



Bring Back Jobs!

Revitalizing Tourism Backgrounder

When tourists come to Newfoundland and Labrador they help to create jobs in every region of our province. However, due to the global pandemic and the public health restrictions which have been designed to keep everyone safe, our tourism industry has been severely negatively impacted.

We thank tourism operators in this province for their commitment to public health. We know many local operators have gone to extra lengths to ensure physical distancing, enhanced cleaning, and the safety of those who visit.

Over 20,000 people have been proud to work in Newfoundland and Labrador tourism, greeting visitors and residents alike who travel the province. Proper action and collaboration must occur to chart a bright course for the future of tourism (see <https://hnl.ca/hospitality-nl-encourages-everyone-to-support-local-support-tourism/>).

A PC Government will take action immediately, in collaboration with the tourism industry, to capture a greater share of the post-pandemic global tourism market. We will do it by developing a new tourism strategy and by prioritizing action on Hospitality NL's prime areas of focus:

- Ensuring a critical mass of authentic attractions and experiences with supporting infrastructure and service in the right locations, to respond to market demands and expectations;
- Developing multi-season tourism demand to help achieve sustainable, viable tourism products; and
- Balancing people's desire to travel with the need to protect our natural environment.

Newfoundland and Labrador is paying the price for the Liberals' decision not to have an air access strategy. One air route after another was canceled in the pre-pandemic period, and more are being lost. A PC Government will put into action an assertive air access strategy designed to expand routes serving airports throughout Newfoundland and Labrador.

- Most recently Air Canada cut all of their routes to Labrador. They also cancelled service between Gander and Halifax, and St. John's and Toronto (<https://www.cbc.ca/news/canada/newfoundland-labrador/air-canada-three-flights-cut-1.5870725>).

- In the pre-pandemic period, air routes into the province were also cut. On the Liberal watch, key routes to Europe were lost to other Canadian cities (<https://www.cbc.ca/news/canada/newfoundland-labrador/westjet-st-johns-dublin-cancelled-1.4915936>).
- Our air access strategy will be developed in conjunction with industry stakeholders. We will work to ensure that, when safe, tourists can easily come to our province and then have an air option to travel throughout our province.

A PC Government will complement the air access strategy with sea and land access components that focus on Marine Atlantic access and affordability, provincial ferry access, road quality, “wayfinding” signage quality, tourist information availability and quality, and other matters identified in collaboration with the tourism industry.

To help support the revitalization of Newfoundland and Labrador tourism, we will work to promote staycations among residents and promote Newfoundland and Labrador as a safe vacation destination for Canadian and international visitors. In doing this:

- A PC Government will ensure Newfoundland and Labrador remains a world leader and standard setter in marketing in digital, social, broadcast and print media.
- A PC Government will take action immediately, in collaboration with the tourism industry, to capture a greater share of the post-pandemic global tourism market in high-value markets such as Europe and East Asia, which (in the pre-pandemic period) generated enormous amounts of tourism spending.
- A PC Government will encourage Newfoundlanders and Labradorians to explore our own province by targeting local consumers with “vacation at home” marketing and working with the industry to develop more vacation packages for Newfoundland and Labrador residents.

Tourism operators in Newfoundland and Labrador are vibrant and welcoming. We will support tourism operators and allow them to grow their businesses by:

- A PC Government will conduct an in-depth review of existing regulations (such as the Tourist Establishments Act) to identify solutions that will ensure a fair and equitable business environment for tourism service providers.
- A PC Government will consult with the tourism industry on taxes, fees and levies to ensure the cost burden does not undermine the growth of our tourism economy or drive operators out of business.
- A PC Government will expedite the process for registering, listing and accessing attractions in the province's tourism book and on tourism websites and digital listings.
- A PC Government will partner to develop a provincial network of world-class digital supports for tourists and operators. We will work with Hospitality NL to identify needs among tourism operators for support to enhance online booking and e-commerce.
- A PC Government will collaborate with tourism stakeholders to achieve world-class standards and consistent quality in accommodations, food service and visitor information; reward excellence; and support standards-based certification.
- A PC Government will develop tax credits to support the work of artists, writers and other cultural producers.

By working with our industry stakeholders, tourism operators, and promoting Newfoundland and Labrador tourism, we will bring back jobs to Newfoundland and Labrador.