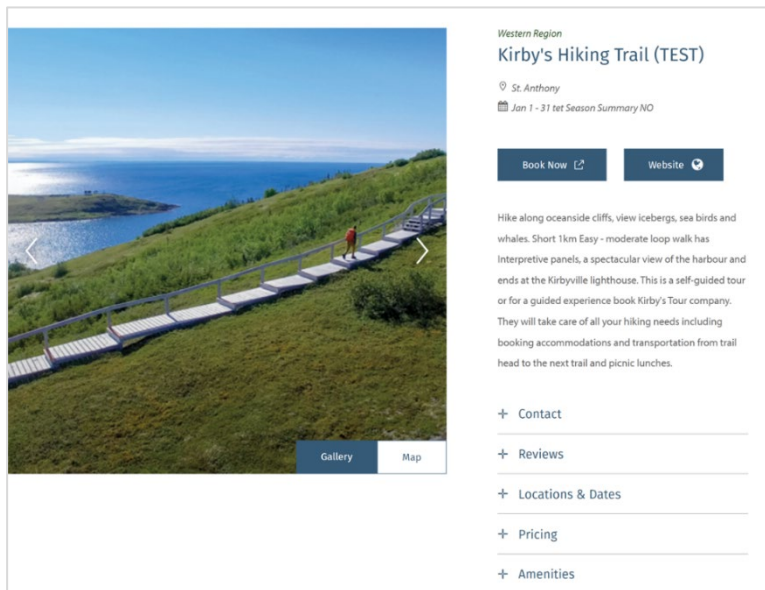
Use the checklist and best practices below to guide the creation or editing of your listing(s).

Optimize Listing Check List

☒ Listing Checklist

- ☐ All of my tourism listings and travel offers are listed.
- ☐ My listings include attention-grabbing images (5 for Tourism Listings, 1 for Travel Offers).
- ☐ My descriptions are optimized:
 - ☐ Descriptions are focused on what we do best. They are enticing and motivating to travellers.
 - ☐ Maximum # of characters in the descriptions field is used.
(NewfoundlandLabrador.com & Travel Offers - max 500 characters. Traveller's Guide – max 200 characters)
 - ☐ No redundant information is used (E.g. Business/Attraction/ Event Name, Location, Email, Dates. There are other fields for that information).
 - ☐ No unnecessary words like "Visit our website for more information" or "We have something for everyone".
- ☐ I checked my listings on [NewfoundlandLabrador.com](https://www.newfoundlandlabrador.com) after they were approved. Everything looks great! Including the images and the map.

Tourism Listings Best Practises




Descriptions and images have to do a lot of heavy lifting. They both have to be enticing and motivate a traveller to choose your attraction/tour/ experience/event.

So show off and set it apart from the competition. If you are unsure what sets it apart, try reviewing your TripAdvisor reviews/Google reviews/Yelp reviews. The reviews will show you what travellers like best about your business.

- **Writing descriptions.** Since you only have 200 characters (travel guide description) and 500 characters (NewfoundlandLabrador.com description) to grab a visitor's attention, do not waste them on information that will appear in other fields. Do not include redundant information like the business/attraction/event name, website address, location, dates, and contact information. Leave that information out of the description fields. There are other separate fields for that information.
- **Add 5 full-colour images.** Use images to tell a story. The images do not have to be professional. A great image taken on a mobile device can look great too. Landscape-oriented images work better than portrait-oriented ones (longer rather than higher). Do not use collages, black and white, logos or images with text. See
- **Keep your listings up to date.** You can make changes at any time through the Portal. Note that listings need to be renewed every year and the annual Traveller's Guide deadline is May 31.

Review [Listing Best Practises & Checklist](#) (Page 12) and [Examples of Descriptions](#) (Page 70) sections before your begin your application.

Travel Offer Listings Best Practises



Twillingate & Beyond
Kitchen Party
Starting at \$405 Per Night
96-98 Main Street, Twillingate

[Visit Website](#) [Book Now](#)

Kitchen party that will get your hands clapping and toes tapping with 1.5 hrs of local entertainment. Immerse yourself in a traditional Newfoundland kitchen party; listen to music, enjoy a drink, and dance the night away. You can book a musician at any boutique harbourfront retreat. Choose your time, location and music theme. The performance will be private to your accommodation.

[+ Contact](#)

[+ Additional Information](#)

*Offers are subject to availability. Additional taxes may apply. You may have to pre-book and/or mention the promotion at the time of booking. Please check with the operator for more details.

What is a Travel Offer? A participant-based package, experience or tour, often where travellers can roll up their sleeves and immerse themselves into NL Culture and our natural environment.

These offers/packages do not have to be complicated or anything new. **Keep it simple.** You may already be doing something at your place of business that you can use.

- See the [Travel Offers, Experience & Tours](#) section for instructions on how to add a travel offer listing.
- **You do not need to partner** with another operator or include overnight accommodations.
- The offers can be free or have a price. We encourage you **not to discount**. Your experiences can add value and allow you to charge more for those experiences. Offers can also be a tool to use when trying to fill those slow periods/days.
- **Tour companies** can add each one of their tours as a Travel Offer as long as each offer is unique.
- **Add your travel offer to your** website as travellers will click over to your site from NewfoundlandLabrador.com for more information.
- Once approved, the offer listings will be published on NewfoundlandLabrador.com. It will remain on NewfoundlandLabrador.com until the valid dates have expired. You will receive a **notification 30 days before the offer listing expires**.
- Very Important - Operators should keep their offers active on NewfoundlandLabrador.com and publish them 365/7/24. Not just in the peak season. Visitors on NewfoundlandLabrador.com right now could be planning to visit this year or next.
- The benefits of adding offers and packages:
 - Travel offers **increase an operator's presence** on NewfoundlandLabrador.com with travel offer listings appearing on multiple pages throughout NewfoundlandLabrador.com.

- The NL Tourism team uses **travel offers to craft various content** - e-newsletters, social media posts, stories and sales pitches to Travel Trade and Travel Media partners. While placement is not guaranteed, your offer must be there for consideration.
- By adding travel offers, operators will get **more referrals from NewfoundlandLabrador.com**. A referral is a click from NewfoundlandLabrador.com to an operator's website, social media channel, email and telephone numbers. These represent real sales leads.

Tourism in Your Community

Do you depend upon a major attraction or event to bring in customers?

- Check to see if the **travel generators** in your community or region have a tourism listing on NewfoundlandLabrador.com/Traveller's Guide.
- Travel generators are attractions and events that **bring people into your community** and business to your operation. E.g. hiking trails, natural attractions, community parks, museums, cultural experiences, tours, performance venues and community events.
- Frequently these travel generators are owned by municipalities and community groups. Their listings on NewfoundlandLabrador.com do not follow best practices.

For example, they may only have one-line descriptions instead of using all 500 characters; the listing has no images; or perhaps they do not have listings at all. Motive and encourage those groups **to add/improve their listings on NewfoundlandLabrador.com** as this impacts your business/organization.

Help with Developing or Updating Your Listings

The NLTO Portal team is here to help answer any questions you have and/or walk you through your online application. You can reach them at 709-729-5599 and NLTourismOperatorPortal@gov.nl.ca.

You can contact the [Tourism Development Officer](#) or the [Destination Management Organizations](#) in your area for assistance in developing your listings and experiences.

Registering Accommodations, Campgrounds & Outfitters

The Tourist Accommodations Act is proclaimed and the Act and regulations are now in effect. The Act and Regulations can be found here: [Tourism Accommodations Act](#) and [Tourism Accommodations Act – Regulations](#).

All short-term rental accommodation and campground operators must register with the Department of Tourism, Culture, Arts and Recreation.

A short-term rental provides accommodation for compensation to an individual or group of individuals for overnight lodging for 30 days or less. For example, if you provide accommodations for a few days (or a few weeks) at a time, you need to register.

Types of Accommodations

- apartments, condos, houses and vacation homes
- bed and breakfasts
- cottages, cabins and tiny homes
- dormitory-style rooms and hostels
- hotels, motels and inns
- resorts
- self-contained secondary suites (like a basement apartment or a loft above a garage)
- diverse lodgings (like yurts, domes, and glamping pods)
- campgrounds (for tents, trailers, recreational vehicles or other temporary seasonal structures)
- outfitter

Tourist Accommodation Requirements:

During a new registration application and a renewal, Tourist accommodations and campgrounds are required to attest:

- They have the necessary licenses and permits required by law to operate in the Province of Newfoundland and Labrador.
- All municipal, provincial and federal laws applicable to the business will be observed.

Some or all of these requirements may be required. Contact your municipalities and Service NL for more information.

- [Fire and Life Safety Plan Reviews – Digital Government and Service NL](#)
- Municipal Approval and/or

- [Septic or Water System Approval for Greater Than 4546 L Per Day – Digital Government and Service NL](#)
- [Septic System Approval \(for Less Than 4546 L Per Day\) and Well Approval – Digital Government and Service NL](#)
- [Food Establishment Inspections – Digital Government and Service NL](#)
- [Electrical Permits & Inspections – Digital Government and Service NL](#)
- [Building Accessibility Design Registration – Digital Government and Service NL](#)
- [Protected Road Zoning Map and Plans – Municipal and Provincial Affairs \(gov.nl.ca\)](#)
- [Protected Road / Area – Digital Government and Service NL](#)

Register your Tourist Accommodation

Registration is a one-time process. All tourist accommodations operating in the province of Newfoundland and Labrador must register by March 31, 2024.

Accommodation and campground operators with existing Tourist Establishment Licences are automatically registered under the Tourist Accommodations Act.

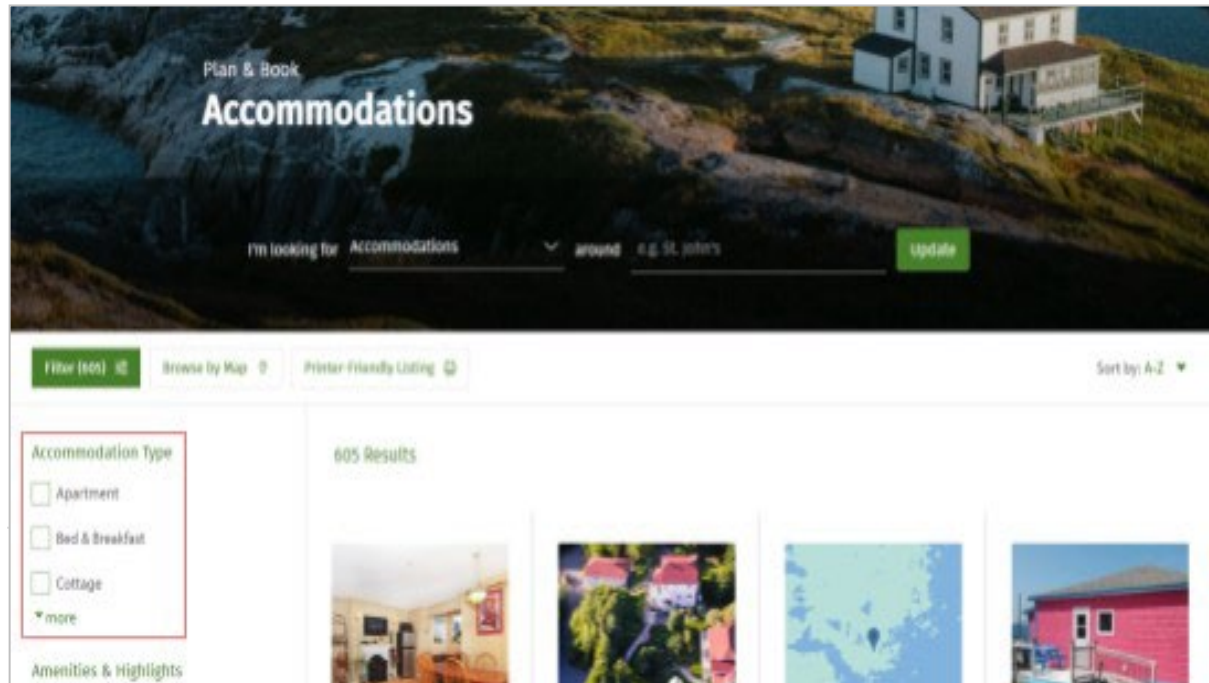
Accommodation and campground operators with pending licence applications will have pending registration applications.

To register your accommodation please log in/register with the [NL Tourism Operator Portal](#).

If you have any questions, please see the [Tourist Accommodation Act FAQ](#) document on the Department's webpage, you can also email or call the Portal Team at NLTourismOperatorPortal@gov.nl.ca or 709-729-2835.

Accommodation and Campground Subtypes

Subtypes are the category of accommodation or campground you operate. These categories are published in the Traveller's Guide and found in the filters on the Plan & Book section of NewfoundlandLabrador.com.



Your category is determined in consultation with the NLTO Portal Team during your application process. A listing is required for each type of accommodation. E.g. If you operate an Inn and a Cottage, you will need two listings. See [Types of Accommodations](#) and [Types of Campgrounds](#) for a full list of Accommodation and Campground Subtypes and definitions.

New Outfitting Operators

Since there is a moratorium prohibiting new outfitting main lodges, the way to enter the outfitting industry is by purchasing an existing main lodge. Contact the Portal Team if you are purchasing an existing Main Lodge at NLTourismOperatorPortal@gov.nl.com or 709-729-6857.

When to renew your listing for publication

Each year, operators must use the Portal to renew their listing(s) and to be included in the Newfoundland and Labrador Tourism marketing initiatives such as the listings online and/or in the Traveller's Guide, brochure display and distribution to Visitor Information Centres, and participation in the Travel Trade, Travel Media and Social Media programs.

Operators must use the Portal to renew their listing and submit their occupancy reports. For step-by-step instructions on renewing your listing, see [Application Steps for Registering, Renewing and Updating](#).

Renewal Requirements for Accommodations and Campgrounds: Annual renewal begins the first week of April and must be submitted by May 31 each year.

To complete your renewal for next year, your occupancy for the current year up to and including March, must be up-to-date by May 31.

Renewal Requirements for Outfitters: Annual renewal begins November and must be submitted by March 31 each year.

To complete your renewal for next year, your main lodge statistical reports for the current season must be up-to-date by March 31.

Why Report Your Occupancy Statistics?

Accommodations, Campgrounds and Outfitters must submit their occupancy reports to renew their listings annually and continue to be included in the Newfoundland and Labrador Tourism marketing initiatives such as the listings online and/or in the Traveller's Guide, brochure display and distribution to Visitor Information Centres, and participation in the Travel Trade, Travel Media and Social Media programs.

The accumulated results from all operators are a critical source of information on the trends, performance and economic impact of the Tourism Industry regionally and provincially. See the [Submit Occupancy Reports](#) section for instructions.

Privacy

Please note, the information you provide in the NLTO Portal is being collected to provide travellers to Newfoundland and Labrador with information about your business and contact information for use by the Department and other partners. Please be aware that your contact information may be made available to the public and may be shared with other entities. Any personal information you provide is collected under the authority of section 61(c) of the Access to Information and Protection of Privacy Act, 2015. If you have any questions, please contact 709-729-5599.

Preparing To Use the Portal

- For the best user experience, **use a desktop or laptop rather than a mobile device** or tablet.
- **Add NL Tourism email addresses to your contacts:** You will be receiving important email notifications from NL Tourism regularly, concerning deadlines, your account, listings, renewal, statistical reporting, marketing opportunities, etc.

#1 Tip for Portal Users: Between April and December, if you make edits to your listings, make sure you make them in two places (1) Current Year Listing and (2) Renewal Year Listing. This includes any changes to descriptions, contact information and images.

Do not miss an important deadline or announcement. Add the following email addresses to your email contact list so that these emails are delivered to your inbox rather than your spam box.

NLPortal-noreply@gov.nl.ca

NLTourismOperatorPortal@gov.nl.ca

NewfoundlandandLabradorTourism@gov.nl.ca

OccupancyStats@gov.nl.ca

- **Bookmark NLTourismOperatorPortal.com** for easy access to the Portal.
- **Time out:** For security purposes, your Portal session will time out after 30 minutes of inactivity. Plan accordingly and hit the Save As button to save your progress.
- **Be prepared:** One renewal can take approximately 20 minutes to complete. Please consider this when scheduling time to update your listing(s).
- **Before your start** review the section [Application Steps for Registering, Renewing and Updating](#) and have the following ready:
 - **Latitude and longitude** map coordinates of your physical location in decimal degrees. Useful websites to find your coordinates are [GetLatLong.net](#) and [Google Maps](#).
 - **Descriptions** of your business/attraction/event. Accommodations, campgrounds, attractions, tours, and shops have a 200-character Traveller's Guide description

and a 500-character website description (including spaces and punctuation).

Festivals, Events Food & Beverage listings have a 500-character website description. Outfitters have two 500-character website descriptions, one for angling and one for hunting. It is best to write your description in Word and copy it over to the Portal when completed. See [Listing Best Practises & Checklist](#) and [Examples of Descriptions](#) for additional information.

- **Insurance agency and policy number;**
- **Contact information**, social media and booking information for your business/attraction/event;
- **Pricing** information;
- **Building Accessibility Number** from Service NL for buildings only (optional).
- **Five images** for each listing. For their main camp listings, Outfitters can submit five images for their hunting listing and another five for their angling listing. See [Image Requirements](#) for instructions and best practices.
- If **purchasing an existing accommodation, campground or outfitting lodge**, first contact the Portal Team before applying online. Proof of purchase may be required with your application.
- To **renew your accommodation, campground and outfitting listing**, your occupancy reports must be up-to-date in the Portal. For instructions, see the [Submit Occupancy Reports](#) section.
- For your **travel offer/experience/package listings** have the following ready:
 - package title
 - 500-character description (includes spaces and punctuation)
 - one image
 - package locations
 - pricing
 - terms and conditions
 - contact and booking information

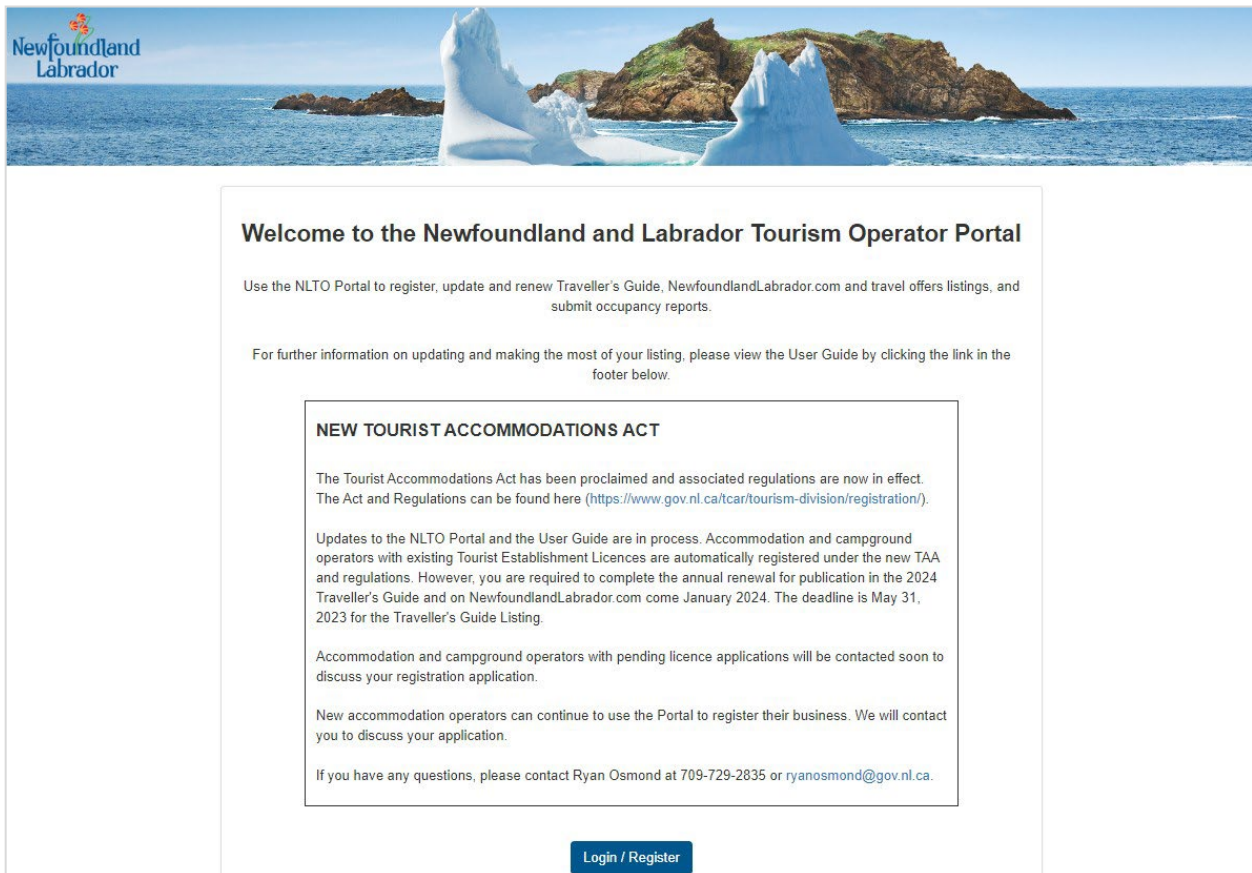
Creating a Portal Account

New Owners of Accommodations, Campgrounds or Outfitting Lodges

If you have purchased an existing registered business, contact the Portal Team before applying online. Proof of purchase may be required with your registration application. The seller should also contact the Portal Team to request a change of ownership.

Create a Portal Account

New operators will need to create a Portal account. Visit www.NLTourismOperatorPortal.com/ and click “Login/Register”. On the next page, click “Create an Account”.



The screenshot shows the homepage of the Newfoundland and Labrador Tourism Operator Portal. At the top is a banner image of icebergs in the ocean with the Newfoundland and Labrador logo. Below the banner, the text reads: "Welcome to the Newfoundland and Labrador Tourism Operator Portal". It then provides instructions on how to use the portal for registration, updates, and renewals. A section titled "NEW TOURIST ACCOMMODATIONS ACT" contains information about the new act, updates to the portal, and contact information for Ryan Osmond. At the bottom right, there is a "Login / Register" button.

Welcome to the Newfoundland and Labrador Tourism Operator Portal

Use the NLTO Portal to register, update and renew Traveller's Guide, NewfoundlandLabrador.com and travel offers listings, and submit occupancy reports.

For further information on updating and making the most of your listing, please view the User Guide by clicking the link in the footer below.

NEW TOURIST ACCOMMODATIONS ACT

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Accommodation and campground operators with pending licence applications will be contacted soon to discuss your registration application.

New accommodation operators can continue to use the Portal to register their business. We will contact you to discuss your application.

If you have any questions, please contact Ryan Osmond at 709-729-2835 or ryanosmond@gov.nl.ca.

[Login / Register](#)



(required) indicates a mandatory field

For the best user experience, please do not use your browser "back" button instead use the buttons provided on the portal pages.

Login

Email Address
(required)

Password
(required)

[Forgot Password](#) [Login](#)


Create an Account

If you currently do not have an account you can create one. [Create an Account](#)

Verify Email

New users must verify their email address after the registration process. [Verify Email](#)

Create an account by entering your details. The account information you submit in this section is for administrative purposes only and is not published in the Traveller's Guide or on the Newfoundland Labrador Tourism websites. Newfoundland and Labrador Tourism and partners will use that information to contact you. Click 'Submit'.



(required) indicates a mandatory field

Complete the form below to create your account.

The information in this section is for administrative purposes only and is not published in the Traveller's Guide or on Newfoundland Labrador Tourism websites. It will be used by Newfoundland and Labrador Tourism and partners to contact you.

Tourism Assurance Program (TAP): All tourism operators wishing to participate in Newfoundland and Labrador Tourism partnerships initiatives such as business listings on NewfoundlandLabrador.com and in the Traveller's Guide, must meet the Tourism Assurance Program (TAP) minimum standards. TAP is a quality assurance program established by the tourism industry. For more information about TAP, contact your Destination Management Organization (DMO) or contact Hospitality Newfoundland and Labrador

New Tourist Establishment Licences: Accommodations, Campgrounds and Outfitters must use this portal to apply for their Tourist Establishment Licences to operate.

Create an Account

General Information

Email: (required)

Confirm Email: (required)

First Name: (required) Middle Name: Last Name: (required)

Job Title: Organization Name: (required)

Phone Numbers

Primary Phone Number: (required) Ext.:

Alternate Phone Number: Ext.:

Fax: Ext.:

Address Information

Address: (required)

City/Town: (required) Province/State: (required) Country: (required)

Postal/Zip Code: (required)

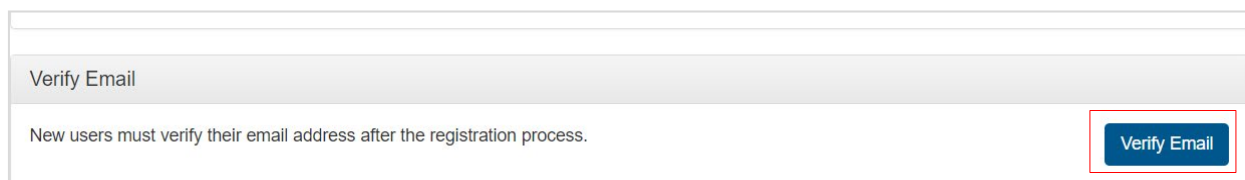
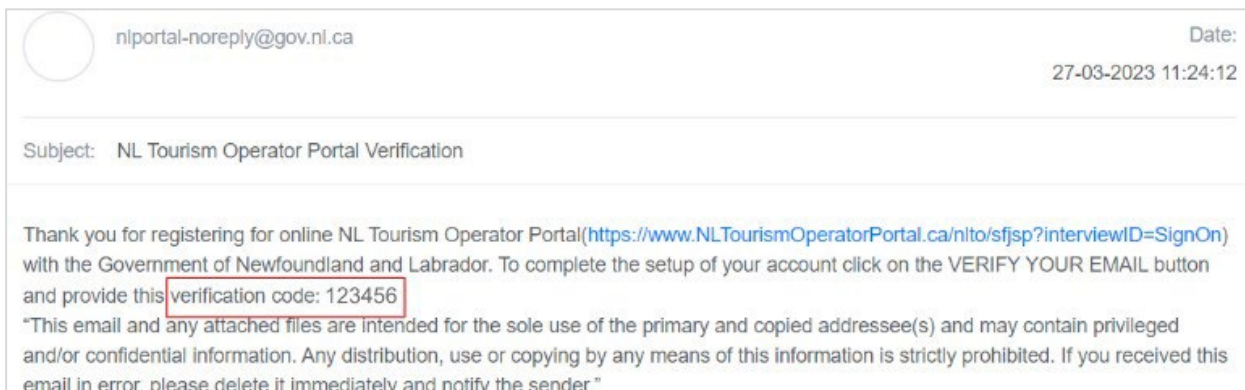
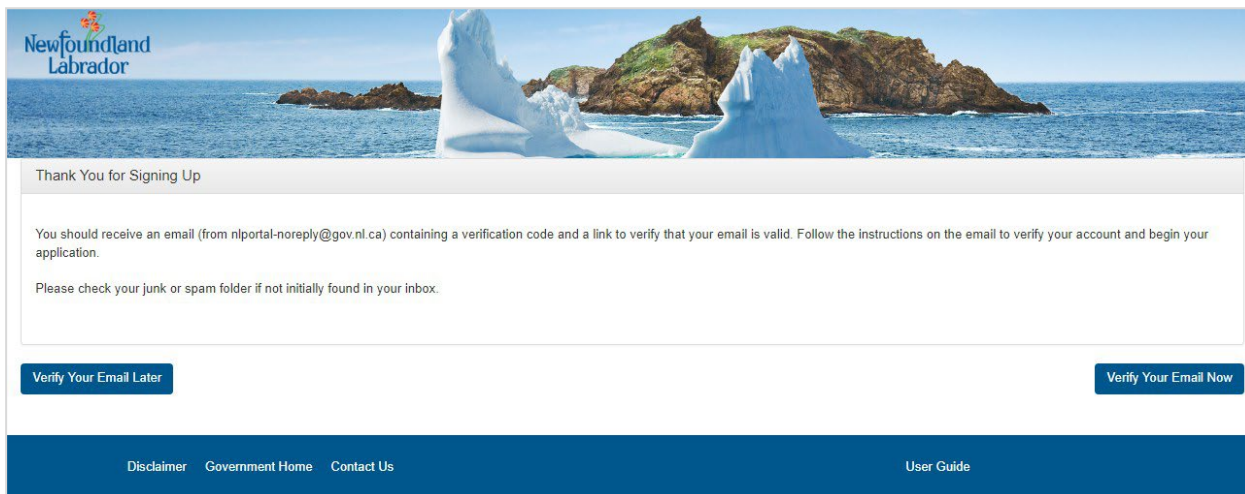
[Cancel](#) [Submit](#)

[Disclaimer](#) [Government Home](#) [Contact Us](#) [User Guide](#)

Verify Your Email

Once you submit your account information, you will receive an email from

NLportal-noreply@gov.nl.ca. The email will contain a verification code. Return to the Portal; click “Verify Your Email Now”. Follow the instructions in the email and in the Portal to verify your account.



(required) indicates a mandatory field

Verify Your Email

Email: (required)

Verification Code: (required)

New Password: (required)

Confirm Password: (required)

Passwords must contain at least eight characters and characters from three of the following four categories:

- At least one uppercase letter
- At least one lowercase letter
- At least one number
- At least one special character (e.g. !; £; \$;); (; %; &; #; @; ?; (;); [;]; =; +; >; <).

Cancel



Submit

Verify Your Email

Thank you for verifying your email. Your account is now active, and you may now login.

Login

Your account is now set up in NLTO Portal. Follow the instructions in [Application Steps for Registering, Renewing and Updating](#) section for step-by-step instructions on how to submit a listing application.

[Logout](#)
[Account Information](#)
[History](#)
[Travel Offers](#)
[Apply for New Business Listing](#)

Home Page

Below is a complete list of all your business listings. From this page, you can:

- 1. Apply for a New Business Listing:** Click the "Apply for a New Business Listing" button above.
- 2. Edit your Existing Business Listing(s) and images:** Scroll down to view the Current Year section and click Update.
- 3. Submit your Occupancy Report(s):** Depending upon the date you enter your occupancy, you will find the occupancy report forms in the History section (from the Navigation bar above) or in the Current year section below. See the User Guide for details.
- 4. Renew your Business Listing(s):** During the Annual Renewal, the Renewal Section will appear on this page. Scroll down and click the Renew button to begin.
- 5. Add Travel Offer(s):** Click the "Travel Offers" button above to add your offers, packages and experience listings.

Along the way you will see a "Save for Later" button at the bottom of the page. Use that button to save your work when you need to step away from your application. View the [User Guide](#) for helpful hints and deadline information

Forgotten Password

To reset your password visit [http://www.nltourismoperatorportal.com/
www.NLTourismOperatorPortal.com/](http://www.nltourismoperatorportal.com/www.NLTourismOperatorPortal.com/) and click “Login/Register”. On the next page, click ‘Forgot Password’. Once you enter the email for your account and then click ‘Submit’. You will receive an email from NLportal-noreply@gov.nl.ca containing a verification code. Return to the Portal; click “Verify Your Email Now”. Follow the instructions in the email and in the Portal to verify your account.

Portal Basics

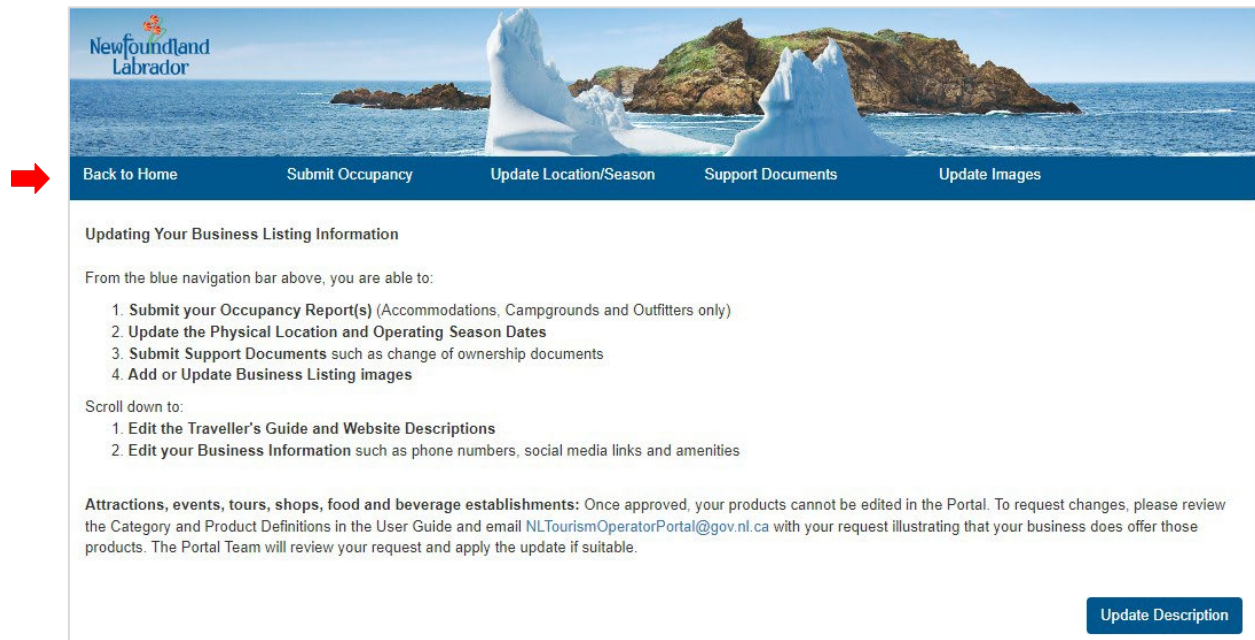
Below are some of the basic concepts and processes on the NL Tourism Operator Portal. Operators should become familiar with them.

Navigation Bar

Once you log in to the Portal, the Home Page will display your existing listing(s). You will see navigation buttons to view your Account Information, History, Travel Offers; and Apply for New Business listing. To apply for a tourism listing or outfitting listing, click “Apply for New Business Listing”. To apply for a travel offer listing, click “Travel Offers”.



When updating and renewing your listings, the navigation may include the following selections: Submit Occupancy, Update Location/Season and Support Documents.



Updating a Current Year Listing

Scroll down to view the Current Year section and click **'Update'** to edit your current online listing(s) and/or submit occupancy reports (if required). You can update your listing at any time.

Please note that the current year's tourism listing will display until December 31. Outfitter listings will appear online until March 31.

#1 Tip for Portal Users: Between April and December, if you make edits to your listings, make sure you make them in two places (1) Current Year Listing and (2) Renewal Year Listing if applicable. This includes changes to descriptions, contact information and images.

Renewal(s) for next year									
Application #	Registration #	Name	Type	Status	Since	Year	Action		
165168	NA	Kirby's Campground (TEST)	Park/Campground-Private Parks	Renewal Incomplete	03-APR-23	2024	Renew		
165183	NA	Kirby's Festival (TEST)	Festival/Event	Renewal Incomplete	04-APR-23	2024	Renew		
165184	NA	Kirby's Hiking Trail (TEST)	Attraction	Renewal Incomplete	04-APR-23	2024	Renew		
165185	NA	Kirby's B&B (TEST)	Accommodation-Bed & Breakfast	Renewal Incomplete	04-APR-23	2024	Renew		

Current Year Update(s): make changes to your website listings or submit occupancy statistics by clicking the Update button									
Application #	Registration #	Name	Type	Status	Since	Year	Action		
141628	NA	Kirby's Festival (TEST)	Festival/Event	Active-TAP Approved	04-APR-22	2023	Update		
141629	4041	Kirby's B&B (TEST)	Accommodation-Bed & Breakfast	Active-TAP Approved	04-APR-22	2023	Update		
142803	NA	Kirby's Hiking Trail	Attraction	Active-TAP Approved	04-APR-22	2023	Update		
144067	4244	Kirby's Campground (TEST)	Park/Campground-Private Parks	Active-TAP Approved	05-APR-22	2023	Update		

Renewing a Listing

Each year, operators must use the Portal to renew their listing(s) and to be included in the Newfoundland and Labrador Tourism marketing initiatives such as the listings online and/or in the Traveller's Guide, brochure display and distribution to Visitor Information Centres, and participation in the Travel Trade, Travel Media and Social Media programs.

During the Annual Renewal, the Renewal Section will appear on the 'Home' page. Scroll down and click the 'Renew' button to begin the renewal for your listing. Operators are notified by email when the Renewal process opens.

Renewal Deadlines

- **Accommodation, campgrounds, attractions, tours, shops & galleries** - renewal opens early April and closes May 31 to be published in next year's Traveller's Guide. Tourism operators that renew or apply for a new listing by the Traveller's Guide listing deadline of May 31 will automatically be renewed and published to the website next January.
- **Festivals, events, food and beverage establishments** - Renewals open up in early April. Since these listings are not published in the Traveller's Guide, those renewals can be submitted at any time before publication on NewfoundlandLabrador.com the first week in January.
- **Outfitters** - renewal opens in November and closes on March 31.

Renewal(s) for next year									
Application #	Registration #	Name	Type	Status	Since	Year	Action		
165168	NA	Kirby's Campground (TEST)	Park/Campground-Private Parks	Renewal Incomplete	03-APR-23	2024	Renew		
165183	NA	Kirby's Festival (TEST)	Festival/Event	Renewal Incomplete	04-APR-23	2024	Renew		
165184	NA	Kirby's Hiking Trail (TEST)	Attraction	Renewal Incomplete	04-APR-23	2024	Renew		
165185	NA	Kirby's B&B (TEST)	Accommodation-Bed & Breakfast	Renewal Incomplete	04-APR-23	2024	Renew		

Current Year Update(s): make changes to your website listings or submit occupancy statistics by clicking the Update button									
Application #	Registration #	Name	Type	Status	Since	Year	Action		
141628	NA	Kirby's Festival (TEST)	Festival/Event	Active-TAP Approved	04-APR-22	2023	Update		
141629	4041	Kirby's B&B (TEST)	Accommodation-Bed & Breakfast	Active-TAP Approved	04-APR-22	2023	Update		
142803	NA	Kirby's Hiking Trail	Attraction	Active-TAP Approved	04-APR-22	2023	Update		
144067	4244	Kirby's Campground (TEST)	Park/Campground-Private Parks	Active-TAP Approved	05-APR-22	2023	Update		

Understanding Status and Actions on the Homepage

Existing Portal Accounts will see a complete inventory of all their listings on the Home Page. Each listing will have a Status and Action button.

Status:

- **Renewal Incomplete:** You have not finished the renewal application and it has not been submitted to the Portal Team for approval.
- **Renewal Approval Pending:** You have submitted your application to renew your listings but it has yet to be approved by the Portal Team
- **Active - TAP Approved:** Your application is approved. TAP Approved listings are published in the Traveller's Guide, if applicable and provided you have met the deadlines. The listing will appear on NewfoundlandLabrador.com or one of the outfitting websites at the appropriate time:
 - January 1 for accommodations, campgrounds, attractions, tours, shops & galleries, festivals & events, food & beverage
 - April 1 for outfitters
- **Active - Non-TAP Approved:** Your application is reviewed by the Portal Team. The Team has determined the application does not meet the [Tourism Assurance Program \(TAP\)](#) standards. These listings are not published in the Traveller's Guide, on NewfoundlandLabrador.com or on the outfitting websites.
- **Application Incomplete:** An incomplete application for a new listing. You have yet to submit your application to the Portal Team for approval.
- **Application Pending:** A new application for a new listing is submitted to the Portal Team but is approved yet.
- **Expired:** On December 31, all current year tourism listings change to expired status and move to the History section of the Portal. On March 31, all current year outfitter listings change to expire status and move to the History section of the Portal

Actions Buttons:

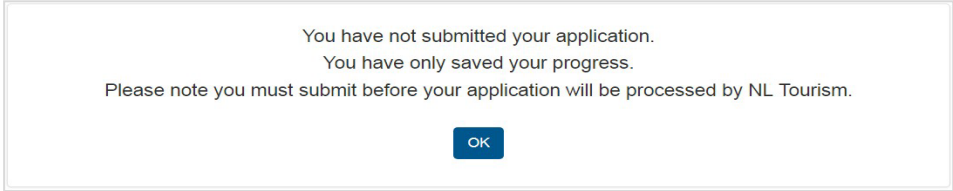
- **Renew:** Click to complete your renewal listing for the next season.
- **Update:** Click to update your listing, images, and occupancy reports.
- **Continue:** Continue to complete your submission. Your renewal, update or newlisting application is not submitted to the Portal Team.

Submit Occupancy Reports

For renewing accommodations, campgrounds and outfitters only: You must submit your occupancy statistics report before your renewal submission can be approved. See the [Occupancy Reports](#) section for instructions.

Save for Later


The 'Save for Later' button allows you to save your progress to come back later and finish and submit your application. Required fields must be filled in before you can 'Save for Later'. If you do not have the information available, you can add 'TBD' to the required field (text fields only) and click 'Save for Later'. Do not submit your application until you have all the information for those required fields. Your application will be returned to you for completion, and this will cause unnecessary delays.

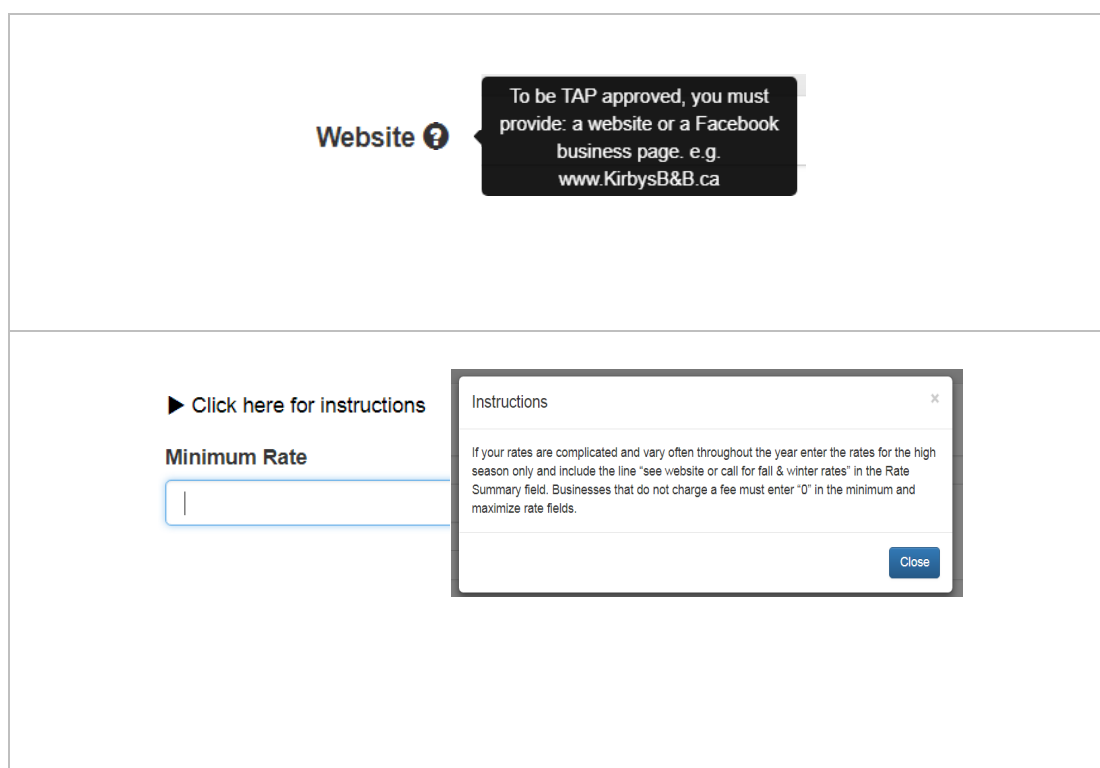
A blue rectangular button with rounded corners and the text "Save for Later" in white.A light gray rectangular box with a thin border, containing a warning message. At the bottom center of the box is a small blue "OK" button.

You have not submitted your application.
You have only saved your progress.
Please note you must submit before your application will be processed by NL Tourism.

OK

Hints and Rules

Throughout the Portal, you will see  symbols and 'Click here for instructions' to indicate there are hints or rules for certain fields. Click on those to view.



The screenshot displays two examples of hints and rules in the Portal interface:

- Website field:** A hint icon (question mark) is next to the label "Website". A tooltip box explains: "To be TAP approved, you must provide: a website or a Facebook business page. e.g. www.KirbysB&B.ca".
- Minimum Rate field:** A link "Click here for instructions" is above the "Minimum Rate" label. Below the label is an input field. A tooltip box titled "Instructions" provides detailed guidance: "If your rates are complicated and vary often throughout the year enter the rates for the high season only and include the line 'see website or call for fall & winter rates' in the Rate Summary field. Businesses that do not charge a fee must enter '0' in the minimum and maximize rate fields." A "Close" button is at the bottom right of the tooltip.

Updating or Renewing More Than One Listing

If you have more than one listing, each listing will require renewal. After each listing has been renewed, return to the 'Home' page and follow the same steps through the Portal for all your listings.

Do not use the Browser Back Button

For the best user experience, use the "Back" button provided in the Portal.

At a Glance: How to Register, Renew and Update

Registering for a New Listing

1 Check Your Eligibility
Accommodations, campgrounds, attractions, festivals & events, food & beverage operations, shops & galleries and tours in Newfoundland and Labrador can be registered and applied for a new listing. Outfitters should contact the Portal Team if they have purchased an outfitting lodge.

Help: See [Requirements for Listings](#) and [Categories and Product Definitions](#) sections for eligibility.

2 Create an Account and Verify Email on the NLTO Portal
Click "Login/Register", then 'Create an Account'. Follow the instructions to verify your account.

3 Enter Details
Log in and click 'Apply for a New Business listing'. On the next screens, enter details, descriptions, location, and extra information such as images, travel offers and experiences.

Help: See [Preparing to Use the Portal](#), [Listing Best Practises & Checklist](#) and [Applications Steps for Registering, Renewing and Updating](#) sections.

Renewing a Listing Annually

1 Login to Renew
You will be notified by email when the renewal opens. You must renew annually.

Accommodation, campgrounds, tours, shops, festivals, food, beverage and attractions - renewal begins in early April and ends May 31.

Outfitters - renewal begins in early November and ends on March 31.

2 Review Your Details
During the Annual Renewal period, a renewal section will appear on the Home page. Scroll down and click 'Renew' to the right of the listing.

On several screens, you will review your details, descriptions, location and add extra information such as images and travel offers and experiences. Make edits where necessary for next year's listing.

Help: Optimize your listings see [Listing Best Practises & Checklist](#)

3 Enter Occupancy Statistics
Accommodations, campgrounds & outfitters must enter their occupancy/annual statistics as a renewal requirement. Use the Current Year Section of the Home Page and/or the History section of the Portal to submit the occupancy reports for the current/previous year.

4 Approval Registrations & Renewals
The Portal Team will review your registration and renewals. You will be notified through email when the listing(s) or renewal(s) has been approved. Depending upon your category and if you have met the publication deadline, your listings will appear online when approved and will appear in the next issue of the Traveller's Guide.

Updating/Editing Your Listing & Submitting Occupancy Reports

24/7/365

Once your website listing is live, you can update it yourself at any time of the year through the Portal. Accommodations, campgrounds and outfitters can enter their occupancy reports any time before the deadline.

Renewing

Each year, operators must renew their listing(s) to be included in the Newfoundland and Labrador Tourism marketing initiatives such as the listings online and/or in the Traveller's Guide, brochure display at Visitor Information Centres, and participation in the Travel Trade, Travel Media and Social Media programs.

Newfoundland and Labrador Tourism will notify you via email (NLPortal-noreply@gov.nl.ca) when the renewal process begins.

Renewal Deadlines

<p>Accommodation, campgrounds, attractions, tours, shops & galleries</p> <p>(published in the Traveller's Guide & NewfoundlandLabrador.com)</p>	<p>First week in Apr - Renewal period opens for next year's listings.</p> <p>May 31 - Renewal Deadline. Renewal period for next year's listings closes. Tourism operators that renew or apply for a new listing by the Traveller's Guide listing deadline of May 31 will automatically be renewed and published on the website.</p> <p>May 31 - Accommodations & campgrounds Occupancy Deadline. Must include occupancy reports for the current year up to and including March.</p>
<p>Festivals, events, food and beverage establishments</p> <p>(published on NewfoundlandLabrador.com)</p>	<p>First week in Apr - Renewal period opens for next year's listings.</p> <p>Dec - Since these listings are not published in the Traveller's Guide, those renewals can be submitted any time before publication on NewfoundlandLabrador.com the first week in January.</p>
<p>Outfitters</p> <p>(published on HuntingNewfoundlandLabrador.com/ AnglingNewfoundlandLabrador.com)</p>	<p>Early Nov - Renewal period opens for next year's listings.</p> <p>Mar 31 - Renewal Deadline. Renewal period for next year's listings closes. Deadline to submit your main lodge statistical reports for the current season.</p>

Application Steps for Registering, Renewing and Updating

On the home page, you can (1) apply for a new listing; (2) annually renew your listing; (3) edit a current listing. The steps are similar.

New applicants will select 'Add New Business Listing' to apply for a tourism business, attraction, event or outfitting listing.

Existing Portal Account holders wishing to edit their listing will scroll down & select 'Update'.

Renewing applicants scroll down the Home page and select 'Renew'.

Once you begin the process, a series of pages will allow you to add/edit the necessary information for your listing. Follow the steps and make changes as necessary. The exact information will differ slightly depending on what type of tourism operation you operate.

Review [Listings Best Practises & Checklist](#) (Page 12) and [Examples of Descriptions](#) (Page 70) sections before you begin your application.

Home Page

Below is a complete list of all your business listings. From this page, you can:

- Apply for a New Business Listing:** Click the "Apply for a New Business Listing" button above.
- Edit your Existing Business Listing(s) and images:** Scroll down to view the Current Year section and click Update.
- Submit your Occupancy Report(s):** Depending upon the date you enter your occupancy, you will find the occupancy report forms in the History section (from the Navigation bar above) or in the Current year section below. See the User Guide for details.
- Renew your Business Listing(s):** During the Annual Renewal, the Renewal Section will appear on this page. Scroll down and click the Renew button to begin.
- Add Travel Offer(s):** Click the "Travel Offers" button above to add your offers, packages and experience listings.

Along the way you will see a "Save for Later" button at the bottom of the page. Use that button to save your work when you need to step away from your application. View the User Guide for helpful hints and deadline information.

Renewal(s) for next year

Application #	Registration #	Name	Type	Status	Since	Year	Action
165168	NA	Kirby's Campground (TEST)	Park/Campground-Private Parks	Renewal Incomplete	03-APR-23	2024	Renew
165183	NA	Kirby's Festival (TEST)	Festival/Event	Renewal Incomplete	04-APR-23	2024	Renew
165184	NA	Kirby's Hiking Trail (TEST)	Attraction	Renewal Incomplete	04-APR-23	2024	Renew
165185	NA	Kirby's B&B (TEST)	Accommodation-Bed & Breakfast	Renewal Incomplete	04-APR-23	2024	Renew

Current Year Update(s): make changes to your website listings or submit occupancy statistics by clicking the Update button

Application #	Registration #	Name	Type	Status	Since	Year	Action
141628	NA	Kirby's Festival (TEST)	Festival/Event	Active-TAP Approved	04-APR-22	2023	Update
141629	4041	Kirby's B&B (TEST)	Accommodation-Bed & Breakfast	Active-TAP Approved	04-APR-22	2023	Update
142803	NA	Kirby's Hiking Trail	Attraction	Active-TAP Approved	04-APR-22	2023	Update
144067	4244	Kirby's Campground (TEST)	Park/Campground-Private Parks	Active-TAP Approved	05-APR-22	2023	Update

New applicants click "Apply for a New Listing"

To renew a listing click "Renew"

To make edits to a listing, click "Update"

New Listing application - Select a Category

When applying for a new listing, you will first select a listing category.

See the [Category & Product Definitions](#) (Page 74) to determine the correct category for your listing.

Select one business category that applies to your business. If you operate a tourism business in more than one category, you will need to complete an online application for each category. For example, if you operate an attraction and an event, you will need to do an application for each business.

- Accommodation
- Park/Campground
- Attraction
- Festival and Event
- Shop and Gallery
- Tour
- Outfitter
- Food and Beverage

Descriptions

Traveller's Guide Description: for accommodations, campgrounds, attractions, tours, and shops only.

This description will help form a traveller's initial impression of your operation. You are limited to 200 characters, which is just a couple of sentences, so be sure to make them count. Focus on what is unique and appealing. Include the most attractive and interesting highlights to encourage travellers to contact you. Here, you should include the top one or two things that will make someone excited to book with you.

Website Description: displayed on NewfoundlandLabrador.com for accommodations, campgrounds, attractions, festivals and events, food and beverage establishments, shops & galleries, and tours. On the **hunting/angling websites** for outfitters.

In addition to the highlights included in your short (Traveller's Guide) description, you should include other top-selling features. If there is a popular tourist attraction nearby, like a museum, hiking trail, or the ocean, include it here. You may want to include a quick note about the distance from an airport or ferry, any recent awards; or information about the surrounding area.

Review the [Listing Best Practises & Checklist](#) (Page 12) and [Examples of Descriptions](#) (Page 70).

Do not include the business/attraction or event name, location, season dates, website address or contact information in the descriptions. There are other sections for that information.

The screenshot shows a web form titled "Application Description". At the top, there is a "Back" button. Below it, a note states: "(required) indicates a mandatory field". A paragraph explains that the Traveller's Guide Description cannot be edited once approved, while the Website Description can be edited at any time. It then provides instructions for both descriptions: the Traveller's Guide Description should focus on unique and appealing features to encourage contact, while the Website Description should highlight what makes the business stand out and why visitors should click through to the website. The form contains three main input areas: "Business Name: (required)" with a text field, "Traveller's Guide Description: (required) (200 Characters Left)" with a text area, and "Website Description: (required) (500 Characters Left)" with a larger text area. At the bottom, there are two buttons: "Save for Later" and "Continue".

Location and Season Dates

When adding a new listing, the Location and Season page will appear automatically. The physical location, headquarters, and watershed (Outfitters only) will determine which community/region the listing will appear in on the tourism and outfitting websites. No alternative community can be selected.

Application Detail

Application For: Kirby's Hiking Trail

Application Type: Attraction

Status: Active-TAP Approved

Updating Your Location and Season Dates

Add Another Location and Dates

Please add your location(s) followed by your season/event date(s). To view or edit your season dates, please click the "Edit" button below.

Attractions, Tours, Shops, and Event Operators: You can add multiple locations and multiple dates. Accommodations, Campgrounds and Outfitters Operators: you should not add multiple locations. Each location must register.

Locations and Dates

Physical Location	City/Town	Latitude	Longitude	Edit
123 Water	St. Anthony	44	-55.1234	Edit

When renewing a listing, you must click "Edit" to review the location and season dates before you can click the "Continue" button.

Application Detail

Application For: Kirby's Hiking Trail

Application Type: Attraction

Status: Active-TAP Approved

Updating Your Location and Season Dates

Add Another Location and Dates

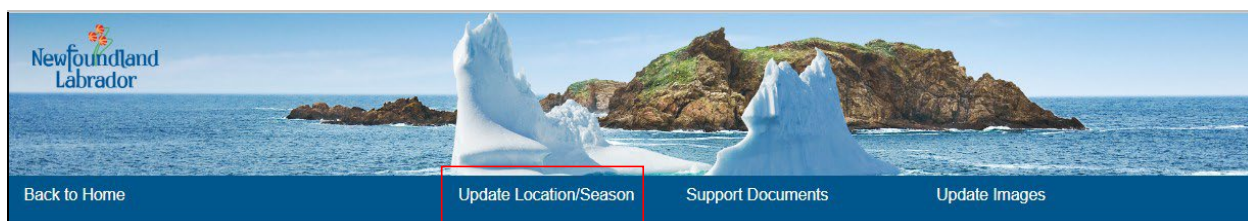
Please add your location(s) followed by your season/event date(s). To view or edit your season dates, please click the "Edit" button below.

Attractions, Tours, Shops, and Event Operators: You can add multiple locations and multiple dates. Accommodations, Campgrounds and Outfitters Operators: you should not add multiple locations. Each location must register.

Locations and Dates

Physical Location	City/Town	Latitude	Longitude	Edit
123 Water	St. Anthony	44	-55.1234	Edit

During an Update, you can edit the location and season, by clicking "Update Location/Season" in the top navigation bar to make edits.



Physical Location: Enter your listing's street address. Do not include mailing address information.

Latitude and Longitude: Enter the map coordinates in decimal degrees (e.g. Latitude: 47.583578, Longitude: -52.723787). This allows travellers to find you using the map and direction functions online. Useful websites to find your coordinates are GetLatLong.Net and Google Maps. On Google Maps search for the location of your business/attraction/event. Right-click the location, select “What’s here?” and an info card will appear with the map coordinates.

Season Date Information: Enter your “Open From” and “Open To” dates, followed by the Season Summary. Only the “Season Summary” is published in the Traveller’s Guide and on NewfoundlandLabrador.com. The Season Summary should be in the following format: Jan 1-Dec 31. Do not include the year. Exception: Festival and events must include the year. Other tourism listings where the operating seasons span two calendar years, such as a cross-country ski trail or a Christmas attraction, must include the year. Do not include operating times.

Multiple Locations and Season Dates: Attractions, tours, shops, festivals and events, and food and beverage operators can add multiple locations and multiple seasons on this screen. Festivals and events are encouraged to add future dates too (i.e. Current Year and Next Year on the Current year folder). Additional seasons can be added to one location.

Festival and Event organizers
Tip #1 add current year dates and next year dates to your current year folder.

Accommodations, campgrounds and outfitters cannot add multiple locations on this screen as each location must be registered in the NLTO Portal.

If the event date is unconfirmed, event dates enter your Season Summary as TBD. Example: July TBD. Your “Open From” date would be July 1 and your “Open To” date would be July 31.

Festival and Event organizers
Tip #2 if your dates are TBD, remember to return to the Portal and update your dates once they become confirmed.

Once your date is confirmed, return to the Portal to update your dates to ensure users on NewfoundlandLabrador.com find you when searching for events happening on a particular date.

Add Business Location

Physical Location **(required)** ⓘ

City/Town **(required)** ⓘ

Latitude **(required)**

Longitude **(required)**

► View help

Season/Dates Information

1st Season

Open From **(required)** ⓘ

Open To **(required)** ⓘ

Season Summary ⓘ

Add Additional Season

General Information

The information you supply in the next sections is published either in print and/or online and may be used for other marketing purposes. Travellers will use this information to plan their trip to Newfoundland and Labrador. For help with completing any fields on this screen please refer to the instructions below.

Throughout the Portal, you will see ⓘ symbols and 'Click here for instructions' to indicate there are hints or rules for certain fields. Click on those to view.

Contact and Owner Name: To edit the Owner Name below, please contact the Portal Team to request a change of ownership. These fields are not published.

Phone Numbers: Enter a valid 10-digit phone number in the following format 7095551234. Do not use spaces, hyphens or brackets.

Primary Phone Number and Toll-Free Number: To be Tourism Assurance Program (TAP) approved, you must provide a primary phone or a toll-free number.

Email: To be Tourism Assurance Program (TAP) approved, you must provide an email address. Ensure this email address is for public use, as it will be published online and/or in print. Format: KirbysB&B@email.com.

The screenshot displays a web application interface for the NL Tourism Operator Portal. At the top, a header bar labeled 'Application Detail' contains three pieces of information: 'Application For: Kirby's Hiking Trail', 'Application Type: Attraction', and 'Status: Application Incomplete'. Below this header, there are two buttons: 'Save for Later' and 'Continue'. The main section of the form is titled 'Business Information' and contains a sub-section labeled 'General'. This section includes several input fields for contact information, arranged in two columns. The left column contains fields for 'Contact', 'Primary Phone Number', 'Alternate Phone Number', and 'Email'. The right column contains fields for 'Owner Name', 'Toll Free Number', and 'Off-Season Phone Number'. Each field is represented by a text input box with a small question mark icon to its right, indicating a help or tooltip function.

Application Detail		
Application For: Kirby's Hiking Trail	Application Type: Attraction	Status: Application Incomplete

Save for Later Continue

Business Information

General

Contact	Owner Name
Primary Phone Number ?	Toll Free Number ?
Alternate Phone Number	Off-Season Phone Number
Email ?	

Online and Social Media

The following fields require you to **enter the URLs or website addresses** that can be found in your browser's address bar. Copy the URL into the appropriate field. To have Tourism Assurance Program approval, you must provide a website or a Facebook business page and an email address.

Website: Entering your website places a “Website” button on your listing to drive visitors to your website, giving them access to more information about you and a means of contacting you to book directly.

Facebook Business Page: Add the URL for your Facebook Business page or Facebook Event pages. Facebook groups or community or profile pages are not acceptable.

Social Media Links: Tourism operators can engage with visitors by listing their social media channels (Facebook, Twitter, YouTube, Blog, Instagram) within their listing. Add the URL for the social media channel in this field. @ Handles are not accepted.

Twitter: Add the URL for your Twitter account. @ Handles are not acceptable.

Online Reservations System: Listings with an online reservation system will have a “Book Now” button on their website listing. It gives customers a direct link to your reservation system.

Whether you have a booking component on your website or you use an external booking agent such as Booking.com, this is what most travellers are looking for today. Online forms that send availability requests and do not accept payment are not acceptable.

Review Site: Add the URL for your page on Google Review, TripAdvisor or Yelp for example. Content on review sites like TripAdvisor can have a considerable impact on visitor traffic and bookings.

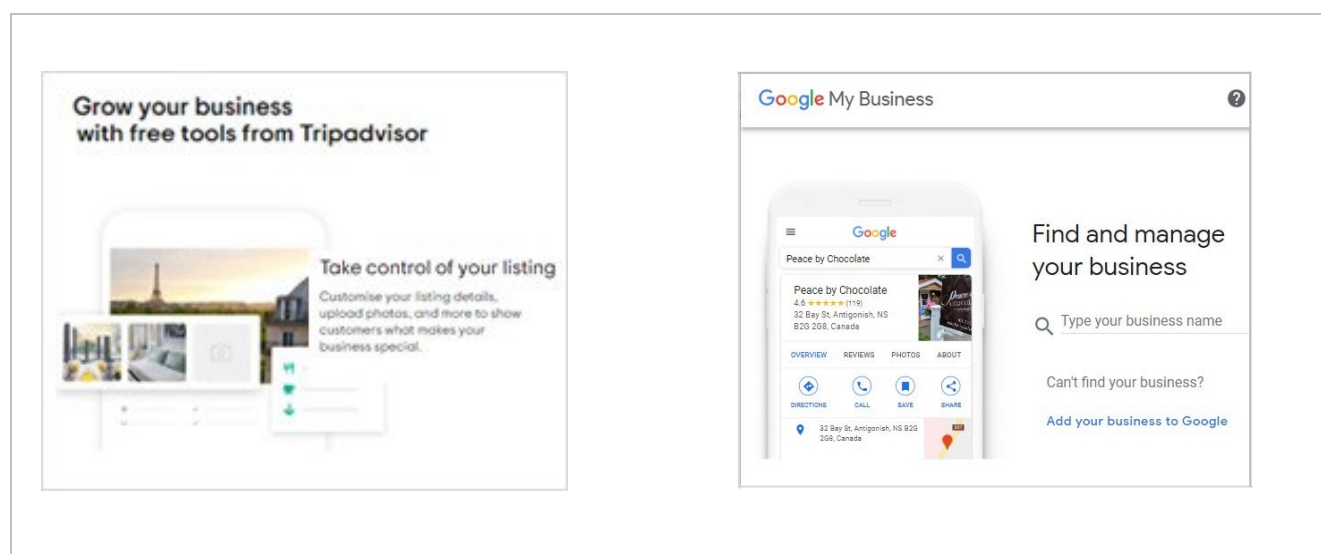
Add the URL for your social media channels. Do not submit @ handles.

Examples correct URL format:

<https://www.facebook.com/NewfoundlandLabradorTourism>

<https://www.instagram.com/newfoundlandlabrador/>

Online & Social Media	
Website ?	Facebook Business Page ?
<input type="text"/>	<input type="text"/>
Twitter ?	Travel Blog ?
<input type="text"/>	<input type="text"/>
Online Reservation System/Website ?	Review Site ?
<input type="text"/>	<input type="text"/>
YouTube ?	Instagram ?
<input type="text"/>	<input type="text"/>



Rates

Enter your “Minimum Rate” “Maximum Rate” and “Rate Summary”. Only the Rate Summary is published in the Traveller’s Guide and on NewfoundlandLabrador.com. Keep the summary simple. Leave the details on your website. If there is no charge, enter “0” in the minimum and maximum rate fields and “Free” in the published listing.

Food and beverage operators can select from the dropdown menu to indicate applicable rate options. The Rate Summary choices represent the approximate cost per person for a meal, including one drink, tax and tip. \$ Inexpensive (under \$10), \$\$ moderate (\$11-30) \$\$\$ Pricey (\$31-60) \$\$\$\$ Ultra High-End (over \$61). This is the same scale used on the popular restaurant website Yelp and Google restaurant listings.

Rate Summary
<p>► Click here for instructions</p> <p>Rate Summary</p> <div> <input type="text"/> </div> <div> <p>\$ - inexpensive (under \$10)</p> <p>\$\$ moderate (\$11-30)</p> <p>\$\$\$ Pricey (\$31-60)</p> <p>\$\$\$\$ Ultra High-End (over \$61)</p> </div>

Electronic Payment

To have Tourism Assurance Program approval, you must accept at least one form of electronic payment. **Attractions, tours, festivals and events, and food and beverage operators** that charge less than \$10 are exempt. This exemption does not apply to Shops and Gallery listings.

Electronic Methods of Payment

▶ Click here for instructions

American Express

☐ Yes ☒ No

Email Money Transfer

☐ Yes ☒ No

MasterCard

☐ Yes ☒ No

Visa

☐ Yes ☒ No

Diner's Club Enroute

☐ Yes ☒ No

Interac/Debit

☐ Yes ☒ No

PayPal

☐ Yes ☒ No

Capacity

Capacity Description is published on NewfoundlandLabrador.com, the Hunting and Angling sites and the Traveller's Guide.

- **Accommodation:** Brief description of the Number of Rooms/Units. E.g. 13 rooms and 4 cottages.
- **Campgrounds:** Brief description of the sites. E.g. 10 Full services sites, 34 unserviced sites
- **Outfitters:** Number of guests you accommodate in each facility
- **Festivals and Events:** Number of attendees
- **Tours:** Number of passengers/guests
- **Attractions:** Your maximum capacity (if applicable).
- **Restaurants:** Number of seats
- **Shops and Galleries:** Not applicable.

Number of Rooms is not published. However, it is required for registered accommodations and campgrounds with glamping units. Provide the total number of bedrooms in all units. Example: If you have, a lodge with five regular rooms each with one bedroom, and two suites with two bedrooms each:

- **Capacity Description:** 5 double rooms, 2 two-bedroom suites
- **Number of Bedrooms:** 7 bedrooms

Capacity

▶ Click here for instructions

Capacity Description

Number of Bedrooms (required)

Insurance

To have Tourism Assurance Program approval, you must have liability insurance. This information is for office use only and is not published on any website or Traveller's Guide. See the [Tourism Assurance Program](#) (TAP) section for more information. If you require help

Insurance

▶ Click here for instructions

Insurance Agency/Broker

Insurance Policy Number

obtaining liability insurance, see <https://hnl.ca/wp-content/uploads/2017/12/TAP-Flyer-Insurance.pdf>.

Accessibility (Optional)

These fields may not apply to your operation. Building accessibility (BA) numbers are issued for buildings only. If you have a BA number from Service NL, enter it. If not, you can skip this section and come back to the Portal when you have it. Your BA # is required to have the wheelchair amenity in your listing on the website(s) and the symbol in the Traveller's Guide.

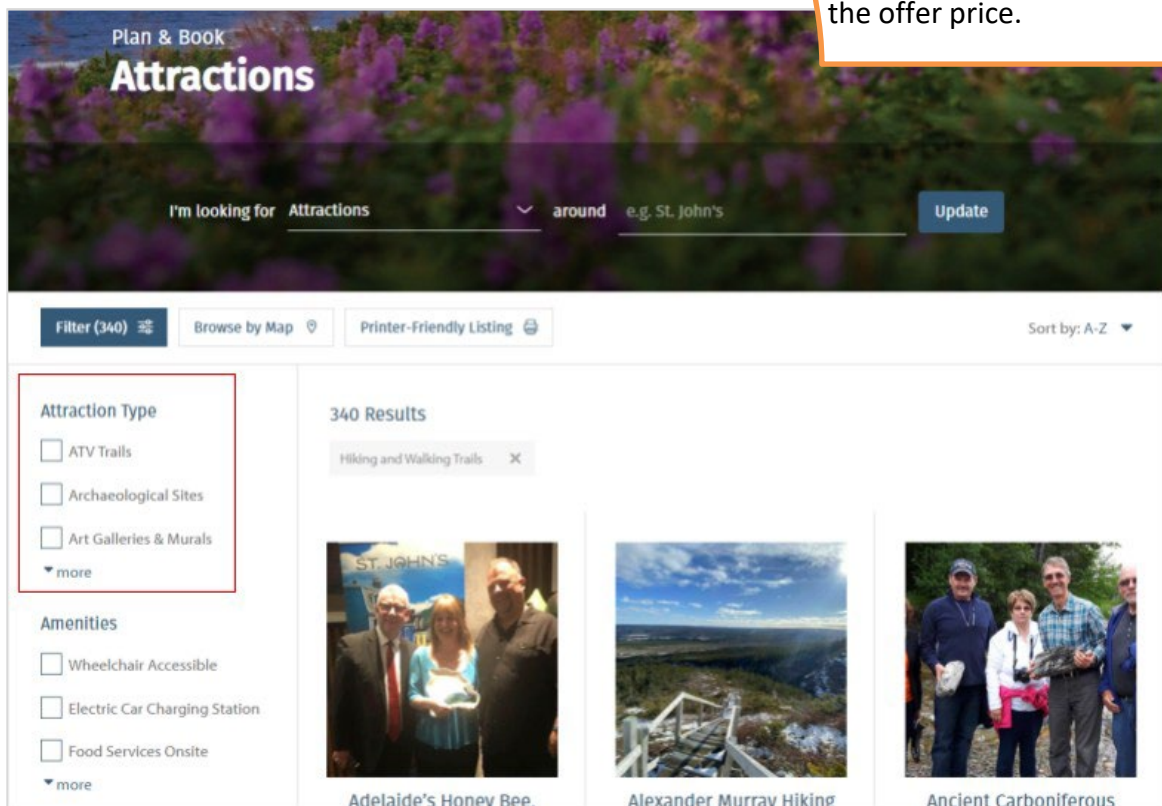
Accessibility	
▶ Click here for instructions	
Building Accessibility Comply	Building Accessibility Number
<input type="text"/>	<input type="text"/>
Exemption Number	Wheelchair Accessible
<input type="text"/>	<input type="radio"/> Yes <input type="radio"/> No

Products

New Listings: Products identify your type of tourism operation. Select the products that complete the statement “My business/attraction/event is a...” By selecting the products available at your operation, you ensure that potential visitors searching NewfoundlandLabrador.com for a specific type of product will find you. Products are found in the filters on a Plan and Book search of NewfoundlandLabrador.com.

See the [Category & Product Definitions](#) section (Page 74) to **determine the correct category for your listing.**

Products that do not match will be removed. Please select only products that apply or activities that are included in the offer price.



Accommodations and campgrounds operators: Your business category will be determined in consultation with the Portal Team during the application process. See the [Accommodations Products](#) and [Campgrounds Products](#) for a full list and definitions.

Outfitters products: By selecting the species available at your lodge, you ensure that potential hunters and anglers searching the outfitting website for a specific species will find you. Big game licences predetermine hunting species.

Change your products during renewal or updates: For operations wishing to request changes to their products, please review the [Category & Product Definitions](#) section and email

NLTourismOperatorPortal@gov.nl.ca with your request. The Portal Team will review your request by looking over your website and/or social media sites. If the product is confirmed, the change will be applied.

Amenities

Amenities are the facilities and services that are available on-site, not in the surrounding area. By selecting the amenities available, you ensure that potential visitors searching NewfoundlandLabrador.com and outfitting websites, for a specific type of amenity will find you. Amenities are in the Filters on a Plan and Book search of NewfoundlandLabrador.com and the hunting & angling websites.

Amenity - No Pets Allowed (Service Animals Welcome)

While your operation may have a “No Pets Policy”, remember service animals are not pets. Service animals are trained to do a specific job related to a person’s disability. In Newfoundland and Labrador, the [Service Animal Act](#) ensures a person with a service animal has equal access to accommodations, services or facilities. For additional information, see the [Human Rights Commission of Newfoundland and Labrador](#).

Support Documents

This page is no longer applicable. Please click the “Continue” button to finish your application or renewal.

Images Requirements & Best Practises

Get travellers excited about your offering by adding five images to your listing that tell a story. Give them another reason to choose your business by showing off your food, decor, facilities, and experiences – anything that sets you apart from the competition.

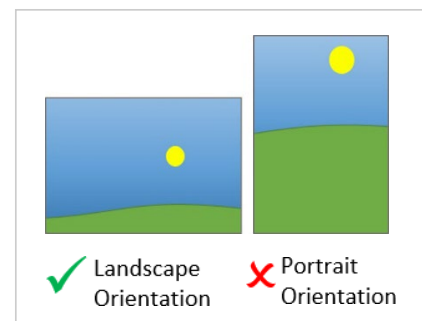
The images do not have to be professional. An image taken on a mobile device can look great too.

Each tourism listing can have up to five images. Outfitters can submit five images for their hunting main lodge listing and another five images for their angling main lodge listing.

Your main image should be one that best sells your business/attraction or event. This image will appear on the search results page and encourage users to click through to your full listing. It is also the first image visitors see on your listing page. The remaining images will display in a gallery. All images should have captions.

Requirements:

- Submit only full-colour photographs. Do not submit logos, black and white images, collages and images with watermarks/text.
- Select large, high-quality images. Pixel dimensions must be at least 2000 x 2500. The maximum file size is 3 MB. Uncropped images from most modern cell phones will be in this range.
- Try to have the main subject centred in the photo and not too close up.
- Email programs will often reduce image sizes to make emailing easier. Make sure you are using the original, highest-quality version of any image.
- Choose images that have a wide crop, and landscape-oriented (wider instead of taller) rather than a portrait-oriented image.



Full Colour images only. No logos, posters, images with words, or collages.

If your images is too big, find out how to resize here

<https://www.wikihow.com/Resize-Digital-Photos>

Legal: By posting images to your listing on NewfoundlandLabrador.com or the outfitter websites, you are confirming that the images are your property and that you have the rights to these images. You are also granting copyright permission to Newfoundland and Labrador Tourism and certain third parties as part of the marketing efforts to promote Newfoundland and Labrador as a tourism destination.

Approval: Your submitted images will be reviewed within a few days and published online once approved. You are notified by email if your images are rejected.

Upload a New Image: On the Home page, locate the listing from the “Current Year Updates” listings or the “Renewal for next year” listings, then click “Update”. You may need to add images to both the “Current” year and “Renewal” year. If the Renewal Period is closed, you will only see the Current year listing on the Home page.

Remember! Between April and December insert or replace your images on both the Current Year listing and the Renewal Year listing.

Current Year Update(s): make changes to your website listings or submit occupancy statistics by clicking the Update button

Application #	Registration #	Name	Type	Status	Since	Year	Action
141628	NA	Kirby's Festival (TEST)	Festival/Event	Active-TAP Approved	04-APR-22	2023	Update
141629	4041	Kirby's B&B (TEST)	Accommodation-Bed & Breakfast	Active-TAP Approved	04-APR-22	2023	Update
142803	NA	Kirby's Hiking Trail	Attraction	Active-TAP Approved	04-APR-22	2023	Update
144067	4244	Kirby's Campground (TEST)	Park/Campground-Private Parks	Active-TAP Approved	05-APR-22	2023	Update
165186	NA	Kirby's Cafe (TEST)	Food and Beverage	Application Incomplete	04-APR-23	2023	Continue

Once the listing opens, you will click “Update Images” on the right of the blue navigation located at the top of the page.

Click ‘Choose File’ to upload an image file directly from your computer.

Newfoundland

Upload New Image

Caption:

File: No file chosen

Browse to the image location on your computer and click ‘Open’. You will return to the Portal where you will click ‘Add New Image’.

Upload New Image

Caption:

File: 006-3-2225_jpeg-medium.jpg


The Image Editor will open. Follow the instructions to adjust your image. Add a caption and click 'Save' when you have finished.

Image Editor

This Image Editor will crop the image you uploaded to a proper size suitable for the business listing page. Adjust your image and try to fit the desirable portion of your image into the inner container with white border, any portion of the image outside of the inner container will be cropped out. You can do the following adjustments to your image:


1. Move your cursor inside of the inner container, left click and hold to drag your image.
2. Move your cursor inside of the container, use your mouse wheel to zoom in or out on the image.
3. You can also use the zoom slider below the container to zoom in or out on the image.

When you finish editing the image, click Save to upload the image. Click Back to discard your changes.



Continue adding the remaining four images.

Images

Display Order	Change Order	Preview	Type	Caption	Status	NL Tourism Comments	Last Modified	Action
1				Homemade Partridgeberry Pie	Submitted		2023-04-04 13:04:55	Edit Delete

Upload New Image

Caption:

File:

[Choose File](#)
No file chosen

[Save for Later](#)
[Continue](#)

Submit Your Application, Update or Renewal

Click the box to attest and submit your application.

By submitting your application, you certify that the statements made in the foregoing application are, to the best of your knowledge, true and correct; that you have signing power for the above-noted business/attraction/event; you have the necessary licences and permits required by law to operate in the Province of Newfoundland and Labrador and that all municipal, provincial and federal laws applicable to the business/attraction/event will be observed.

An email is sent to the account email address when your application, update or renewal request is approved, or if additional information is required.

All applications and renewals are reviewed individually to ensure each listing meets all requirements. New and updated listings should appear online within a few business days, and the next publication issue of the Traveller's Guide, if applicable, provided you have met the May 31 deadline.

Renewed listings will appear online in early January for accommodations, campgrounds, attractions, tours, shops, festivals and events, and food and beverage establishments. Early April for outfitters.

Application Complete

Please click Submit Application button to submit your application for review.

☒ By submitting this application, you certify that the statements made in the foregoing application are, to the best of your knowledge, true and correct; that you have signing power for the above noted business; that the noted business have the necessary licenses and permits required by law to operate in the Province of Newfoundland and Labrador and that all municipal, provincial and federal laws applicable to the business will be observed. Please note, your information is being collected for the purpose of providing travellers to Newfoundland and Labrador with information about your business and for contact information for use by the Department and partners. Please be aware that your contact information may be made available to the public and may be shared with other entities. Any personal information you provide is collected under the authority of section 61(c) of the Access to Information and Protection of Privacy Act, 2015. If you have any questions, please contact 709-729-5559. **(required)**

Submit Application

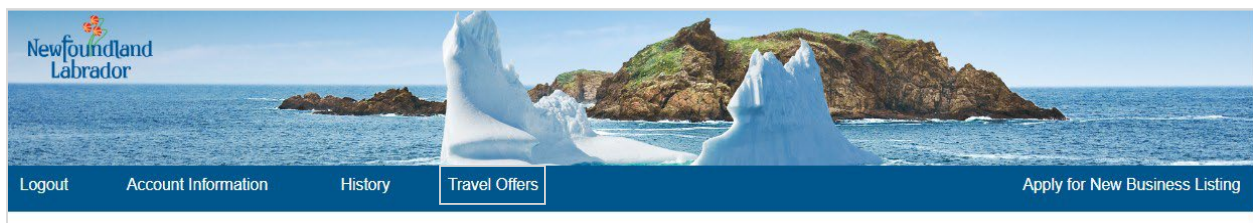
Owners of Multiple Listings: You **must** renew all your listings each year, whether you make changes or not. Return to the Home page to ensure all your listings are renewed.

Travel Offers, Packages & Experiences

Travel Offers, Packages and Experiences are travel experiences and tours where travellers immerse themselves in the local culture and participate whenever and wherever they can.

From the Home page, click “Travel Offers”.

See [Travel Offers Best Practises](#) (Page 14) and [Travel Offers, Packages and Experiences Definitions & Criteria](#) (Page 92) before you begin.



From the next page, you can:

Add a New Travel Offer: Click the “Add a New Travel Offer” button above. You can also create a new package by copying an existing or expired package. Scroll down to find the package and click “Copy”.

Edit an existing Travel Offer: Scroll down view your Existing Offers and click Update.

Your offer is published once approved, and automatically removed from the website(s) once the valid date is passed.

Travel Offers

Add travel offers, packages and experience listings on NewfoundlandLabrador.com and the outfitting websites.

Below is a list of all your travel offers. From this page, you can:

- Add a New Travel Offer:** Click the “Add a New Travel Offer” button above. You can also create a new package by copying an existing or expired package. Scroll down to find the package and click “Copy”
- Edit an existing Travel Offer:** Scroll down view your Existing Offers and click Update.

Your offer will go live once approved and will be automatically removed from the website(s) once the valid dates have passed.

Refer to the Portal User Guide for requirements, helpful hints and for step-by-step instructions.

Existing Packages:

Package #	Name	Primary Business	Valid From	Valid Until	Status	Action
40561	Midnight Kayaking Tour	Kirby's Tours and Gros Morne National Park	2019-09-01	2019-09-30	Expired	Copy

Select and confirm your Travel Offer type by clicking one of the selections.

Accommodations, attractions, tours, shops, festivals and events - please select one:

- **Experience/Tour** are compelling travel experiences that provide the consumer with a strong value-add and can have single or multiple components. They are sold by tour/attraction operators, accommodation operators, event organizers, or shop/gallery owners.
Examples: a food tour, a guided hike, an ocean fishing experience, a weekend getaway.
- **Package Vacation** only select if you are a "Package" Tour operator and sell multi-day vacations that include transportation, accommodation and activities.

Outfitters - please select the type of package

- Hunting Only Package
- Angling Only Package

Back

Confirm New Application Type

Application Type: Package

Business Type: Touring and Exploring - Experience/Special Offer

Continue

On the next few pages, enter the details of your package; add one image, and then submit. Your submission is reviewed within a few days and is published online once approved. You are notified via email if there is any further information required, or if the submission has been rejected.

Enter the Name of the offer (64 characters maximum)

Description (500 characters maximum) See the [Travel Offer Listing Best Practises](#) section before you begin to write the description.

Conditions include all that may apply. E.g., blackout dates, off-season vs. peak rates, second night rates, upgrades, etc.

Note: The following disclaimer applies to all offers. Any repeated information is removed:

"Offers are subject to availability. Additional taxes may apply. You may have to pre-book and/or mention the promotion at the time of booking. Please check with the operator for more details."

Application Description

Application Type: Package Sub Type: Touring and Exploring - Experience/Special Offer

Name of Offer: **(required)**

Package Description: **(required)** (500 Characters Left)

► Help

Conditions: (500 Characters Left)

► Help

Save for Later Continue

Add applicable partners: Add all of your businesses/attractions/events and any partners (if applicable). This will ensure that the offer is displayed on each of your listings and your partner's listing page(s).

Offer Detail

Name of Offer: Kirby's Jiggs Dinner and Scoff Package Type: Touring and Exploring - Experience/Special Offer Status: Application Incomplete

Add Your Business(es) and Partners

Your offer will appear on your business listing(s), as well as the business listing of the partner business(es) included in your offer. To add partnering businesses, select "Add Applicable Business" and search for your business name(s) and you partners' business name.

Add Applicable Business

Applicable Business(es)

There are no business(es) associated with this package.

Save for Later Continue

Select communities: Select all the communities included in the offer. This will help website users find your package when searching NewfoundlandLabrador.com by community, and it also places your offer on any Top Destination pages you have selected.

Select all the communities included in the offer to ensure it will be displayed properly in Top Destinations and search results on NewfoundlandLabrador.com or the outfitting websites. Add Community

Community	Action
Hay Cove, L'Anse aux Meadows	Edit Delete
L'Anse aux Meadows	Edit Delete

Save for Later Continue

General Information: Enter your contact information and relevant websites that interested travellers will use to find more information and book the offer.

Link to Book this Package Online: Enter your online reservation system or your page on Booking.com for example. Must give users the ability to purchase this package directly.

Company Name: 128 characters maximum. If there is room, you could include your partner's name as well.

Offer Information

General

Primary Phone Number **(required)** ? Alternate Phone Number

Email **(required)** ? Source

Online & Social Media

Website ? Link to Book this Package Online

Location of Business

Company Name **(required)** Physical Location **(required)**

City/Town **(required)**

Enter Prices and select one of the qualifying options: per person, per couple, per family, per package, per night, for two nights, CDN or USD. Any additional price qualifiers can go in the

conditions box below. Only one price point is permitted in each placement. If there is no charge for the experience, enter 0 and “FREE” will appear on your travel offer/package listing when published.

Multi-Day, Number of Days, includes Overnight: determines where your offer is displayed in the Itinerary Planner on NewfoundlandLabrador.com.

Enter Valid From and To Dates – once approved; your offer is published on the website(s). When the Valid Until date has expired, the offer will be removed from the website.

The screenshot shows a form titled "Package Details". It contains the following fields:

- Multi-day:** Radio buttons for "Yes" and "No".
- Number of Days:** A text input field.
- Valid From (required):** A date picker field.
- Valid Until (required):** A date picker field.
- Includes Overnight Accommodation:** Radio buttons for "Yes" and "No".

Enter Package Categories – categories will ensure your package appears in the appropriate ‘Things to do’ section on NewfoundlandLabrador.com or Species pages on the outfitting websites. Website users filter the travel offer/packages search by selecting these categories. Please select only categories that apply or activities that are included in the offer price. Categories that do not match the offer are removed. If there are boat tours nearby, that’s great, but unless a boat tour is included in the offer price, you should not include it.

See [Travel Offers, Packages and Experiences Definitions & Criteria](#) (Page 92).

The screenshot shows a form titled "Package Category". It contains five dropdown menus:

- Package Category 1 (required):** A dropdown menu.
- Package Category 2:** A dropdown menu.
- Package Category 3:** A dropdown menu.
- Package Category 4:** A dropdown menu.
- Package Category 5:** A dropdown menu.

Upload an image from your computer that represents the experience a traveller will have. Click ‘Choose File’ and browse for an image file from your computer. Return to the Portal and

See [Images Requirements & Best Practises](#) on Page 51.

click 'Submit'. Adjust your image in the Image Editor. Click 'Save' when finished and on the next page click 'Continue'.

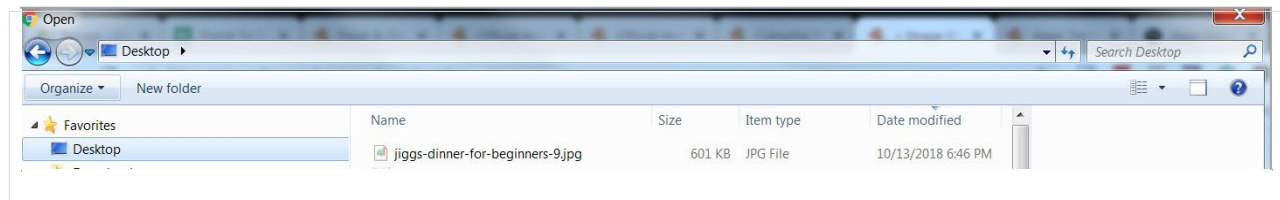
Upload New Image

Caption:

File:

Choose File No file chosen

Save for Later Continue



Images

Preview	Caption	Status	NL Tourism Comments	Last Modified	Action
	Jigg's Dinner, A Newfoundland and Labrador Tradition	Submitted		2018-10-13 18:10:43	Edit Delete

Save for Later Continue

Submit your travel offer. Review your offer summary carefully. The Portal Team will review your offer submission within five business days (it may be longer during peak times). You are notified by email if more information is required. Once the offer is approved, it is published on the website(s). Your travel offer will stay on the website(s) until the valid dates have passed.

Application Summary

Your offer is a **single day** Experience/Tour

- With **No** overnight stay;
- Displayed online from **7 Jan 2023 to 31 Jul 2023**;
- Offered by Kirby's Hiking Trail (Attraction);
- Located in Port au Port East, Stephenville;
- With the following themes Hiking & Walking.

Application Complete

Please click the "Submit Offer" button to submit your offer for review.

Your offer will be reviewed within 5 business days. You will be notified by email if your application requires additional information. Once the offer is approved, it will be displayed on NewfoundlandLabrador.com or the outfitting websites. Your offer will stay on the website until the valid dates have passed.

[Submit Application](#)

Occupancy Reports

Accommodations, campgrounds and outfitters are required to submit occupancy reports. This is a requirement for the annual renewal of the accommodations listing and for continued inclusion in the Newfoundland and Labrador Tourism marketing initiatives such as the listings online and/or in the Traveller's Guide, brochure display and distribution to Visitor Information Centres, and participation in the Travel Trade, Travel Media and Social Media programs.

All personal information collected or provided is treated confidentially, in accordance with the provisions of the Access to Information and Protection of Privacy Act of the Province of Newfoundland and Labrador. It can only be shared with others with your written consent.

All information collected is used in summary form only, to provide occupancy levels, average daily rates and revenue for different accommodation and outfitting types and different areas of the province.

Accommodations, campgrounds and outfitting operators are expected to use the [NLTO Portal](#) to file their occupancy reports online. Filling out your report online is a simple and quick process.

Renewal Requirements for Accommodations and Campgrounds: Annual renewal begins the first week of April and must be submitted by May 31 each year.

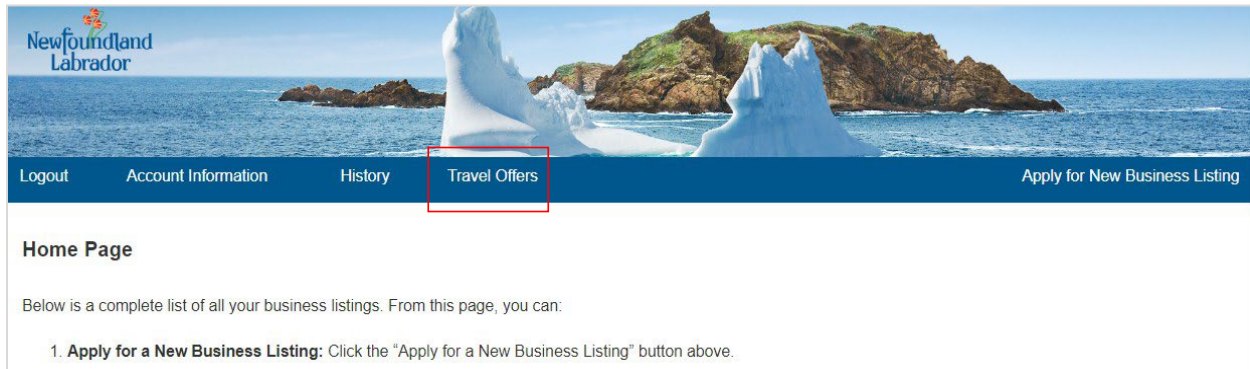
To complete your renewal for next year, your occupancy for the current year up to and including March, must be up-to-date by May 31.

Renewal Requirements for Outfitters: Annual renewal begins November and must be submitted by March 31 each year.

To complete your renewal for next year, your main lodge statistical reports for the current season must be up-to-date by March 31.

Accommodations and Campground Instructions

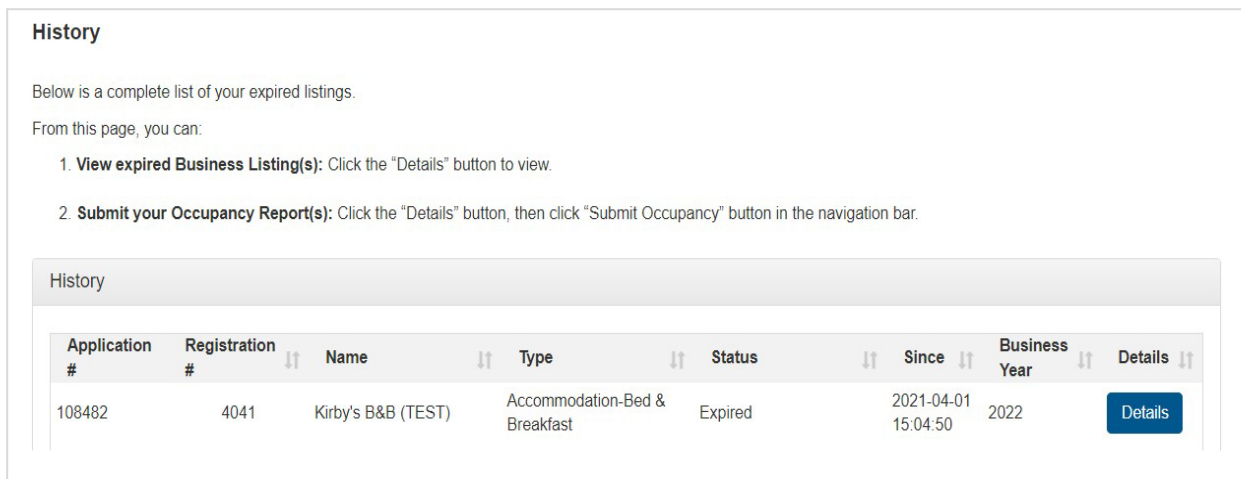
You can find last year's occupancy reports in the 'History' section on the NLTO Portal. The current year occupancy reports are on the "Current Year" listings from the Home page. Click "Details" or "Update" on the business you are reporting.



Home Page

Below is a complete list of all your business listings. From this page, you can:

1. **Apply for a New Business Listing:** Click the "Apply for a New Business Listing" button above.



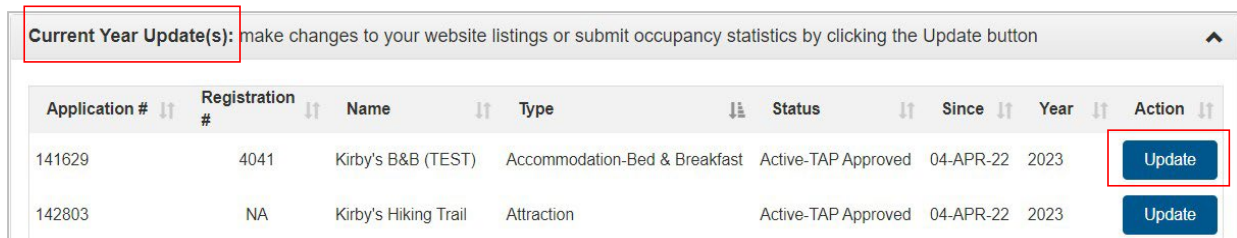
History

Below is a complete list of your expired listings.

From this page, you can:

1. **View expired Business Listing(s):** Click the "Details" button to view.
2. **Submit your Occupancy Report(s):** Click the "Details" button, then click "Submit Occupancy" button in the navigation bar.

Application #	Registration #	Name	Type	Status	Since	Business Year	Details
108482	4041	Kirby's B&B (TEST)	Accommodation-Bed & Breakfast	Expired	2021-04-01 15:04:50	2022	Details



Current Year Update(s): make changes to your website listings or submit occupancy statistics by clicking the Update button

Application #	Registration #	Name	Type	Status	Since	Year	Action
141629	4041	Kirby's B&B (TEST)	Accommodation-Bed & Breakfast	Active-TAP Approved	04-APR-22	2023	Update
142803	NA	Kirby's Hiking Trail	Attraction	Active-TAP Approved	04-APR-22	2023	Update

From the top navigation bar, click "Submit Occupancy".

Back to Home **Submit Occupancy** Update Location/Season Support Documents Update Images

Updating Your Business Listing Information

From the blue navigation bar above, you are able to:

1. **Submit your Occupancy Report(s)** (Accommodations, Campgrounds and Outfitters only)
2. **Update the Physical Location and Operating Season Dates**
3. **Submit Support Documents** such as change of ownership documents
4. **Add or Update Business Listing images**

Scroll down to:

1. **Edit the Traveller's Guide and Website Descriptions**
2. **Edit your Business Information** such as phone numbers, social media links and amenities

Attractions, events, tours, shops, food and beverage establishments: Once approved, your products cannot be edited in the Portal. To request changes, please review the Category and Product Definitions in the User Guide and email NLTourismOperatorPortal@gov.nl.ca with your request illustrating that your business does offer those products. The Portal Team will review your request and apply the update if suitable.

Back to Business History **Submit Occupancy** Update Location/Season Support Documents Update Images

Application Detail

Application For: Kirby's B&B (TEST)	Application Type: Accommodation - Bed & Breakfast	Status: Expired
Application Date: 01-APR-21		Expiry Date: 31-DEC-22
Registration Number: NA		

Entering Your Reports – Accommodations and Campgrounds

The Open Dates and Closed Dates you previously entered are used to pre-populate the months your business is closed and opened on the occupancy reports. Update any reports in the "Not Reported" and "Pending Update" status. Begin updating by clicking "Add a Report" or "Edit" followed by 'Open' in the property status line.

Occupancy Stats Reports									
Month	Open or Closed	Status	# of Open Nights	# of Units	# of Units Sold	Total Revenue	Action		
January 2023	Open	Pending Update					Add a Report		
February 2023	Open	Pending Update					Add a Report		

Monthly Occupancy Stats Report for January 2023

Property Status (Open or Closed): **(required)** ?

Open

Open

Closed

Enter the information related to the Number of Nights, Number of Rooms/Units/Sites Available, Sold and Revenue. After entering the required data, click the acknowledgment box and the “Submit Your Update” button.

Monthly Occupancy Stats Report for January 2023

Property Status (Open or Closed): **(required)** ?

Open

Occupancy Details

Number of Nights Open: **(required)** ?

Number of Rooms, Units (for cottages or vacation homes) or Sites: **(required)** ?

Number of Rooms-Nights, Unit-Nights (for cottages or vacation homes) or Sites-Nights sold for the month: **(required)** ?

Revenue from Room, Unit or Site Sales: **(required)** ?

\$

Number of Room-Nights Unit-Nights or Site-Nights Available: ?

0

Occupancy Rate: ?

0 %

Average Daily Rate: ?

\$ 0

☐ I hereby state that the above information is correct to the best of my knowledge. **(required)**

Submit Your Update to the Department

Add other monthly occupancy reports as necessary for this property. If you are finished entering your occupancy reports for your property, click “Back”, followed by the “Back to Home” button to log out or select your next property on the Home page, if applicable.

Occupancy Report Definitions

Property Status: The information you previously submitted for your Open Date and Closed Date is used to pre-populate the months your business is closed and opened.

Number of Nights Open: Please indicate the number of nights the property was operating during the reporting month.

Number of Rooms, Units (for cottages or vacation homes) or Sites: This is the total number of rooms, units (for cottages or vacation homes) or sites available for rent during the reporting month.

Number of Room-Nights, Unit-Nights or Site-Nights Sold: Add together the number of rooms, units or sites sold for each day of the reporting month.

Revenue from Room, Unit or Site Sales: Amount of money (including tax) received for the renting of rooms, units or sites during the reporting month.

Number of Room-Nights Unit-Nights or Site-Nights Available: This is the total number of rooms, units or sites available for rent during the reporting month multiplied by the number of nights you were operating during the month. This is automatically calculated by the Portal.

There is no need to enter any values.

Occupancy Rate and Average Daily Rate: This is calculated and presented by the Portal to help you verify your entries. This is automatically calculated by the Portal- no need to enter any values.

If you have any questions or require further assistance with filing online, please contact the Tourism Research Division at 709-729-3889 or occupancystats@gov.nl.ca.

Outfitter Instructions

Which annual occupancy report you are submitting, will determine what section of the Portal you will enter your reports.

Current Year reports: To enter reports for the most recent year, scroll down on the Home Page to view the Current Year section and click “Update” to submit.

Previous Year reports: For older occupancy reports, you will need to go to the “History” section of the Portal.

Recent Reports – Use the Current Year Section

Current Year Update(s): make changes to your website listings or submit occupancy statistics by clicking the Update button							
Application #	Registration #	Name	Type	Status	Since	Year	Action
165189	NA	Kirby Lake Lodge	Hunting & Fishing-Main Lodge	Application Pending	04-APR-23	2023	Update

From the top navigation bar, click “Submit Occupancy”.

[Back to Home](#)
[Submit Occupancy](#)
[Update Location/Season](#)
[Support Documents](#)
[Update Images](#)

Updating Your Business Listing Information


From the blue navigation bar above, you are able to:

1. **Submit your Occupancy Report(s)** (Accommodations, Campgrounds and Outfitters only)
2. **Update the Physical Location and Operating Season Dates**
3. **Submit Support Documents** such as change of ownership documents
4. **Add or Update Business Listing images**

Scroll down to:

1. **Edit the Traveller's Guide and Website Descriptions**
2. **Edit your Business Information** such as phone numbers, social media links and amenities

Older Reports – Use the History Section



[Logout](#)
[Account Information](#)
[History](#)
[Travel Offers](#)
[Apply for New Business Listing](#)

Home Page

Below is a complete list of all your business listings. From this page, you can:

1. **Apply for a New Business Listing:** Click the “Apply for a New Business Listing” button above.
2. **Edit your Existing Business Listing(s) and images:** Scroll down to view the Current Year section and click Update.
3. **Submit your Occupancy Report(s):** Depending upon the date you enter your occupancy, you will find the occupancy report forms in the History section (from the Navigation bar above) or in the Current year section below. See the User Guide for details.

Once on the History page, click “Details”.

History

Below is a complete list of your expired listings.

From this page, you can:

1. **View expired Business Listing(s):** Click the "Details" button to view.
2. **Submit your Occupancy Report(s):** Click the "Details" button, then click "Submit Occupancy" button in the navigation bar.

History

Application #	Registration #	Name	Type	Status	Since	Business Year	Details
165190	4172	Kirby Lake Lodge	Hunting & Fishing-Main Lodge	Expired	2023-04-04 21:04:58	2022	Details

Entering Your Reports – Outfitters

Enter your occupancy and revenue details for the year and submit.

Occupancy Stats Reports

Year: 2019

Hunting

Residents:

Non-Residents:

Total Revenue: ⓘ

\$

Fishing

Residents:

Non-Residents:

Total Revenue: ⓘ

\$

Other

Residents:

Non-Residents:

Total Revenue: ⓘ

\$

Total Employees:

Total Wages Paid: ⓘ

\$

☐ I hereby state that the above information is correct to the best of my knowledge. (required)

Submit Your Update to the Department

If Outfitters have questions or require further assistance with filing online, please contact the NL Portal Team at 709-729-5599 or NLTourismOperatorPortal@gov.nl.ca.

Examples of Descriptions

Accommodations: Traveller's Guide Description: #1 accommodation on TripAdvisor for the area. Historic, waterfront home with modern comforts and original charm. Near boat tours, World Heritage Site & award-winning restaurant. Airport nearby.

Accommodations: Website Description: Renovated historic home with original charm and an ocean view, we are the top accommodation on TripAdvisor for Kirbyville. Conveniently located for exploring the coastline. Visit coastal communities and trails, go whale and iceberg watching, drop by the specialty stores and waterfront. Spend the day at the nearby World Heritage site and then dine at the 2023 TripAdvisor top restaurant. The airport is only 45 minutes away.

Campgrounds: Traveller's Guide Description: Wake up in the morning to songbirds, walk the trail to the falls, and climb Tor Hill for a view of the countryside. There's a horseshoe tournament every day, and each campsite overlooks the pond.

Campgrounds: Website Description: Swyers Pond has been welcoming campers for 50 years, and over that time we've added amenities to make your stay more comfortable and relaxing. This is a great place for families to experience nature at its finest – and have some fun, too. Each campsite is secluded and all are connected by the central walking trail. Our water park is a 5-minute walk from the nearest campsite, ensuring fun and quiet are separated. Tip: reserve your picnic spot and your basket when you register.

Attractions: Traveller's Guide Description: The 3km trail is a wooded and coastal trail. Along this looped trail, you will see seabirds and sea stacks. At the harbour front, stop for a yarn with local fisherman. Easy to Moderate difficulty.

Attractions: Website Description: The 3km trail is a mix of wooded areas and coastline. This trail is considered easy to moderate difficulty. Along this looped trail, you will see whales, seabirds and unique sea stacks formations. At the harbour front, stop for a yarn with local fishermen. The lookout at the top has a bench and offers views of Kirby Island, a storm petrel nesting ground. Kirby's Cafe, located near the trailhead, offers hiking picnics and post-Hike and Dine specials. Pre-order and reservations are suggested.

Food and Beverage: Website Description: Our menu takes local favourites like fish and chips, fish cakes, codfish, scallops, lobster, mussels, moose and berries, and gives them a new creative twist using only the best of our land and sea have to offer. Fresh seasonal ingredients are sourced from local farmers, brew masters, berry pickers, gathers and fishermen. As you dine, enjoy the activity on the harbourfront as fishermen land today's catch, tour boats and pleasure crafts head out to view whales, icebergs and the sunset.

Festivals & Events: Website Description: Queen Victoria was still on the throne when Kirbytown held its first garden party, and it's been going strong ever since. We value our

heritage and salute our ancestors. Why even some of the tunes played at that first garden party can be heard today, and some of the Heritage Society members will dress in old-fashioned outfits for the occasion. There will be games of chance and old-time children's games in Murphy's Meadow. The traditional turkey tea will be served at 4pm.

Shops & Galleries: Traveller's Guide Description: All of our crafts are handmade by local artisans and craftspeople. We have everything from clothing to art to pottery to jam, and most use traditional motifs and methods specific to this area.

Shops & Galleries: Website Description: Tradition never goes out of fashion. Drop by and see our collection of mittens and scarves knit by local women following traditional patterns handed down from their grandmothers. The wool is carded from local sheep and spun using an old-fashioned foot loom. Our jams are made from berries picked right here along the pristine coastline. The artwork is inspired by local scenery, and the clay for the pots is collected from a secret location just up the coast.

Tours: Traveller's Guide Description: See a triple threat of icebergs, whales, and seabirds on a 2-hour tour aboard the 30-passenger Seaborne Adventure as it cruises the bay with experienced guides. Our vessel has a washroom and heated cabin.

Tours: Website Description: The coast of Newfoundland and Labrador is one of the few places where you can see whales, icebergs, and seabirds at the same time. Take a 2-hour tour of the bay on the Seaborne Adventure. Humpbacks and minke whales are the whales most often seen. The humpbacks are as curious about us as we are about them, and they often entertain with breaches and blows. The icebergs are 10,000-year-old chunks of ice from Greenland's glaciers. And the seabirds are among the 35 million that nest here every year.

Outfitters: Website Description: Here at Kirby's Outfitters and Lodge, hunting is our passion. Selected as one of Canada's 17 best "Classic Fishing Lodges", our camp offers remarkable access to Atlantic Salmon Fishing, as well as Moose and Black Bear hunting. Accessible only by riverboat, Kirby's Outfitters and Lodge is located in one of Canada's most remote wilderness areas. We offer 6-day all-inclusive hunting and fishing adventures, corporate getaways, and custom packages.

FAQs

Accommodations Act FAQs can be found on the [Department's website](#).

What happens if I do not update my listing annually? There is an annual renewal process for listings. All listings must be submitted every year. You must renew regardless if there are changes or not. If we do not receive your renewal application, your listing will not appear in the Traveller's Guide and online listings will be removed at the end of the current year. Nor can you participate in any other tourism marketing program such as brochure distribution and display in Provincial Visitor Information Centres, Travel Trade or Travel Media programs.

How much does it cost to register and create my business/attraction/event and/or travel offer/package listing for NLTO Portal? Both listings and packages are free.

Who can list their tourism business/attraction/event in the Portal? Tourism operations must be located in Newfoundland and Labrador. Meet the requirements for listings and offer a tourism experience in one of the following categories:

- Accommodations
- Campgrounds
- Attractions
- Events
- Tours
- Shops & Galleries
- Food and Beverage Establishments
- Hunting and Fishing Outfitters

Transportation providers, visitor information centres and non-resident tour operators can be listed on NewfoundlandLabrador.com. These applications cannot be added or managed through the NLTO Portal. To add or edit the listing, contact the NL Portal Team at 709-729-5599 or NLTourismOperatorPortal@gov.nl.ca.

Can I update my listing at any time? You can update your online listing at any time. It is important to provide travellers with the most up-to-date and relevant information. This can include refreshing your description, adding or updating images, or adding new social media links. If you wish to change your category or products, please review the [Category & Product Definitions](#) section and email NLTourismOperatorPortal@gov.nl.ca with your request. The Portal Team will review your request and apply the update if appropriate.

The Tourism listing name or outfitter listing name cannot be edited through the Portal. To add or edit the name, contact the NL Portal Team at 709-729-5599 or NLTourismOperatorPortal@gov.nl.ca.

When can I expect to see my online listing go live? When you apply for a new listing or edit a current website listing, the Portal Team will review your application/edits and apply these updates; or contact you if further clarification is required. If no further information is required, the listing is published online within a couple of business days. When renewing your application for the following year, changes will go live online in January for tourism listings and April for outfitter listings. We experience high columns of updates from May to August. It may take longer to approve during that time.

How do I login if I have forgotten my password? Use the forgotten password button within the Portal or contact Portal Team at 709-729-5599 or email NLTourismOperatorPortal@gov.nl.ca.

How do I remove my listing? Contact Portal Team at 709-729-5599 or email NLTourismOperatorPortal@gov.nl.ca.

Category & Product Definitions

Categories and Products determine where on NewfoundlandLabrador.com and the Traveller's Guide your listing is displayed (or the Hunting and Angling Website for Outfitters) and provide search filters for travellers using the Search or the Plan and Book section of the websites.

Be sure to select only the categories that are truly representative of your operation. If the categories you select are not relevant to your business, they are removed.

If you do not see your product category on the list below, please contact the Portal Team at NLTourismOperatorPortal@gov.nl.ca or 709-729-5599.

Change your products during a renewal or updates

For attractions, festivals & events, tours, shops & galleries wishing to request changes to their products, please review the Category & Product Definitions section and email

NLTourismOperatorPortal@gov.nl.ca with your request. The Portal Team will review your request and apply the update if appropriate.

Accommodations

An accommodation is any establishment that provides shelter and overnight accommodation to travellers. Accommodation listings must register and must renew each year for continued listing placement in the annual Traveller's Guide and on NewfoundlandLabrador.com.

Your category, or accommodation type, is determined in consultation with the NLTO Portal Team during your application process. A listing is required for each type of accommodation. E.g. If you operate an Inn and a Cottage, you will need two listings.

TIP: Enhance your presence on NewfoundlandLabrador.com by adding [Travel Offers, Packages & Experiences](#). If you have a cultural experience that offers unique interaction with the participants (E.g. a cooking experience, dinner and accommodation package, or a special occasions package like New Year or Valentine's Day), then consider adding a listing to the [Travel Offers](#) section of NewfoundlandLabrador.com.

TIP: Indigenous-owned (51%+) accommodations should select **Indigenous** in the amenities section of the Portal.

TIP: Make sure you add a separate listing for your restaurant, tour or shop if you have one.

Types of Accommodations

If you do not see a suitable accommodation type for your operation, please contact the Portal NLTourismOperatorPortal@gov.nl.ca or 709-729-5599.

- **Apartment** - A room or multiple rooms designed as a residence and generally located in a building occupied by more than one household.
- **Bed & Breakfast** - Accommodation offering rental units in a private home, ensuite, private or shared bathrooms with common living room, breakfast available
- **Cottage** - Freestanding unit with one or more bedrooms, a bathroom, separate kitchen/living room area
- **Hostel/University** - Dormitory-style accommodations often with shared bathrooms may offer a common area and kitchen for guest use.
- **Hotel/Motel** - Property provides internal and/or external access to rental units; ensuite bathrooms, food service, and meeting and conference services may be offered.
- **Inn** - Property providing rental units with ensuite, private or shared bathrooms with separate guest livingroom, serving breakfast and evening meals
- **Resort** - Destination property providing rental units with private and/or ensuite bathrooms, food service and extensive on-site recreational facilities.
- **Suite** - Suites offer multiple rooms, with more space and furniture than a standard hotel room. In addition to one or more beds and bedroom fixtures, a suite includes a living room or sitting room, sometimes with a couch that converts into a bed. Dining, office and kitchen facilities may be offered in many suites.
- **Tourist Home** - Rental units in a home, ensuite, private or shared bathrooms, common living room. The owner may not live on the premises. Breakfast may be available.
- **Vacation Home** - A home other than the owner's primary residence that is used for rental purposes for the travelling and vacationing public. Customers have access to the entire home.

Parks and Campgrounds

A place where tents, mobile vehicles, or other temporary shelters are set up by travellers for overnight accommodation and recreation. Campground listings must be renewed each year to maintain your listing. Your category, or campground type, is determined in consultation with the NLTO Portal Team during your application process. A listing is required for each type of accommodation. E.g. If you operate a private campground and have glamping units, you will need two listings.

TIP: Park and Campground businesses with a beach day-use area are encouraged to apply for an attraction listing.

TIP: Enhance your presence on NewfoundlandLabrador.com by adding0 [Travel Offers, Packages & Experiences](#). If you have a cultural experience that offers unique interaction with the participants (E.g. a s'more package, campfire sing-along, camping deal like 7th night is free), then consider adding a listing to the [Travel Offers](#) section of NewfoundlandLabrador.com.

TIP: Indigenous-owned (51%+) campgrounds should select **Indigenous** in the amenities section of the Portal.

Types of Campgrounds

- Camping – Municipal Park
- Camping – National Park
- Camping – Private Park
- Camping – Provincial Park
- Glamping - Glamping pivots on a high level of service that focuses on the complete comfort of the guests. When Glamping, there is no tent to pitch, no sleeping bag to unroll, and no fire to build. It is already done for you. Whether in a tent, yurt, hut, or small wooden structure, glamping is a way to experience the great outdoors without sacrificing luxury.

Attractions

Permanent structure or facilities of specific interest to travellers, offering services, entertainment or activities. Open regularly on a year-round or seasonal basis. Travel generator for province or region. Must be client/visitor focused.

TIP: Products identify your type of attraction. Select the products that complete the statement “My attraction is a ...” By selecting the products available, you ensure that potential visitors searching the online listings for a specific type of attraction will find you.

Please select only products that apply or activities that are included in the offer price. Products that do not match the offer are removed.

TIP: Be focused when making your product selection and be aware that they may be an amenity, not a product. For example, your attraction is a museum with a short stroll around the property. Select the “Museum/Cultural/Historical Attraction” but do not select “Hiking and Walking Trail”.

TIP: Specialty food operators can apply for a [Shop & Gallery listing](#) (e.g. Chocolate Shop or Ice Cream Shop) which will appear in the annual Traveller’s Guide.

TIP: Enhance your presence on NewfoundlandLabrador.com by adding [Travel Offers, Packages & Experiences](#). If you have a cultural experience that offers unique interaction with the participants (e.g. a guided tour, a guided hike and boil-up, learning a craft, participation in a historic reenactment, learning to make bread), then consider adding a listing to the [Travel Offers](#) section of NewfoundlandLabrador.com.

Attraction Products

Family, Health & Recreation Attractions:

- **ATV Trail** – A trail for ATV use that is maintained regularly.
- **Family Amusement Attraction** - E.g. Amusement parks, miniature golf, corn maze.
- **Farms/Farmers Market** – Farms must have specified hours open to the public and offer tours, interactive opportunities (such as pick-your-own-produce, corn maze, petting farm, hayrides, sampling/selling of the foods produced at the farm, etc.) or other family-appropriate activities. Farmers Market is a collection of vendors who sell their products directly to consumers.
- **Fishing** – a park, river or pond where fishing can take place.
- **Golf** - Public golf course that is open to the public with nine or more holes, driving ranges and miniature golf courses.
- **Marina** - Harbour with moorings for pleasure craft and small boats and is open to the public.

- **Science Centre** – An indoor and/or outdoor facility that was created to educate people about nature and the environment.
- **Spa & Wellness** - Only full-service wellness-focused spas/centres are accepted: (1) that offer full-day spa and wellness experiences, often including water treatments; (2) treatments are carried out in private treatment rooms and do not take place out in the open, in a main space; and (3) where clients have access to a change room and lockers, and change from street clothes into robes. Day Spas are not accepted: (1) that offer limited services (only offer hair, nails and/or waxing treatments only, for example); (2) where most services take place out in the open; (3) where most clients stay in street clothes; and (4) where clients typically tend to have just one to two treatments.

Hiking & Walking Trails: Trails available for use by walkers or hikers. Any listings that include a building such as a museum should not select this category.

- Hiking and Walking Trail
- Back Country Hike
- Coastal Trail
- Forest Path
- Town and City Trek
- Trails in National and Provincial Park

Winter Attractions:

- **Cross-Country/Snowshoeing Trail** - Must be regularly maintained/groomed.
- **Skiing/Snowboarding** - A facility with multiple runs of varying difficulty levels, ski lifts of various types, and regular maintenance throughout the season.
- **Snowmobile Trail** - Must be regularly maintained/groomed. Snowmobile clubs are not eligible for a listing, but the trails they maintain are.

Historical & Cultural Attractions: An attraction that is open to the public and for which the primary focus is the people, traditions, history and/or culture of Newfoundland and Labrador. The site must be open to the public on a regularly scheduled basis.

- **Archaeological Site** – Places of archaeological significance that have been preserved and are open to the public.
- **Art Galleries & Mural** – Public Art Museums & Galleries that house and maintain permanent and/or temporary art exhibits that are open for public viewing. Commercial galleries should apply for a Shop & Gallery listing rather than an attraction listing.

- **Brewery/Winery/Distillery** – An establishment that serves beverages that were produced onsite is open to the public for on-site tasting, tours or demonstrations. May offer beverages and/or food. These sites can have an Attraction listing, Food, and Beverage listing. Sites that only sell their beverages can apply for a Shop listing rather than an attraction listing or a Food and Beverage Listing.
- **Cultural Experience** - Cultural Experiences provide a hands-on participatory cultural experience.
- **Indigenous Attraction** - Indigenous-owned (51%+) and operated tourism business.
- **Lighthouse**
- **Museum/Cultural/Historical Attraction** – Building or site of historical or cultural significance. Must be open regularly to the public.
- **National Historic Site** – Any attraction found in the Directory of Federal Heritage Designations website https://www.pc.gc.ca/apps/dfhd/default_eng.aspx.
- **Provincial Historic Site** – Any attraction found on the Provincial Historic Site website <https://www.seethesites.ca/>.
- **UNESCO World Heritage Site** – Any UNESCO World Heritage Sites in Newfoundland and Labrador.

Parks, Gardens & Natural Attractions: Public parks, reserves and gardens that are open to the public.

- **Beach** - saltwater or freshwater open for public enjoyment.
- **Bird Watching Attraction** - Public lands or reserves with an established focus on bird watching.
- **Ecological Reserve** – An area protected by the province for the enjoyment of the public and the protection of flora and fauna.
- **Garden/Community Park** – The gardens must be a primary focus of the site.
- **Geology/Fossil Site** – A geological or fossil site of significance that is open to the public.
- **Lookout/Viewing Point** – A designated area that provides scenic landscape views.
- **Natural Attraction** - Such as a waterfall, rock formation, and beaches that are of tourism interest and are accessible by the public.
- **National Park** - Nationally operated parks.

- **Provincial Park** - Provincially operated parks.

Festivals and Events

A one-time or recurring event, concert, festival, exhibition or fair with a fixed start and end date that is open to and of interest to the travelling public.

Not accepted: Online events, trade shows, conventions, local sporting and community events not associated with a tourism event and targeted solely to residents (i.e. reunions, ceremonies, charity walks).

Festivals and Events are published on NewfoundlandLabrador.com only. They are not published in the Traveller's Guide.

TIP: Current year events are removed from NewfoundlandLabrador.com once the event has ended. Keep your listing during the current year by adding next year's date to the current year listing.

TIP: Enhance your presence on NewfoundlandLabrador.com by adding [Travel Offers, Packages & Experiences](#). If you have a cultural experience that offers unique interaction with the participants (E.g. a craft/music workshop or demonstration at your event), then consider adding a listing to the [Travel Offers](#) section of NewfoundlandLabrador.com.

Festivals and Event Products

- **Community Celebration** – Happens annually and is local in nature. E.g. Garden parties.
- **Cultural Experience** - provide a hands-on participatory cultural experience.
- **Exhibit or Fair** – Exhibits take place in a public space such as a museum or gallery dedicated to the arts. Fairs are a gathering of artists to exhibit and sell their creations.
- **Food/Beverage Event** – An event where food and/or beverage is the primary focus and is open to the public. Some events can also apply for a food and beverage listing E.g. Dinner Theatre, Food Festivals & Shows.
- **Historical & Cultural Event** – Events that take place at historic places or are historical/cultural focus.
- **Indigenous Event** - Indigenous-owned (51%+) and operated tourism business.
- **Music/Performing Arts** – Performing Arts is the focus, such as live theatre, music, and dance.
- **Performance Venue** - Theatres and music venues that regularly host performances such as live theatre and music sessions (e.g. dinner theatres and arts & entertainment centres). The venue must have a well-maintained website listing the current shows and ticket prices. Performance Venues are also encouraged to submit listings for their shows/events as separate listings. Festival and Events listing will be displayed on NewfoundlandLabrador.com only. [Performance venues](#) appear in the Traveller's Guide and on NewfoundlandLabrador.com.

- **Sport/Recreation/Wellness Event** – Where sport, recreation or wellness is the focus and is open to the public.
- **Winter Festival or Event**

Food and Beverage Establishments

Licensed food and beverage establishments open to the public. Not accepted: catering-only services, supermarkets, retail corner stores, food courts, gentlemen's clubs/adult clubs.

TIP: Enhance your presence on NewfoundlandLabrador.com by adding [Travel Offers, Packages & Experiences](#). If you have a cultural experience that offers unique interaction with the participants (E.g. cooking demonstrations, land/sea-to-table experiences, boil-ups), then consider adding a listing to the

[Travel Offers](#) section of NewfoundlandLabrador.com.

Some Food & Beverage establishments can also add a [Festival and Event listing](#) (e.g. Dinner Theatre, Food Festival & Show).

Specialty food operators can apply for a [Shop & Gallery listing](#) (e.g. Chocolate Shop or Ice Cream Shop) which appear in the annual Traveller's Guide.

Food and Beverage Products

Types of Restaurant	Style of Cuisine
<ul style="list-style-type: none"> • Bakery • Bar & Grill/Pub • Brewery, Winery & Distillery* • Buffet • Coffee Shop • Deli • Diner • Dining Room • Dinner Theatre • Family Restaurant • Farm & Farmer Market • Fast Food • Fine Dining • Food Truck • Ice Cream Parlor – Does not include chains. • Lounge • Pub • Restaurant • Specialty Foods and Beverage • Take-Out • Tea Room • Upscale Casual • Wine Bar 	<ul style="list-style-type: none"> • Canadian • Chinese • French • Greek • Healthy Food • Indian • Indigenous - Indigenous-owned (51%+) and operated tourism business • International • Irish • Italian • Japanese • Local/Newfoundland and Labrador – A significant portion of the menu is made with local ingredients and/or highlights local dishes. • Mediterranean • Pizza • Pub-style • Seafood • Specialty Desserts • Steak • Street Food • Thai • Vegetarian/Vegan

***Brewery, Winery & Distillery** - An establishment that serves beverages that are produced onsite, and is open to the public for on-site tasting, tours or demonstrations. May offer beverages and/or food. These sites can have an [Attraction Listing](#) and a [Food and Beverage listing](#). Sites that only sell their beverages and do not provide tasting, tour or demonstration or offer food, can apply for a [Specialty Food & Beverage listing](#) under Shops & Galleries, rather than an attraction listing or a Food and Beverage Listing.

Shops & Galleries

Retail stores that feature mainly crafts, antiques, hand-make clothing, specialty foods; commercial & craft galleries; craft studios. Must be open on a regularly scheduled basis. Shopping Malls are not eligible. Must have a storefront.

Newfoundland and Labrador-based craft shops, galleries and studios that retail 50% or more Newfoundland and Labrador-produced products.

TIP: Enhance your presence on NewfoundlandLabrador.com by adding [Travel Offers, Packages & Experiences](#). If you have a cultural experience that offers unique interaction with the participants (E.g. craft demonstrations/workshops), then consider adding a listing to the [Travel Offers](#) section of NewfoundlandLabrador.com.

Shop and Galley Products

- **Antique and Collectibles**
- **Arts and Craft Studios**
- **Commercial Art Gallery**
- **Craft Shop**
- **Cultural Experiences** - Provide a hands-on participatory cultural experience.
- **Fish Market**
- **Indigenous** - Indigenous-owned (51%+) and operated tourism business.
- **Specialty Foods and Beverages** - Must be locally crafted, artisanal food items utilizing Newfoundland and Labrador products and ingredients, and offer a walk-in storefront experience where visitors sample, purchase and/or participate in tours to learn about the products. Products can range from artisan cheeses, baked goods and chocolate to products using Newfoundland and Labrador foods, berries, iceberg water, seafood, etc.

Tours

A business that offers guided, pre-arranged or custom activity trips to one or more places. Must have scheduled daily or multi-day departures or can schedule a tour upon demand.

A business that rents outdoor tourism products to the public (E.g. snowmobile rentals, bike/e-bike rentals, kayak rentals, camping equipment, RV rental). The rentals must be a primary focus of the business and does not include attractions or accommodations that have equipment available for casual use. (E.g. An accommodation with a handful of bike rentals. A campground with some paddle boats).

Also includes **inbound province-wide package tour operators that are based in Newfoundland and Labrador**. They are companies that contract/subcontract with local suppliers, such as accommodations, restaurants and tour operators, to create and/or market multi-day tours. (e.g. Maxxim Vacations).

Does not include tours of attractions (E.g. Tours of a historic site offered by onsite interpreters) or travel agencies. Does not include car rentals. Car rental agencies should apply for a Transportation Listing rather than a tour listing.

TIP: Tour companies can enhance their presence on NewfoundlandLabrador.com by adding [Travel Offers, Packages & Experiences](#), as long as each offer is unique. No more than ten offers at a time. E.g. a food tour, guided hike, ocean fishing experience, a whale watching tour. Click here to see the current list of [Travel Offers](#) on NewfoundlandLabrador.com.

TIP: Products identify your type of tour. Select the products that complete the statement “I offer the following types of tours...” By selecting the products available, you ensure that potential visitors searching the online listings for a specific type of tour will find you.

Please select only products that apply or activities that are included in the offer price. Products that do not match the offer are removed. If there are boat tours nearby, that’s great, but unless a boat tour is included in the offer price, you should not include it.

Tour Products

Adventure Tours: Scheduled or custom-designed outdoor activity trips led by experienced guides. Food, rentals and gear may be provided.

- **Angling Tour** - Guided fishing excursions or charters with angling equipment. Must be available to the public.
- **ATV Tour** – Provide guided tours and/or rent equipment.
- **Biking Tour** – Provide guided tours and/or rent equipment.
- **Bird Watching Tour** - Can be land-based or boat-tour based.

- **Boat Tour** - Provide guided tours and/or rent equipment. Do not select if you do not operate a boat tour or rent equipment. If you offer multi-day tours that include a boat tour, do not select this product.
- **Caving Tour**
- **Climbing Tour**
- **Diving/Snorkeling**
- **Hiking and Walking Tour**
- **Horseback Riding Tour**
- **Iceberg Watching Tour** - Can be land-based or boat-tour based.
- **Kayaking/Canoeing** - Provide guided tours and/or rent equipment.
- **Ocean Fishing**
- **Rafting** - Provide guided tours and/or rent equipment.
- **Whale Watching Tour**
- **Zip Lining Tour**

Cultural Experience:

- **Cultural Experience** - Provide a hands-on participatory cultural experience.
- **Indigenous Tour** - Indigenous-owned (51%+) and operated tourism business.
- **Food** - Tours include food experiences and be the main focus of the tour, not just meals included with the tour.
- **Photography** – Tours must include photography lessons.

Touring Product: An organized tour or excursion with a primary focus on multiple points of interest in a specific city, town or destination area. Tours must be available to the public.

- **Day Tour**
- **Multi-Day Tour**
- **RV Tour** - Renting a recreational vehicle (RV) for the purpose of travelling throughout the province. This does not include the rental of fixed-location recreational vehicles. Fixed location RVs must be registered and should apply for a campground listing instead of a tour listing.

Winter Tours:

- Winter Tour
- Cross Country Skiing Tour
- Downhill Skiing Tour
- Snowshoeing Tour
- Snowmobiling Tour

Outfitters

Any business that provides overnight accommodations, big game licences, guiding and other services for the purpose of catering to big game hunters and sport anglers.

Outfitting lodges and camps offering hunting and/or sport-angling experiences and issued big game licences/tags by the federal Department of Fisheries and Oceans or the provincial Department of Fisheries, Forestry and Agriculture.

Does not include ocean fishing experiences, or guides that exclusively offer small game packages without a licensed hunting and/or angling outfitter operation.

Listings must be renewed each year.

You may wish to opt out of the listing on the hunting and/or angling websites. Contact the Portal Team to inform them you wish to opt out of the listing (NLTourismOperatorPortal@gov.nl.ca 709-729-6857).

IMPORTANT: Since there is a moratorium prohibiting new outfitting main lodges, the way to enter the outfitting industry is by purchasing an existing main lodge. Contact the Portal Team if you are purchasing an existing Main lodge (NLTourismOperatorPortal@gov.nl.ca 709-729-6857).

Hunting species are predetermined by big game licences, except small game.

TIP: Outfitters can enhance their presence on HuntingNewfoundlandLabrador.com and/or AnglingNewfoundlandLabrador.com by [adding each package they offer](#). E.g., an all-inclusive multi-day hunting/angling package can include accommodations, access, licences, guiding and other services for big game hunters and anglers. Click here to see the current list of packages on the [hunting website](#) and the [angling website](#).

TIP: Indigenous-owned (51%+) outfitting operations should select **Indigenous** in the amenities section of the Portal.

TIP: If you also offer tours, such as snowmobile tours and wildlife tours, in addition to your outfitting business, you can apply for a tour business listing that can appear on NewfoundlandLabrador.com and the Traveller's Guide. You should also list each tour you offer to the Travel Offers section of NewfoundlandLabrador.com, as long as each tour is unique.

Types of Outfitters

Angling

- Arctic Char
- Atlantic Salmon
- Brook Trout
- Lake Trout
- Landlocked Salmon
- Northern Pike
- Sea Run Brook Trout
- White Fish

Hunting

- Black Bear
- Moose
- Woodland Caribou
- Barren Ground Caribou
- Small Game

Non-Resident Inbound Province-wide Tour Operators

Based outside Newfoundland and Labrador, these companies contract/subcontract with suppliers to create and/or market multi-day tours in Newfoundland and Labrador.

The tours could be for group or “flexible independent travel” (FIT) where the components of the itinerary may resemble a package, but the itinerary is custom-built for the traveller.

The tours may include air and/or ground transportation. Province-wide in scope within the tour package options. To be eligible, a non-resident tour operator must have scheduled departures, and tours must be 3 days long at minimum.

Non-resident tour operators receive a basic business listing that includes business name and contact information. Contact the NL Tourism Portal Team to request a business listing on NewfoundlandLabrador.com (NLTourismOperatorPortal@gov.nl.ca or 709-729-5599).

Transportation Service Providers

A business that provides transportation services for travellers. Transportation Services receive a basic business listing that includes the business name and contact information. Contact the NL Tourism Portal Team (NLTourismOperatorPortal@gov.nl.ca or 709-729-5599) to request a business listing on NewfoundlandLabrador.com.

Types of Transportation Listings

- Airline
- Airport
- Bus Charter
- Car Rental
- Charter Aircraft
- Electric Car Charging Station
- Ferry Service
- Limousine Service
- RV Rentals & Service
- Taxi Service

Visitor Information Centres

Organizations/businesses that provide a fixed-roof traveller's information service to provide trip planning/counselling.

Basic Business Listing includes the business name and contact information. Contact the NL Tourism Portal Team to request a listing on NewfoundlandLabrador.com at NLTourismOperatorPortal@gov.nl.ca or 709-729-5599.

Travel Offers, Packages and Experiences Definitions & Criteria

Tourism Travel Offers – Definitions & Criteria

Travel Offers, Packages and Experiences are participant-based travel experiences and tours where travellers immerse themselves in the local culture and participate whenever and wherever they can.

You do not need to partner with an operator or include overnight accommodations. The offers can be free or have a price. We encourage you not to discount. Your experiences can add value and allow you to charge more for those experiences. Offers can also be a tool to use when trying to fill those slow periods/days.

Who can add a Travel Offer?

Accommodations, campgrounds, attractions, tours, shops, festivals, events, food & beverage operators, hunting & angling outfitters.

You must have an approved tourism listing before you can apply for a travel offer listing.

TIP: Tour companies can add each one of their tours as travel offers, as long as each offer is unique.

TIP: Hunting and angling outfitters that offer tours of interest to travellers rather than hunters (e.g. guided snowmobiling tour, guided canoeing, guided angling day trip, nature viewing). Outfitters must have a tour listing before they can add Travel Offers to NewfoundlandLabrador.com.

Benefits

Travel offers are often used by NL Tourism staff as they prepare content for social media posts, travel media requests and newsletters. Keep your travel offers on NewfoundlandLabrador.com 365 days a year as most of those opportunities can happen at any time and it could be months before your offer begins. While placement is not guaranteed, your offer must be there for consideration.

Optimize Travel Offers

Keep your offers active on NewfoundlandLabrador.com 365 days of the year, not just in the peak season. Visitors on NewfoundlandLabrador.com right now could be planning to visit this year or next. Operators receive an email when their travel offer is 30 days from expiring. They should renew them once the current offer expires. See [Travel Offer Listings Best Practises](#) for more tips.

Suggestions

These packages do not have to be complicated or anything new. Often these experiences already exist in your business/attraction/event or can easily be pulled together. It is not required that you partner with another business or accommodation.

Touring & Exploring Experiences: Ideas include whale watching, iceberg viewing, hiking, historic sites, and hands-on culinary and cultural tours/experiences. Experiences may include cod/ocean fishing, a boil-up, or making blueberry jam. Perhaps you offer a music session, a guided hike to a resettled community, or participation in a historic reenactment. Other activities could involve music, food/wine tastings or instruction. Storytelling, painting, crafting, writing or photography can also make great experiences. These packages should be displayed on NewfoundlandLabrador.com for 12 months of the year.

Holiday or Special Celebration Experiences: Christmas, New Year, St. Paddy's Day, Valentine's Day, etc.

Winter Experiences: A package might include skiing, snowboarding, or snowmobiling. Maybe a romantic winter weekend or city break. Shopping, sport, entertainment, downtown or culinary. How about a foodie winter break or a unique outdoor activity? Couple that with entertainment, pampering, or culinary experiences. These packages should be displayed throughout the winter season.

TIP: If you would like help in creating a new package or experience, you are encouraged to contact your [Destination Management Organizations](#). The [Experiences Toolkit](#) can assist you with creating an experience or you can contact a [Tourism Product Development Officer](#) for assistance.

Package Categories

- Bird Watching
- Boat Tour
- Camping
- Come From Away - Must be focused on the Come from Away story.
- Culture & Heritage
- Family Fun
- Festival and Event
- Fishing- Guided
- Food & Dining
- Geology & Fossil
- Golfing
- Health & Wellness
- Hiking & Walking
- Icebergs
- Indigenous - Indigenous-owned (51%+) and operated tourism business.
- Indoor Fun
- Kayaking and Rafting
- Lighthouses
- Living Heritage
- National Historic Sites
- Outdoor Adventure
- Package Tour
- Parks
- Photography – Photography lessons must be part of the offering.
- Romance
- Rural Retreat – e.g. a seasonal getaway package.
- Shops and Galleries
- Skiing & Snowboarding
- Snowmobiling
- Urban Getaways
- Whale Watching
- Winter Fun

Hunting and Angling Package – Definitions & Criteria

Outfitters can enhance their presence on HuntingNewfoundlandLabrador.com and/or AnglingNewfoundlandLabrador.com by adding each package they offer. E.g., an all-inclusive multi-day hunting/angling package can include accommodations, access, licences, guiding and other services for big game hunters and anglers.

Hunting species are predetermined by licences, except small game.

TIP: If you also offer tours, such as snowmobile tours and wildlife tours, in addition to your outfitting business, you can apply for a tour business listing that can appear on NewfoundlandLabrador.com and the Traveller’s Guide. You should also list each tour you offer to the Travel Offers section of NewfoundlandLabrador.com, as long as each tour is unique.

Outfitter Package by Species

Angling

- Arctic Char
- Atlantic Salmon
- Brook Trout
- Lake Trout
- Landlocked Salmon
- Northern Pike
- Sea Run Brook Trout
- White Fish

Hunting

- Black Bear
- Moose
- Woodland Caribou
- Barren Ground Caribou
- Small Game