



NL TOURISM OPERATOR PORTAL

Tips & Resources Guide

Before you begin:

Throughout this guide, look for these **orange call-out boxes** for importance items and tips.

Here are some important steps and tips to ensure your listing(s) stands out and appeal to travellers, big game hunters or sport anglers:

- Use this **Tips & Resources Guide** to (1) determine if you are eligible for a listing, (2) how to create a Portal Account, (3) how to apply, register & publish a listing on NewfoundlandLabrador.com, (5) and what to have ready before you start your application. Steps for the annual listing renewals and occupancy reporting are also found in the guide.
- Use the [Listing Best Practices and Checklists \(PDF\)](#) to create a captivating listing(s) that stands out and appeal to travellers, big game hunters or sport anglers:
- New Accommodations, Campground and Outfitting operators should follow these [Steps to Register Your Accommodation \(PDF\)](#)
- [How to Submit Your Occupancy Reports \(Accommodates and Campgrounds\)](#)
- [Portal Hints for Municipalities & Not-For-Profits](#)
- [Portal Hints for Festival and Event Organizers](#)

NL Tourism Operator Portal
Team Department of
Tourism, Culture, Arts and
Recreation

September 17, 2025

NewfoundlandLabrador.com
[NL Tourism Operator Portal Sign In](#)
NLTourismOperatorPortal@gov.nl.ca
OccupancyStats@gov.nl.ca
709-729-5599 (Portal Team)
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 (NLTOP)** is a website for tourism, hunting and angling operators to:

- Apply for Tourism and Outfitting **Promotional Listings** (Your main promotional profile on NewfoundlandLabrador.com or on the Hunting and Angling Websites).
- Submit **Travel Offers and Packages** (Supplemental Promotional Listings where you can profile a specific offer, experience, package or tour),
- Register their Accommodations, Campgrounds and Outfitting Establishments and submit **occupancy statistics**.
- **Renew your Promotional Listings.** Each year, you must use the Portal to renew your promotional listing(s) and to be included in the Newfoundland and Labrador Tourism marketing initiatives. We'll notify you by email when it's time to renew your listing. For more information on renewal, see [Renewal – Important Dates](#).

Communications from NL Tourism

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

Through email, you will receive important notices such as when to renew your listings, occupancy reports, and marketing initiative deadlines such as travel offers/packages listings on NewfoundlandLabrador.com.

Emails are sent from these addresses:

NLTourismOperatorPortal@gov.nl.ca

NLPortal-noreply@gov.nl.ca

NewfoundlandLabradorTourism@gov.nl.ca and

OccupancyStats@gov.nl.ca.

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

Promotional Listings

Promotional Listings are published online on NewfoundlandLabrador.com, HuntingNewfoundlandLabrador.com, or AnglingNewfoundlandLabrador.com. There is no cost to participate.

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 - [Angling](#) and [Hunting](#)
3. Tourism [Travel Offers & Packages](#) and Package Listings for [Angling](#) and [Hunting](#)

Tourism and outfitting operators can create an account in the [Newfoundland and Labrador Tourism Operator Portal](#) (NLTOP) and submit a listing application to NL Tourism for consideration. The Portal is also used to register accommodations.

All registrations, applications, 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 and to edit the listings.

Registered Accommodation, Campground or Outfitter operators, can opt-in to promote your business on NewfoundlandLabrador.com or the Hunting and/or Angling websites by adding a promotional listing during the registration process in the NL Tourism Operator Portal.

Traveller's Guide & Traveller's Map

Each year, Newfoundland and Labrador Tourism produces a printed Traveller's Guide. This is a valuable supplement to our consumer website NewfoundlandLabrador.com, providing visitors with suggested things to do, best-kept secrets, sample road trips and itineraries, and other essential trip planning tools and information. We also produce an annual Traveller's Map, an important navigational tool to assist tourists with their travels while on the ground here in the province.

As of 2025, the Traveller's Guide no longer includes tourism operator promotional listings. Instead, QR codes are used throughout the book with links to up-to-date, searchable online listings of accommodations, campgrounds, attractions, adventures, tours, craft shops and galleries, festivals and events, food and beverage, and other resources on NewfoundlandLabrador.com.

Traveller's Guides and Maps are distributed free of charge to consumers nationally and internationally. They are also available on the Marine Atlantic ferries and the North Sydney

terminal, and at airports, visitor information centres and tourism businesses within Newfoundland and Labrador.

If you run a tourism business and would like to receive a bulk order of Traveller's Guides and Traveller's Maps to distribute to tourists, email your request to welcomedesk@newfoundlandlabrador.com.

Tourism and related businesses can also place paid advertisements in the Guide. For information about this program, please email Andrew Weir (andrewweir@gov.nl.ca).

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	Submit/Edit Listings via Portal
Accommodations	NewfoundlandLabrador.com	Yes
Parks and Campgrounds	NewfoundlandLabrador.com	Yes
Attractions	NewfoundlandLabrador.com	Yes
Tours	NewfoundlandLabrador.com	Yes
Crafts, Shops & Galleries	NewfoundlandLabrador.com	Yes
Festivals, Events & Performance Venues	NewfoundlandLabrador.com	Yes
Food & Beverage Operations	NewfoundlandLabrador.com	Yes
Hunting and Angling Outfitters	HuntingNewfoundlandLabrador.com AngingNewfoundlandLabrador.com	Yes
Non-resident In-bound Province Wide Tourism Operators	NewfoundlandLabrador.com	Contact Portal Team*
Transportation Providers	NewfoundlandLabrador.com (Basic Listings)	Contact Portal Team*
Visitor Information Services	NewfoundlandLabrador.com (Basic Listings)	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 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 [Accommodations Registration](#) requirements for their operation as described on the Department's Website including reporting occupancy statistics.
- To be published on NewfoundlandLabrador.com and/or the Outfitting websites, the business must meet the criteria for the industry-led [Tourism Assurance Program \(TAP\)](#).

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 Tips & Resources Guide for a full list of options.

See the [Category & Product Definitions](#) section 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 the different aspects of your operation if each listing is unique and meets the requirements. Once you have an approved promotional 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 visit [Tourism Assurance Plan](#).

See the [Tourism Division's 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 & Accommodation 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 or the hunting and angling websites.

Listing Best Practices & 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 on NewfoundlandLabrador.com.
- 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.
 - All 500 characters in the descriptions field are used.
 - 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 after they were approved. Everything looks great! Including the images and the map.

Tourism Listings Best Practices & Tips

Gatherall's Puffin and Whale Watch



Bay Bulls
May 14 - Sep 20

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

Watch whales, puffins and icebergs in Newfoundland with Gatherall's on their incredible 90 minute tour. Only minutes from St. John's. Fun and exciting, comfortable and safe with friendly and knowledgeable guides that narrate every cruise. Experience and learn about puffins and whales in their natural environment. Striking coastal scenery, icebergs in season. Fabulous craft store on-site. Shuttle service available. Learn why the world's leading tour operators choose Gatherall's.

Contact

- <http://www.gatheralls.com>
- +1 (709) 334 2887
- +1 (800) 419 4253 (toll free)
- info@gatheralls.com
- [Visit on Facebook](#)
- [Visit on Instagram](#)
- [Visit on YouTube](#)

Reviews

Locations & Dates

Pricing

Amenities

Your Tourism Listing(s) is your main promotional profile on NewfoundlandLabrador.com.

Descriptions and images must do a lot of heavy lifting. They must be enticing and motivate a traveller to click-through to learn more about your offering and to plan and book with you.

- **Writing descriptions.** Your description is 500 characters, and it needs to grab a traveller's attention - use them wisely. Focus on what makes your offering unique and appealing. Think about what sets you apart from your competition. Why should travellers book with you?
- **Don't** include information in your description that will appear in other areas of your listing (examples: your business name, website address, location, dates, and contact information will all be featured above and below the description). Do review your TripAdvisor and Google reviews to get inspiration. Travellers comment on what they like best, or enjoy the most, about your offering. This can help you focus on your unique selling points.
- **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 use full-colour images only. Don't use collages, black-and-white images, logos or images with text.
- **Keep your listings current.** Travellers are planning all year round. Do keep your Listings up to date (365/7/24). Trip planners and travellers on NewfoundlandLabrador.com are planning now to visit this year; others are planning to visit next year. Do refresh and update your listing(s) at any time of year using the NLTO Portal. Don't forget that all listings must be renewed each year to remain on NewfoundlandLabrador.com beyond January 1st.

For inspiration see [the Examples of Descriptions](#) section on this document and review the current listings on [NewfoundlandLabrador.com](#) before you begin your application.

Portal Pro Tips: (1) Write your description in Word on your desktop and copy it over to the Portal. (2) The Portal times out after 20 minutes, plan accordingly & save often. (3) Do not use a mobile device or tablet. Use a laptop or desktop.

Travel Offer Listing Best Practices & Tips



Lumsden Beach Company Corporation
Sunset Charcuterie for Two
from \$100 Per Couple*

31 Lumsden North Road, Lumsden
Jun 28 - Sep 2, 2024

[Visit Website](#)

A freshly prepared charcuterie box is ready for you, along with a blanket and dining essentials. All you need is your spot in the sand, and you can watch the sunset over the beautiful Lumsden North beach. A beverage of your choice can be added along with a sweet treat. After a long day at the beach, this is a great way to relax and unwind.

[+ 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.

All businesses listed on NewfoundlandLabrador.com meet common minimum standards established by the tourism industry. For more information, visit the [Hospitality Newfoundland and Labrador website](#).

Travel Offers are supplementary promotional listings where you can profile a specific offer, experience, package, or tour.

You can add multiple travel offer listings, which are featured alongside your Tourism Listing and in other areas throughout NewfoundlandLabrador.com.

- See the [Travel Offers, Experience & Tours](#) section for instructions on how to add a travel offer listing. Review the current [list of Travel Offers](#) for inspiration.
- These offers do not have to be elaborate or novel. **Keep it simple.** You may already be doing something at your place of business that you can turn into a Travel Offer.
- **You do not need to partner** with another operator or include overnight accommodations. But if you do, be sure to add them as applicable partners in the offer so that they appear on your partner's listing too. You can also include a community attraction or event listing if it is associated with your offer.
- Most Travel Offers **do** include a price, and you don't need to discount. You will also see some Travel Offers that are free.
- **Tour companies** can add each one of their tours as a Travel Offer if each offer is unique.
- If possible, you should also **add your Travel Offers to your website**, and link to them from your Travel Offer on NewfoundlandLabrador.com. Travellers will click through to your website to learn more information about your offer.

- 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.**
- Newfoundland and Labrador Tourism will issue calls for Travel Offers at various points in the year, but you should keep your travel offers online on NewfoundlandLabrador.com 24/7/365. Travellers planning a trip will visit NewfoundlandLabrador.com year-round, even during the off-season.

The benefits of adding Travel Offers:

- Travel Offers **increase an operator's presence** on NewfoundlandLabrador.com as they appear not only on the same page as Tourism Listing(s); they also appear on multiple pages throughout NewfoundlandLabrador.com.
- The NL Tourism team may include **travel offers examples to strengthen** content pieces in e-newsletters, social media posts, stories and sales pitches to Travel Trade and Travel Media partners. While placement is not guaranteed, your offer should 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 #s. These referrals are valid sales leads for tourism operators that can/should increase sales.

Example of a Tourism Listing with Several Travel Offers



Western Region

Tour Gros Morne

📍 Shoal Brook
📅 Feb 1 - Oct 31

[Website](#)

With a passion for sustainable tourism experiences, we offer award-winning multi-day vacations and interactive day excursions. Try one of our exciting hikes to amazing vistas, savour culinary excellence on a food and wine tour or create your own masterpiece at one of our artist's studios. We focus on local, authentic adventures. Every tour is an interactive, fun way to learn, explore and experience the true essence of Gros Morne National Park. Let us lead the tour of your dreams.

>Contact

- 🌐 <http://www.tourgrosmorne.com>
- 📞 +1(709) 453-7226
- +1(709) 458-3131
- ✉ tourgrosmorne@gmail.com
- 🔗 Visit on Facebook
- 🔗 Visit on Instagram

Other Travel Offers From Tour Gros Morne



Gros Morne Signature Day Hike
from \$149 Per Person

[View Details](#)



Fall Wildlife and Walking Tour in Gros Morne
7 days from \$2,999 Per Person

[View Details](#)



Gros Morne Winter Getaway
3 days from \$1,495 Per Person

[View Details](#)



Gros Morne Hiking Vacation
7 days from \$2,995 Per Person

[View Details](#)



Snowshoe and Spa Day
from \$99 Per Person

[View Details](#)



Gros Morne Bucket List Vacation
4 days from \$1,995 Per Person

[View Details](#)

Tourism in Your Community – The Travel Generators

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 tourism listings on NewfoundlandLabrador.com.
- 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. They are tourism operators too. They play a vital role in helping to generate travel to communities all over Newfoundland and Labrador.
- Tourism listings and travel offers for hiking trails, natural attractions, museums, community parks, performance venues and community events should follow listing best practices and tips as well. Descriptions should utilize all 500 characters and add up to five (5) images. 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 & Outfitting Lodges

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

The Act and Regulations can be found here: [Accommodation Registration](#).

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.

Tourism and outfitting operators must register through the [Newfoundland and Labrador Tourism Operator Portal \(NLTOP\)](#).

For additional information, click [Accommodation Registration](#) on the Department's website.

Use the [Steps to Register your Accommodations](#) document to guide your registration process.

Tourist Accommodation Requirements

During a new registration application and a renewal, Tourist accommodations and campgrounds are required to attest that they have the necessary licenses and permits required by law to operate in the Province of Newfoundland and Labrador.

Register your Tourist Accommodation

Registration is a one-time process. To register your accommodation please create an account and register your business through the [NL Tourism Operator Portal](#).

If you have any questions, please email or call the Portal Team at NLTourismOperatorPortal@gov.nl.ca or 709-729-5599.

Promoting your Accommodation on NewfoundlandLabrador.com

As a registered Accommodation, you can also opt-in to market your business on NewfoundlandLabrador.com by adding a promotional listing. The information you provide in your registration application will be used to craft your promotional listing. There is no charge to participate.

If you choose to add a promotional listing, you must renew your listing each year. The renewal period for next year opens in June. You will receive an email informing you when it is time to renew. Listings that are not renewed will be removed from NewfoundlandLabrador.com.

If you do not wish to market your business on NewfoundlandLabrador.com, you can indicate so by selecting the required option “No, I do not want a promotional listing. I was to register only.”

Accommodation and Campground Types

Subtypes are the category of accommodation or campground you operate. These categories are found in the filters on the Plan & Book section of NewfoundlandLabrador.com.

See [Types of Accommodations](#) and [Types of Campgrounds](#). for a full list of Accommodation and Campground Subtypes and definitions.

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.

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.ca or 709-729-6857.

When to renew your promotional 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.

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 for next year begins the first week of June and applications will be proceeded in order of submission.

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

Renewal Requirements for Outfitters: Annual renewal for next year begins early May and applications will be proceeded in order of submission.

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.

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

The collection of information is done under the authority of section 61(c) of the **Access to Information and Protection of Privacy Act, 2015** for the purpose of registration and providing travellers to Newfoundland and Labrador with information about your business and for contact information for use by the Government of Newfoundland and Labrador, Department of Tourism, Culture, Arts and Recreation and its tourism partners.

Please be aware that your contact information may be made available to the public (if you opt-in to promote/publish); and may be shared with other entities; including Adventure Central, Atlantic Canada Opportunities Agency (ACOA), Destination Labrador, Destination St. John's, Go Western Newfoundland, Gros Morne Gatherings, Hospitality Newfoundland and Labrador (HNL), Legendary Coasts of Newfoundland, Municipalities Newfoundland and Labrador (MNL), Tourism Southwest and Viking Trail Tourism Association.

If you have any questions about how this information will be collected, used and disclosed, please contact the Department of Tourism, Culture, Arts and Recreation's Access and Privacy Coordinator at TCAR-ATIPP@gov.nl.ca or 709-729-7000.

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. Do not miss important deadlines or announcements:** You will regularly receive important email notifications from NL Tourism concerning marketing initiatives deadlines, when to renew your promotional listings, statistical reporting, etc.

#1 Portal Pro Tip: Between June 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 may include changes to descriptions, contact information and images.

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

NewfoundlandLabradorTourism@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 20 minutes of inactivity. Plan accordingly and hit the Save As button to save your progress.
- **Be prepared:** One application or renewal can take approximately 20 minutes to complete. Please consider this when scheduling time to update your listing(s).
- **Before you 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.** Prepare a 500-character description for NewfoundlandLabrador.com. Outfitters have two 500-character website descriptions, one for angling and one for hunting.
- Since the Portal **times out after 20 minutes**, compose the description in word processing software like Word, or Pages for Apple users. Then copy and paste the finalized description onto the NLTO Portal. See [Listing Best Practices & 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 registering/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 [Occupancy Reports](#) section.
- For your **travel offer/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

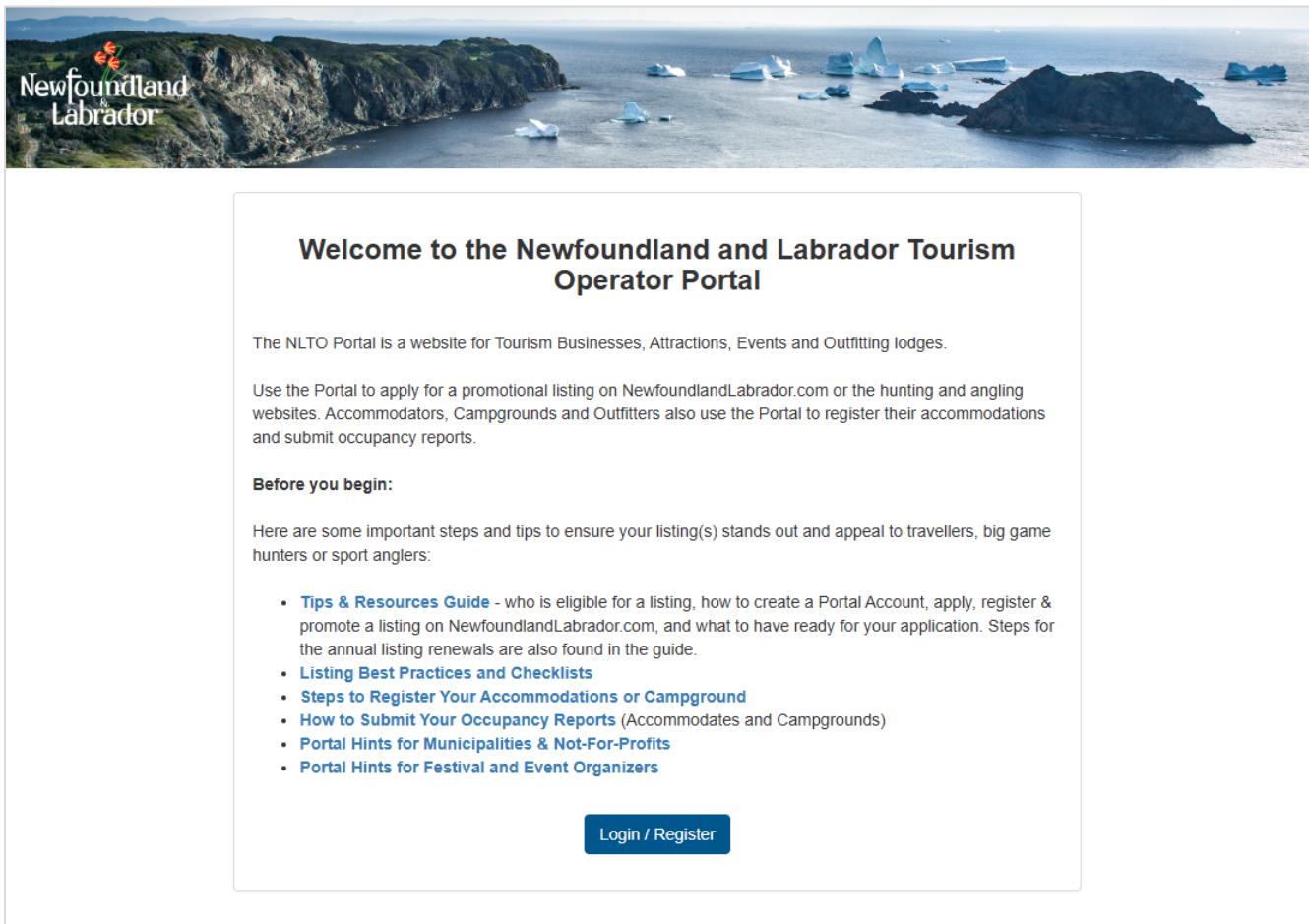
New Owners of Accommodations, Campgrounds or Outfitting Lodges

If you have purchased an existing registered business, contact the Portal Team before registering 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

<https://www.nltourismoperatorportal.com/> and click “Login/Register”. On the next page, click “Create an Account”. From there you will review and accept the [Portal Terms and Conditions of Use](#).



Welcome to the Newfoundland and Labrador Tourism Operator Portal

The NLTO Portal is a website for Tourism Businesses, Attractions, Events and Outfitting lodges.

Use the Portal to apply for a promotional listing on NewfoundlandLabrador.com or the hunting and angling websites. Accommodators, Campgrounds and Outfitters also use the Portal to register their accommodations and submit occupancy reports.

Before you begin:

Here are some important steps and tips to ensure your listing(s) stands out and appeal to travellers, big game hunters or sport anglers:

- [Tips & Resources Guide](#) - who is eligible for a listing, how to create a Portal Account, apply, register & promote a listing on NewfoundlandLabrador.com, and what to have ready for your application. Steps for the annual listing renewals are also found in the guide.
- [Listing Best Practices and Checklists](#)
- [Steps to Register Your Accommodations or Campground](#)
- [How to Submit Your Occupancy Reports \(Accommodates and Campgrounds\)](#)
- [Portal Hints for Municipalities & Not-For-Profits](#)
- [Portal Hints for Festival and Event Organizers](#)

[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 on Newfoundland Labrador Tourism's websites. Newfoundland and Labrador Tourism and partners will use that information to contact you. Click 'Submit'.



(required) indicates a mandatory field

Create an Account

Complete the form below to create your NL Tourism Operator Portal account. Once your account is created, you can apply for a promotional listing on NewfoundlandLabrador.com or the hunting and angling websites. Accommodators, Campgrounds and Outfitters also use the Portal to register their accommodations and submit occupancy reports.

The information in this section is for administrative purposes only and is not published on Newfoundland Labrador Tourism websites. Newfoundland and Labrador Tourism and tourism partners will use this information to contact you. For more information, see the Privacy section in the Tips & Resources Guide.

General Information

Email: (required)

Confirm Email: (required)

First Name: (required)

Last Name: (required)

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)
 Newfoundland and Labrador

Country: (required)
 Canada

Postal/Zip Code: (required)

Buttons

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

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.



Thank You for Signing Up

You should receive an email (from nlportal-noreply@gov.nl.ca) containing a verification code and a link to verify that your email is valid. Follow the instructions on the email to verify your account and begin your application.

Please check your junk or spam folder if not initially found in your inbox.

[Verify Your Email Later](#) [Verify Your Email Now](#)

[Government Home](#) [Contact Us](#) [Tips & Resources Guide](#)

 nlportal-noreply@gov.nl.ca

Date: 27-03-2023 11:24:12

Subject: NL Tourism Operator Portal Verification

Thank you for registering for online NL Tourism Operator Portal(<https://www.NLTourismOperatorPortal.ca/nlto/sfjsp?interviewID=SignOn>) with the Government of Newfoundland and Labrador. To complete the setup of your account click on the VERIFY YOUR EMAIL button and provide this verification code: 123456

"This email and any attached files are intended for the sole use of the primary and copied addressee(s) and may contain privileged and/or confidential information. Any distribution, use or copying by any means of this information is strictly prohibited. If you received this email in error, please delete it immediately and notify the sender."

Verify Email

New users must verify their email address after the registration process.

Verify Email

(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. !; £; \$;); (; %; &; *; #; @; ?; {; }; [;]; =; +; >; <).

Verify Your Email

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

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

Forgotten Password

To reset your password visit <https://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) and registered accommodations, if applicable. You will see navigation buttons to view your Account Information, History, Travel Offers; and Apply/Register. To register/apply for a tourism listing or outfitting listing, click “Register/Apply”. To apply for a travel offer listing, click “Travel Offers”. To add Travel Offers, your promotional listing must be approved first.



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



Accommodations Registration and Promotional Listing Opt-In

Accommodation, Campground and Outfitting businesses are required, by law, [to register to operate](#). During your registration process, you can also opt-in for promotional listings on NewfoundlandLabrador.com or the Hunting and Angling websites. See [Accommodation Registration](#) for more information.

A promotional listing provides information about your Tourism/Outfitting operation to travellers. Once approved, your listing will be published on NewfoundlandLabrador.com or the Hunting and Angling websites.

Accommodation Registration does not need to be renewed each year, but promotional listings need to be renewed to keep your listings on NewfoundlandLabrador.com or the Hunting and Angling websites.

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.

Renewal(s) for next year

Year	Registration/Listing Name	Category	Registration #/ Listing #	Date Submitted	Status	Publication Listing Opt-In	Registered	Action
2026	Kirby's B&B (TEST)	Accommodation-Bed & Breakfast		29-JAN-25	Renewal Incomplete	No	No	<button style="background-color: #0070C0; color: white; border: 1px solid #0070C0; padding: 2px 5px;">Renew</button>
2026	Kirby's Hiking Trail (TEST)	Attraction	8701	29-JAN-25	Renewal Incomplete	N/A	N/A	<button style="background-color: #0070C0; color: white; border: 1px solid #0070C0; padding: 2px 5px;">Renew</button>
2026	Kirby's Cafe (TEST)	Food and Beverage	8698	29-JAN-25	Renewal Incomplete	N/A	N/A	<button style="background-color: #0070C0; color: white; border: 1px solid #0070C0; padding: 2px 5px;">Renew</button>
2025 - 2026	Kirby Lake Lodge	Hunting & Fishing-Main Lodge		29-JAN-25	Application Incomplete		No	<button style="background-color: #0070C0; color: white; border: 1px solid #0070C0; padding: 2px 5px;">Continue</button>
2026	Kirby's Campground (TEST)	Park/Campground-Private Parks		29-JAN-25	Renewal Incomplete			<button style="background-color: #0070C0; color: white; border: 1px solid #0070C0; padding: 2px 5px;">Renew</button>
2026	Kirby's Tour (TEST)	Tour	8702	29-JAN-25	Renewal Incomplete	N/A	N/A	<button style="background-color: #0070C0; color: white; border: 1px solid #0070C0; padding: 2px 5px;">Renew</button>

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

Year	Registration/Listing Name	Category	Registration #/ Listing #	Date Submitted	Status	Publication Listing Opt-In	Registered	Occupancy Reports	Action
2025	Kirby's B&B (TEST)	Accommodation-Bed & Breakfast		03-JUN-24	Active-TAP Approved	No	No	<button style="background-color: #0070C0; color: white; border: 1px solid #0070C0; padding: 2px 5px;">Occupancy Reports</button>	<button style="background-color: #0070C0; color: white; border: 1px solid #0070C0; padding: 2px 5px;">Update</button>
2025	Kirby's Hiking Trail (TEST)	Attraction	8701	03-JUN-24	Renewal Approval Pending	N/A	N/A		<button style="background-color: #0070C0; color: white; border: 1px solid #0070C0; padding: 2px 5px;">Update</button>
2025	Kirby's Cafe (TEST)	Food and Beverage	8698	03-JUN-24	Renewal Incomplete	N/A	N/A		<button style="background-color: #0070C0; color: white; border: 1px solid #0070C0; padding: 2px 5px;">Continue</button>
2025	Kirby's Campground (TEST)	Park/Campground-Private Parks		29-JAN-25	Application Incomplete			<button style="background-color: #0070C0; color: white; border: 1px solid #0070C0; padding: 2px 5px;">Occupancy Reports</button>	<button style="background-color: #0070C0; color: white; border: 1px solid #0070C0; padding: 2px 5px;">Continue</button>
2025	Kirby's Tour (TEST)	Tour	8702	03-JUN-24	Renewal Incomplete	N/A	N/A		<button style="background-color: #0070C0; color: white; border: 1px solid #0070C0; padding: 2px 5px;">Continue</button>

Renewing a Listing

Each year, operators must use the Portal to renew their promotional listing(s) and to be included in the Newfoundland and Labrador Tourism marketing initiatives.

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

Please contact NL Tourism if you are receiving notifications for a tourism product that you are no longer operating.

How to Renew in the Portal

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(s) for next year								
Year	Registration/Listing Name	Category	Registration #/ Listing #	Date Submitted	Status	Publication Listing Opt-In	Registered	Action
2026	Kirby's B&B (TEST)	Accommodation-Bed & Breakfast		29-JAN-25	Renewal Incomplete	No	No	<button>Renew</button>
2026	Kirby's Hiking Trail (TEST)	Attraction	8701	29-JAN-25	Renewal Incomplete	N/A	N/A	<button>Renew</button>
2026	Kirby's Cafe (TEST)	Food and Beverage	8698	29-JAN-25	Renewal Incomplete	N/A	N/A	<button>Renew</button>
2025 - 2026	Kirby Lake Lodge	Hunting & Fishing-Main Lodge		29-JAN-25	Application Incomplete		No	<button>Continue</button>
2026	Kirby's Campground (TEST)	Park/Campground-Private Parks		29-JAN-25	Renewal Incomplete			<button>Renew</button>
2026	Kirby's Tour (TEST)	Tour	8702	29-JAN-25	Renewal Incomplete	N/A	N/A	<button>Renew</button>

Current Year Update(s): make changes to your website listings or submit occupancy statistics by clicking the Update button								
Year	Registration/Listing Name	Category	Registration #/ Listing #	Date Submitted	Status	Publication Listing Opt-In	Registered	Occupancy Reports
2025	Kirby's B&B (TEST)	Accommodation-Bed & Breakfast		03-JUN-24	Active-TAP Approved	No	No	<button>Occupancy Reports</button> <button>Update</button>
2025	Kirby's Hiking Trail (TEST)	Attraction	8701	03-JUN-24	Renewal Approval Pending	N/A	N/A	<button>Update</button>
2025	Kirby's Cafe (TEST)	Food and Beverage	8698	03-JUN-24	Renewal Incomplete	N/A	N/A	<button>Continue</button>
2025	Kirby's Campground (TEST)	Park/Campground-Private Parks		29-JAN-25	Application Incomplete			<button>Occupancy Reports</button> <button>Continue</button>
2025	Kirby's Tour (TEST)	Tour	8702	03-JUN-24	Renewal Incomplete	N/A	N/A	<button>Continue</button>

Renewal – Important Dates

Tourism Listings - Renewal opens in early June for next year renewals.

Accommodation and Campground operators: To complete your renewal for next year, your occupancy for the current year up to and including August, must be up to date by October 31.

Outfitter Listings: Annual renewal for next year begins early May and applications will be proceeded in order of submission.

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

Understanding Status and Actions on the Homepage

Existing Portal Accounts will see a complete inventory of all their promotional listings on the Home Page. Each listing will have a Status and Action button. Accommodators, Campgrounds and Outfitters will also find their Accommodation Registrations status.

Registration: “Yes” indicates that your accommodation, campground or outfitting lodge is Registered under the Accommodations Act.

Status regarding Promotional Listings and Accommodation Registration applications:

- **Application Incomplete:** This is a draft listing with sections left to complete. You are still working on this application. It has not been submitted to the Portal Team for approval.
- **Application Pending:** A new application for a new promotional listing/registration has been submitted and is awaiting approval by the Portal Team.
- **Active - Non-TAP Approved:** Your new promotional listing/registration application has been reviewed by the Portal Team. However, the listing does not meet the [Tourism Assurance Program \(TAP\)](#) standards. The listing is not published on NewfoundlandLabrador.com or the outfitting websites. Some listings will stay at this status as the operator has decided not to have a promotional listing and/or they do not meet the TAP standards.
- **Active - TAP Approved:** This promotional listing has been approved by NL Tourism for publication on NewfoundlandLabrador.com or the outfitting websites.
- **Renewal Incomplete:** This is a draft renewal application with sections left to complete/revise. You have not submitted your annual renewal for your promotional listing for the Portal Team to review and approve. Outfitters are required to renew their listing each year.
- **Renewal Approval Pending:** You have submitted the annual renewal for your promotional listing, and it is awaiting approval by the Portal Team.
- **Expired:** On December 31, all current-year tourism listings change to expired status and move to the History section of the Portal. On April 30, 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 and images.
- **Continue:** Continue to complete your submission. Your renewal, update or new listing application has not yet been submitted to the Portal Team.

- **Occupancy Reports:** Click to open your occupancy report for that year. To submit your occupancy reports for this current year, scroll down the Home page and click “Occupancy Reports”. To submit your occupancy reports for previous years, click “History” from the navigation at the top of that page.

Submit Occupancy Reports

For renewing accommodations, campgrounds and outfitters only: You must submit your occupancy statistics reports 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.

[Save for Later](#)

You have not submitted your application.

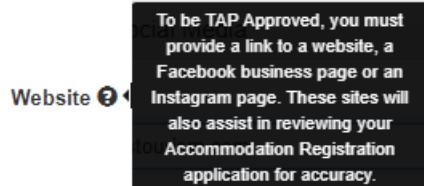
You have only saved your progress.

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 shows a tooltip for a 'Website' field. The tooltip text is: 'To be TAP Approved, you must provide a link to a website, a Facebook business page or an Instagram page. These sites will also assist in reviewing your Accommodation Registration application for accuracy.'

Rate Summary	Instructions
 Click here for instructions	Minimum Rate and Maximum Rate are not published on NewfoundlandLabrador.com. Only Rate summary is published. Food and Beverage Establishments: Rate Summary is the approximate cost per person for a meal include one drink, tax and tip. \$ - inexpensive (under \$10); \$\$ moderate (\$11-30); \$\$\$ Pricey (\$31-60); \$\$\$\$ Ultra High-End (over \$61). No fees: Businesses that do not charge a fee must enter "0" in the minimum and maximize rate fields.
Close	

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 Apply, Register, Renew and Update

Register/Apply for a New Listing

1 Check Your Eligibility

Accommodations, campgrounds, attractions, festivals & events, performance venues, food & beverage operations, crafts, shops & galleries and tours in Newfoundland and Labrador can register/apply 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", agree to the Portal Terms and Conditions, then 'Create an Account'. Follow the instructions to verify your account.

3 Enter Details

Log in and click 'Apply/Register' to begin. On the next screens, enter details, descriptions, location, and images.

New Accommodations, Campgrounds and Outfitters register and opt-in to add a promotional listing.

Help

- [Preparing to Use the Portal](#)
- [Listing Best Practices & Checklist](#)
- [Applications Steps for Registering, Renewing and Updating.](#)

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. Once your listing is approved, return to the Portal to add travel offer listings to boost your presence.

Updating/Editing Your Listing & Submitting Occupancy Reports

24/7/365

Once your promotional 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.

Renew a Promotional 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 for next year begins in June.

Outfitters - renewal begins in May.

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: optimizing your listings see [Listing Best Practices & 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.

Application Steps for Applying, Registering, Renewing and Updating

The steps and layout to Apply, Register, Renew and Update your information in the NL Tourism Operator Portal are similar. It begins on the Portal Home page.

Apply: New applicants will select ‘Apply/Register’ from the Home page to apply for a new tourism promotional listing.

Register: Accommodation, Campground and Outfitting operators also select “Apply/Register” to register their business. During this registration application process, there is a section where you can opt-in for promotional listings on NewfoundlandLabrador.com or the Hunting and Angling websites.

Update: Existing Portal Account holders wishing to edit their promotional listing will scroll down and select ‘Update’.

Renew: Operators will scroll down the Home page and select ‘Renew’.

Once you begin either a new application, a registration, a renewal or an update, 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.

Click to report Last Year's Occupancy.

The screenshot shows the NL Tourism Operator Portal's Home Page. At the top, there are links for 'Logout', 'Account Information', 'History' (which is highlighted with a red box), 'Travel Offers', and 'Apply/Register' (which is also highlighted with a red box). Below this, there's a 'Home Page' section with a note about tips and resources. A 'Renewal(s) for next year' table is shown, and a 'Current Year Update(s)' table is also visible at the bottom.

Year	Registration/Listing Name	Category	Registration #/ Listing #	Date Submitted	Status	Publication Listing Opt-In	Registered	Action
2026	Kirby's Hiking Trail (TEST)	Attraction	8701	29-JAN-25	Renewal Incomplete	N/A	N/A	Renew
2026	Kirby's B&B (TEST)	Accommodation-Bed & Breakfast		29-JAN-25	Renewal Incomplete	No	No	Renew
2026	Kirby's Tour (TEST)	Tour	8702	29-JAN-25	Renewal Incomplete	N/A	N/A	Renew

Year	Registration/Listing Name	Category	Registration #/ Listing #	Date Submitted	Status	Publication Listing Opt-In	Registered	Occupancy Reports	Action
2025	Kirby's Campground (TEST)	Park/Campground-Private Parks		29-JAN-25	Application Incomplete			Occupancy Reports	Continue
2025	Kirby's Hiking Trail (TEST)	Attraction	8701	03-JUN-24	Renewal Approval Pending	N/A	N/A	Update	

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

New applicants click “Apply/Register”.

To renew a listing click “Renew”.

Click to report This Year's Occupancy.

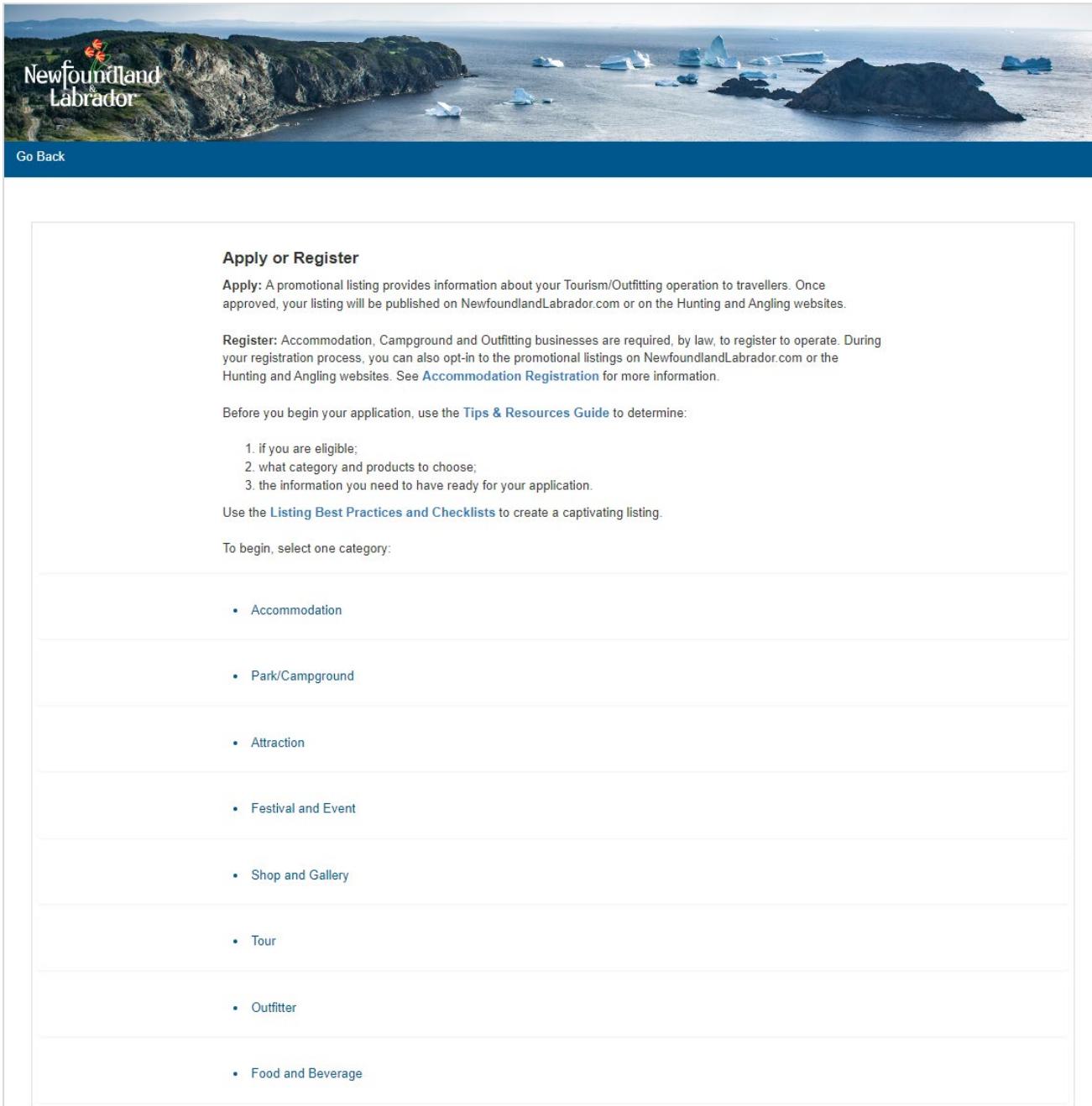
Click “Update” to make an edit.

Click “Continue” to finish an application.

Begin with Selecting a Category

Whether you are applying for a promotional listing or registering an Accommodation, you will first select a listing category.

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



The screenshot shows a web page with a header featuring the Newfoundland & Labrador logo and a scenic image of a rocky coastline with icebergs. Below the header is a blue navigation bar with a 'Go Back' button. The main content area is titled 'Apply or Register' and contains the following text:

Apply: A promotional listing provides information about your Tourism/Outfitting operation to travellers. Once approved, your listing will be published on NewfoundlandLabrador.com or on the Hunting and Angling websites.

Register: Accommodation, Campground and Outfitting businesses are required, by law, to register to operate. During your registration process, you can also opt-in to the promotional listings on NewfoundlandLabrador.com or the Hunting and Angling websites. See [Accommodation Registration](#) for more information.

Before you begin your application, use the [Tips & Resources Guide](#) to determine:

1. if you are eligible;
2. what category and products to choose;
3. the information you need to have ready for your application.

Use the [Listing Best Practices and Checklists](#) to create a captivating listing.

To begin, select one category:

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

Select Type - Accommodations, Campgrounds & Outfitters

Accommodations and campground operators: Your business categories are called Accommodation/Campground Types and will be reviewed for accuracy by the Portal Team during the registration process.

What type of Park or Campground?	
National Parks	What type of Accommodation are you? (If you offer multiple
Private Parks	Apartment/Condo - A room or multiple rooms designed as a residence and generally located in a building occupied by more than one household.
Provincial Parks	Bed & Breakfast - Accommodation offering rental units in a private home, ensuite, private or shared bathrooms with common living room, breakfast available.
Municipal Parks	Cottage - Freestanding unit with one or more bedrooms, a bathroom, separate kitchen/living room area.
Glamping	Hostel/University - Dormitory-style accommodations often with shared bathrooms may offer a common area and kitchen for guest use.
Glamping - National	Hotel/Motel - Property provides internal and/or external access to rental

First see the [Accommodation Types](#) and [Campground Types](#) for a full list and definitions.

During an update, Accommodators can select “Accommodation Type” from the navigation to change their selection.



Promotional Listing Opt-In - Accommodations, Campgrounds & Outfitters

Registered Accommodation, Campground or Outfitters can opt-in to promote their business on NewfoundlandLabrador.com or the Hunting and/or Angling websites by adding a promotional listing. You can change your preference at any time in the NLTO Portal.

Accommodation Listing Opt-in

List my Bed & Breakfast on NewfoundlandLabrador.com or Hunting and/or Angling Websites

As a registered Accommodation, Campground or Outfitter, you can opt-in to promote your business on NewfoundlandLabrador.com or the Hunting and/or Angling websites (if applicable) by adding an accommodation listing.

For listing examples, click here to see the current [accommodations, campgrounds, hunting or angling](#) listings.

There is no cost to register or promote your business on NewfoundlandLabrador.com.

If you choose to opt in, please note you must renew your listing each year. You will receive an email informing you when it is time to renew. Listings that are not renewed will be removed.

Please choose from one of the following options: **(required)**

Yes, as a registered operator, I want to list my accommodation on NewfoundlandLabrador.com or the outfitting websites, whichever is applicable.

No, I do not want a free promotional listing. I wish to remain a registered accommodation only.

(Should you wish to cancel your registration, contact the Portal Team at NLTourismOperatorPortal@gov.nl.ca or 709-729-5599.)

[Continue](#)

Descriptions

Description for NewfoundlandLabrador.com, Hunting and Angling Website: This description is published on your promotional listing(s) on NewfoundlandLabrador.com or the Hunting and Angling Websites

Use this content to help form a traveller's initial impression of your operation. You are limited to 500 characters, which is just a few sentences, so be sure to make them count. Focus on the top one or two things that are unique and appealing. Include the most attractive and interesting highlights to encourage travellers to contact you.

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 in the application.

If there is room, you may also want to include popular tourist attractions 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.

For Description Best Practices
visit [Listing Best Practices & Checklist](#) and [Examples of Descriptions](#).

Portal Pro Tip: Take your time composing the description.
Since the Portal times out after 20 minutes, compose the description in word processing software like Word, or Pages for Apple users. Then copy and paste the finalized description onto the NLTO Portal.

Listing Name and Description

For help with completing any fields please refer to the [Tips & Resources Guide](#) and [Listing Best Practices and Checklists](#) for sample listings and best practices. Your description can be updated at any time.

What you include in your description is key to providing potential visitors with an enticing overview. Highlight the main selling points or unique features, and if there is a popular tourist attraction nearby like a museum, a hiking trail or the ocean, mention that.

IMPORTANT: In the description field, do not include the listing name, dates, location, contact information or website/social media, as each have their own display fields.

Please note: Current Year listings and Renewal Year listings are saved separately. Please make changes to both listings.

Application Description

Application Type: Business

Sub Type: Accommodation

Work Type: Bed & Breakfast

Listing Name: (required)

Description on NewfoundlandLabrador.com: (required) (500 Characters Left)

Application Detail

Application For: Kirby's Hunting and Angling Lodge	Application Type: Hunting & Fishing - Main Lodge
Registration #/Application #:	Year: 2024 - 2025
Promotional Listing Opt-In: Yes	
Description on Hunting Website: (required) (78 Characters Left) <small>Hunting and angling are 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.</small>	
Description on Angling Website: (required) (497 Characters Left) <small>asd</small>	

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

Facilities and Services Offered Description:

Registered Accommodation, Campground or Outfitter operators who do not want to market their business with NL Tourism, will see a Facilities and Services Offered Description field. This field is not published. It will be used by the Portal team to process your registration application.

Registration Name, Facility and Service Offerings

A description of your facilities and service offerings will assist the Portal team processing your registration application.

IMPORTANT: In the description field, do not include the listing name, dates, location, contact information or website/social media, as each has a separate field.

Application Description	Application Type: Business	Sub Type: Accommodation	Work Type: Bed & Breakfast
Property Name E.g. Oceanview Vacation Home: (required) <input type="text"/>			
Facility and Service Offerings: (required) (500 Characters Left) <input type="text"/>			

Location and Season Dates

When adding a new promotional listing or an Accommodation Registration application, the Location and Season page will appear automatically. The location information you provide will determine which region and scenic road trip the listing will appear on the tourism and outfitting websites. No alternative community can be selected.

Location & Season Dates

Attractions, Festivals, Food & Beverage, Tours, Shops, and Event Operators: You can add multiple locations and multiple dates.

Accommodations, Campgrounds and Outfitters Operators: you can only add one location per listing. Each location must register separately.

[Add Location and Dates](#)

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

Locations and Dates

Physical Location	City/Town	Latitude	Longitude
111 Main Street	Bishop's Falls	41.1234	-52.1234

[Edit](#)

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

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: 47.1234567890123, Longitude: -52.471234567890123). This allows travellers to find you on the interactive 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 on your listing. 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 hours.

Multiple Locations and Season Dates: Attractions, tours, shops, festivals, events & performance venues, and food and beverage operators can add multiple locations and multiple seasons on this screen. Festivals, events & performance venues 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.

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 #1 add current year dates and next year dates to your current year folder.

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.

The screenshot shows a web form for adding a business location. At the top right is a blue button labeled "Add Additional Season".

Add Business Location

- Physical Location (required) ?** (input field)
- City/Town (required) ?** (input field with a dropdown arrow)
- Latitude (required) ?** (input field with a question mark icon)
- Longitude (required) ?** (input field with a question mark icon)

Season/Dates Information

1st Season

- Open From (required) ?** (input field with a calendar icon)
- Open To (required) ?** (input field with a calendar icon)
- Season Summary (required) ?** (input field)

Continue (blue button at the bottom right)

Listing Information

The NLTO Portal Team will use the information you supply in the next sections to process your promotional listings application, and if applicable, your accommodation registration application.

Most of the information you supply is published on your promotional listing 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. It is required for Accommodation Registrations.

Phone Numbers: Enter a valid 10-digit phone number in the following format 7095551234. Do not use spaces, hyphens or brackets. It is also required for Accommodation Registrations.

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. It is also required for Accommodation Registrations.

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 in your promotional listing. Format: KirbysB&B@email.com. It is also required for Accommodation Registrations.

Listing Details

General	
Contact	Owner Name (required)
<input type="text"/>	<input type="text"/>
Primary Phone Number ⓘ	Toll Free Number ⓘ
<input type="text"/>	<input type="text"/>
Alternate Phone Number	Off-Season Phone Number
<input type="text"/>	<input type="text"/>
Email ⓘ	
<input type="text"/>	

Capacity

Accommodations, Campgrounds and Outfitters Capacity fields:

The following capacity information is required for Accommodation Registration.

- **Capacity Description:** This is the only capacity field that is published on NewfoundlandLabrador.com and the Hunting and Angling sites. Provide a brief description of the number of units, type of unit, and the number of bedrooms.
- **Number of Bedrooms/Number of Bedrooms (RV Rentals Only):** The total number of bedrooms in all units on this registration. This does not apply to Parks and Campgrounds unless they have RV Rentals.
- **Number of Units:** The total of all units on this registration.
- **Maximum Number of Guests/ Maximum Number of Guests (RV Rentals Only):** The maximum amount of people sleeping at the property registered. Not applicable to Parks and Campgrounds unless they have RV Rentals.

Examples

Accommodation: If you have a hotel with 10 regular rooms each with one bedroom, and 5 suites with 2 bedrooms:

- Capacity Description: 10 Rooms, and 5 two-bedroom suites.
- Number of Bedrooms: 20
- Number of Units: 15
- Maximum Number of Guests: 40

Campground: If you have a campground with 30 sites.

- Capacity Description: 30 Full Serviced Sites.
- Number of Units: 30

Outfitting Example: If you have a lodge with 5 regular rooms each with one bedroom, and 2 suites with 2 bedrooms:

- Capacity Description: 9 Rooms and Two 2-Bedroom Suites
- Number of Bedrooms: 9
- Maximum Number of Guests: 16

Attractions, Festivals, Events & Performance venues, Food and Beverage and Tours

The Capacity Description field is published on NewfoundlandLabrador.com.

- **Attractions:** Maximum capacity (if applicable)
- **Festivals, Events & Performance Venues:** Enter the maximum number of attendees.
- **Food and Beverage:** Number of guests seating and/or standing.
- **Craft, Shops and Galleries:** Not applicable
- **Tours:** Number of passengers/guests.

Online and Social Media

The following fields require you to **enter the URLs or website addresses** (E.g., www.kirbysmotel.com) 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, a Facebook business page, or an Instagram page. While not required for an Accommodation Registration, it is helpful that the Portal Team have this information as they process your application.

Website: Entering your website places a “Visit 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 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.

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.

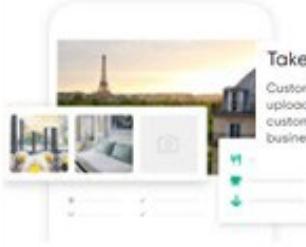
Examples correct URL format:

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

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

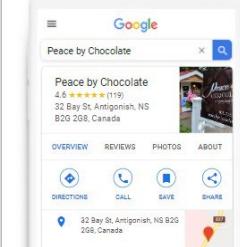
Online & Social Media	
Website ?	Instagram ?
<input type="text"/>	<input type="text"/>
Facebook Business Page/Facebook Event Page ?	Travel Blog ?
<input type="text"/>	<input type="text"/>
Online Reservation System/Website ?	Review Site ?
<input type="text"/>	<input type="text"/>
YouTube ?	
<input type="text"/>	

Grow your business with free tools from Tripadvisor



Take control of your listing
Customise your listing details, upload photos, and more to show customers what makes your business special.

Google My Business



Find and manage your business
Type your business name
Can't find your business?
Add your business to Google

Rates

Tourism Listings: Enter your “Minimum Rate” “Maximum Rate” and “Rate Summary”. Only the Rate Summary is published 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.

For Tourism Listing, only **Rate Summary** is published on NewfoundlandLabrador.com. Minimum Rate and Maximum Rate are not published.

Rate Summary

► Click here for instructions

Minimum Rate (required)	Maximum Rate (required)
<input style="width: 100%; height: 20px;" type="text"/>	<input style="width: 100%; height: 20px;" type="text"/>
Rate Summary (required)	
<input style="width: 100%; height: 20px;" type="text"/>	

Outfitting Listings: The rates you provide are not published on the hunting and angling websites.

Hunting Rate

Single Moose	Single Barren Ground Caribou
<input style="width: 100%; height: 20px;" type="text"/>	<input style="width: 100%; height: 20px;" type="text"/>
Single Woodland Caribou	Single Black Bear
<input style="width: 100%; height: 20px;" type="text"/>	<input style="width: 100%; height: 20px;" type="text"/>
Combo Moose and Bear	Combo Woodland Caribou and Bear
<input style="width: 100%; height: 20px;" type="text"/>	<input style="width: 100%; height: 20px;" type="text"/>
Combo Moose and Woodland Caribou	Combo Moose, Woodland Caribou Bear
<input style="width: 100%; height: 20px;" type="text"/>	<input style="width: 100%; height: 20px;" type="text"/>

Fishing Rate

Angling Per Day	Angling Per Week
<input style="width: 100%; height: 20px;" type="text"/>	<input style="width: 100%; height: 20px;" type="text"/>
Non-consumptive Per day	Non-consumptive Per Week
<input style="width: 100%; height: 20px;" type="text"/>	<input style="width: 100%; height: 20px;" type="text"/>

Food and Beverage Listings: 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

► Click here for instructions

Rate Summary (required)

\$\$\$\$ Ultra High-End (over \$81)

\$ - inexpensive (under \$10)
\$\$ moderate (\$11-30)
\$\$\$ Pricy (\$31-60)
\$\$\$\$ Ultra High-End (over \$81)

Electronic Payment

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

Electronic Methods of Payment

► Click here for instructions

American Express	Diner's Club Enroute
<input type="radio"/> Yes <input checked="" type="radio"/> No	<input type="radio"/> Yes <input checked="" type="radio"/> No
Email Money Transfer	Interac/Debit
<input type="radio"/> Yes <input checked="" type="radio"/> No	<input type="radio"/> Yes <input checked="" type="radio"/> No
MasterCard	PayPal
<input type="radio"/> Yes <input checked="" type="radio"/> No	<input type="radio"/> Yes <input checked="" type="radio"/> No
Visa	
<input type="radio"/> Yes <input checked="" type="radio"/> No	

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. See the [Tourism Assurance Program \(TAP\)](#) section for more information. If you require help obtaining liability insurance, see <https://hnl.ca/wp-content/uploads/2017/12/TAP-Flyer-Insurance.pdf>.

Insurance

► Click here for instructions

Insurance Agency/Broker	Insurance Policy Number
<input type="text"/>	<input type="text"/>

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 Digital Government and 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 your promotional listing online.

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.

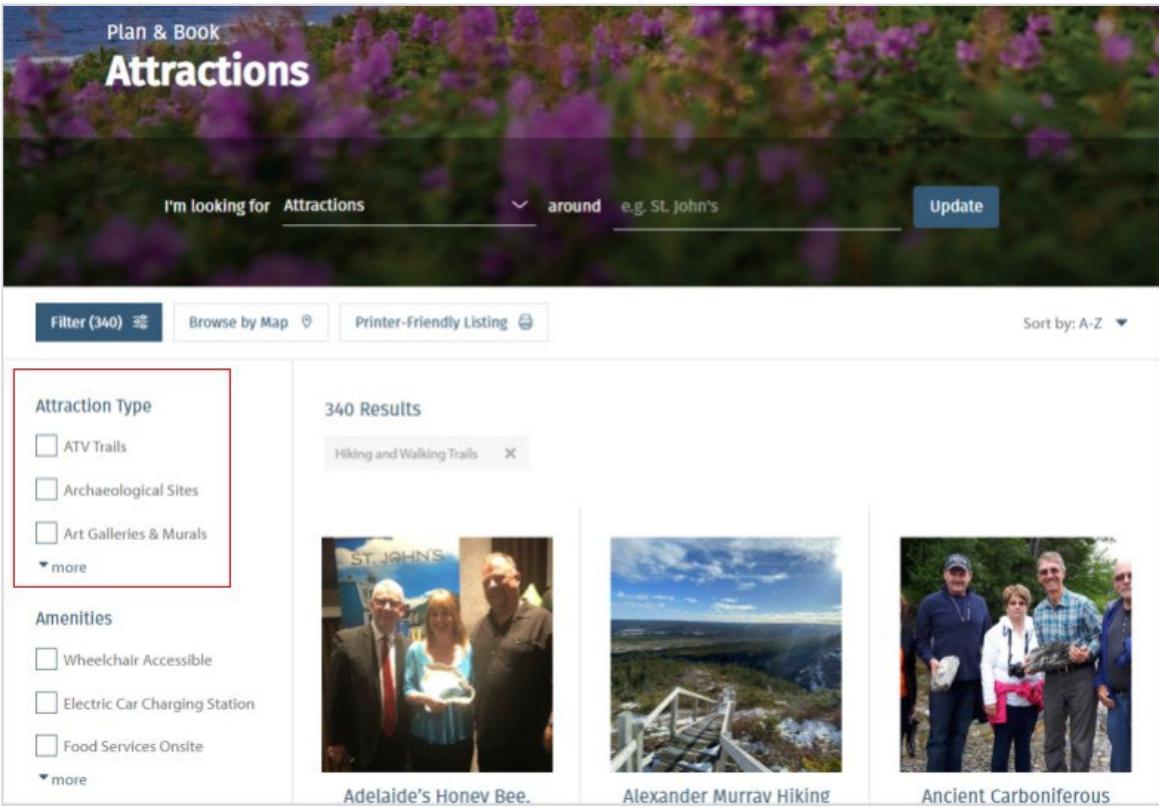
See the [Category & Product Definitions](#) section to determine the correct category for your listing.

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

Family & Health & Recreation Products	
ATV Trail	<input type="radio"/> Yes <input checked="" type="radio"/> No
Farms/Farmers Market	<input type="radio"/> Yes <input checked="" type="radio"/> No
Golf	<input type="radio"/> Yes <input checked="" type="radio"/> No
Science Centre	<input type="radio"/> Yes <input checked="" type="radio"/> No

Adventure Tours Products	
▶ Click here for instructions	
Angling Tour	<input type="radio"/> Yes <input checked="" type="radio"/> No
Biking Tour	<input type="radio"/> Yes <input checked="" type="radio"/> No
Boat Tour	<input type="radio"/> Yes <input checked="" type="radio"/> No
Climbing Tour	<input type="radio"/> Yes <input checked="" type="radio"/> No
Hunting Products	
Small Game	<input type="radio"/> Yes <input checked="" type="radio"/> No
Fishing Products	
Arctic Char	<input type="radio"/> Yes <input checked="" type="radio"/> No
Food	<input type="radio"/> Yes <input checked="" type="radio"/> No
Brook Trout	<input type="radio"/> Yes <input checked="" type="radio"/> No
Horse Back Riding	<input type="radio"/> Yes <input checked="" type="radio"/> No
Kayaking/Canoeing	<input type="radio"/> Yes <input checked="" type="radio"/> No
Landlocked Salmon	<input type="radio"/> Yes <input checked="" type="radio"/> No
Sea Run Brook Trout	<input type="radio"/> Yes <input checked="" type="radio"/> No
Atlantic Salmon	<input type="radio"/> Yes <input checked="" type="radio"/> No
Lake Trout	<input type="radio"/> Yes <input checked="" type="radio"/> No
Northern Pike	<input type="radio"/> Yes <input checked="" type="radio"/> No
White Fish	<input type="radio"/> Yes <input checked="" type="radio"/> No
Zip Lining	<input type="radio"/> Yes <input checked="" type="radio"/> No

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.



The screenshot shows the NL Tourism Operator Portal's Attractions section. At the top, there's a search bar with 'I'm looking for Attractions' and 'around e.g. St. John's' with an 'Update' button. Below the search bar are filter options: 'Filter (340)' with a dropdown, 'Browse by Map', 'Printer-Friendly Listing', and 'Sort by: A-Z'. The main content area shows '340 Results' for 'Hiking and Walking Trails'. Three results are displayed with images and titles: 'Adelaide's Honey Bee.' (image of three people), 'Alexander Murray Hiking' (image of a scenic landscape), and 'Ancient Carboniferous' (image of four people). On the left, there are two filter boxes: 'Attraction Type' (checkboxes for ATV Trails, Archaeological Sites, Art Galleries & Murals, and more) and 'Amenities' (checkboxes for Wheelchair Accessible, Electric Car Charging Station, Food Services Onsite, and more).

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.

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.

Amenities																															
Air Conditioning	<input checked="" type="radio"/> Yes <input type="radio"/> No																														
BBQ	<input type="radio"/> Yes <input checked="" type="radio"/> No																														
Balcony/Deck	<input type="radio"/> Yes <input checked="" type="radio"/> No																														
Business Serve Centre	<input type="radio"/> Yes <input checked="" type="radio"/> No																														
Complimentary Breakfast	<input type="radio"/> Yes <input checked="" type="radio"/> No																														
Cribs	<input type="radio"/> Yes <input checked="" type="radio"/> No																														
Electric Car Charging Station	<input type="radio"/> Yes <input checked="" type="radio"/> No																														
Gift Shop/Convenience Store	<input type="radio"/> Yes <input checked="" type="radio"/> No																														
Hot Tub	<input type="radio"/> Yes <input checked="" type="radio"/> No																														
Internet/WIFI	<input type="radio"/> Yes <input checked="" type="radio"/> No																														
Jacuzzi	<input type="radio"/> Yes <input checked="" type="radio"/> No																														
Laundry Services	<input type="radio"/> Yes <input checked="" type="radio"/> No																														
Meeting Facilities	<input type="radio"/> Yes <input checked="" type="radio"/> No																														
Ocean/Waterfront View	<input type="radio"/> Yes <input checked="" type="radio"/> No																														
Pet Allowed	<input type="radio"/> Yes <input checked="" type="radio"/> No																														
Playground or Play Area	<input type="radio"/> Yes <input checked="" type="radio"/> No																														
Pool - Indoor	<input type="radio"/> Yes <input checked="" type="radio"/> No																														
<table border="1"> <thead> <tr> <th colspan="2">Amenities</th> </tr> </thead> <tbody> <tr> <td colspan="2">► Click here for instructions</td> </tr> <tr> <td>Baggage Transfer</td> <td><input type="radio"/> Yes <input checked="" type="radio"/> No</td> </tr> <tr> <td>Charter Service</td> <td><input type="radio"/> Yes <input checked="" type="radio"/> No</td> </tr> <tr> <td>Customized Itineraries</td> <td><input type="radio"/> Yes <input checked="" type="radio"/> No</td> </tr> <tr> <td>Electric Car Charging Station</td> <td><input type="radio"/> Yes <input checked="" type="radio"/> No</td> </tr> <tr> <td>Food Services Available</td> <td><input type="radio"/> Yes <input checked="" type="radio"/> No</td> </tr> <tr> <td>Group Rates</td> <td><input type="radio"/> Yes <input checked="" type="radio"/> No</td> </tr> <tr> <td>Internet/WIFI</td> <td><input type="radio"/> Yes <input checked="" type="radio"/> No</td> </tr> <tr> <td>Equipment Rentals</td> <td><input type="radio"/> Yes <input checked="" type="radio"/> No</td> </tr> <tr> <td>Seniors Rates</td> <td><input type="radio"/> Yes <input checked="" type="radio"/> No</td> </tr> <tr> <td>Minimum Booking</td> <td><input type="radio"/> Yes <input checked="" type="radio"/> No</td> </tr> <tr> <td>Pick-up and Drop-off Service</td> <td><input type="radio"/> Yes <input checked="" type="radio"/> No</td> </tr> <tr> <td>Private Tour Service</td> <td><input type="radio"/> Yes <input checked="" type="radio"/> No</td> </tr> <tr> <td>Step on Guide Service</td> <td><input type="radio"/> Yes <input checked="" type="radio"/> No</td> </tr> </tbody> </table>		Amenities		► Click here for instructions		Baggage Transfer	<input type="radio"/> Yes <input checked="" type="radio"/> No	Charter Service	<input type="radio"/> Yes <input checked="" type="radio"/> No	Customized Itineraries	<input type="radio"/> Yes <input checked="" type="radio"/> No	Electric Car Charging Station	<input type="radio"/> Yes <input checked="" type="radio"/> No	Food Services Available	<input type="radio"/> Yes <input checked="" type="radio"/> No	Group Rates	<input type="radio"/> Yes <input checked="" type="radio"/> No	Internet/WIFI	<input type="radio"/> Yes <input checked="" type="radio"/> No	Equipment Rentals	<input type="radio"/> Yes <input checked="" type="radio"/> No	Seniors Rates	<input type="radio"/> Yes <input checked="" type="radio"/> No	Minimum Booking	<input type="radio"/> Yes <input checked="" type="radio"/> No	Pick-up and Drop-off Service	<input type="radio"/> Yes <input checked="" type="radio"/> No	Private Tour Service	<input type="radio"/> Yes <input checked="" type="radio"/> No	Step on Guide Service	<input type="radio"/> Yes <input checked="" type="radio"/> No
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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](#).

Images Requirements & Best Practices

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). Use full-colour images only. **Don't use** collages, black-and-white images, logos or images with text.

Each tourism listing can have up to five images. Outfitters can submit five images for their hunting listing and another five for their angling 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 be displayed in a gallery. All images should have captions.

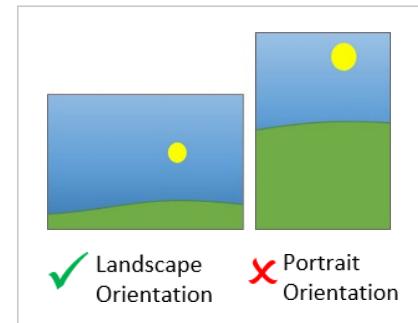
Requirements:

- 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 image is too big, find out how to resize here

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

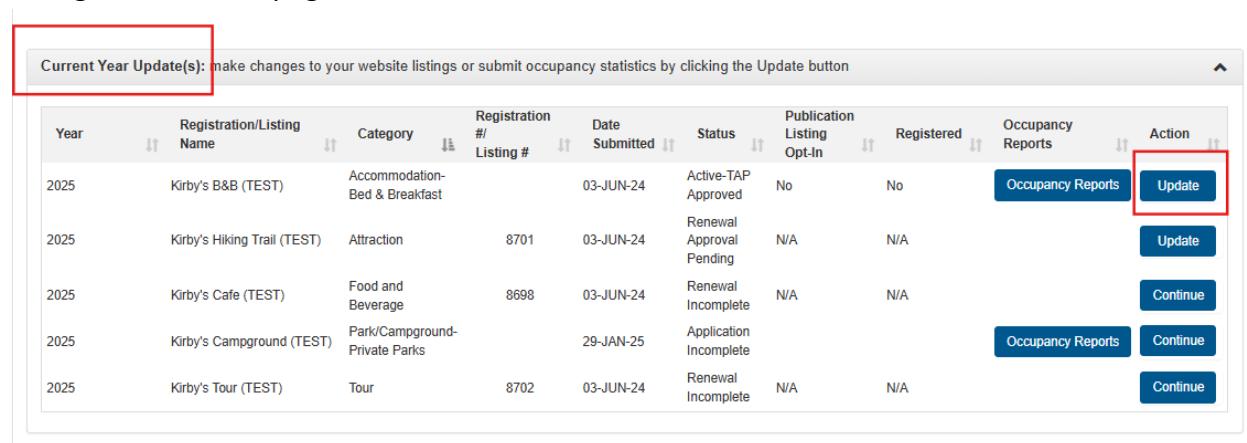


Legal: By posting images to your listing on NewfoundlandLabrador.com or the outfitter websites, you are confirming that the images are your property and that you have the rights to these images. You are also granting copyright permission to Newfoundland and Labrador Tourism and certain third parties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

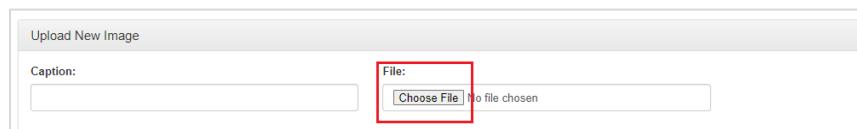
Remember! Between June and December insert or replace your images on both the Current Year listing and the Renewal Year listing.



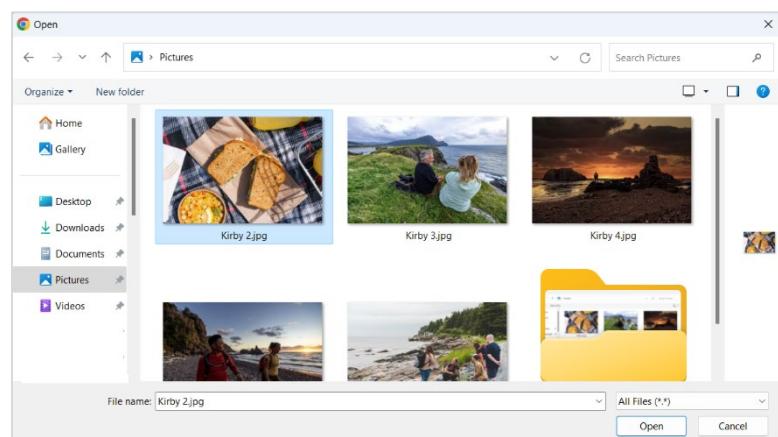
Year	Registration/Listing Name	Category	Registration #/ Listing #	Date Submitted	Status	Publication Listing Opt-In	Registered	Occupancy Reports	Action
2025	Kirby's B&B (TEST)	Accommodation-Bed & Breakfast		03-JUN-24	Active-TAP Approved	No	No	Occupancy Reports	Update
2025	Kirby's Hiking Trail (TEST)	Attraction	8701	03-JUN-24	Renewal Approval Pending	N/A	N/A		Update
2025	Kirby's Cafe (TEST)	Food and Beverage	8698	03-JUN-24	Renewal Incomplete	N/A	N/A		Continue
2025	Kirby's Campground (TEST)	Park/Campground-Private Parks		29-JAN-25	Application Incomplete			Occupancy Reports	Continue
2025	Kirby's Tour (TEST)	Tour	8702	03-JUN-24	Renewal Incomplete	N/A	N/A		Continue

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

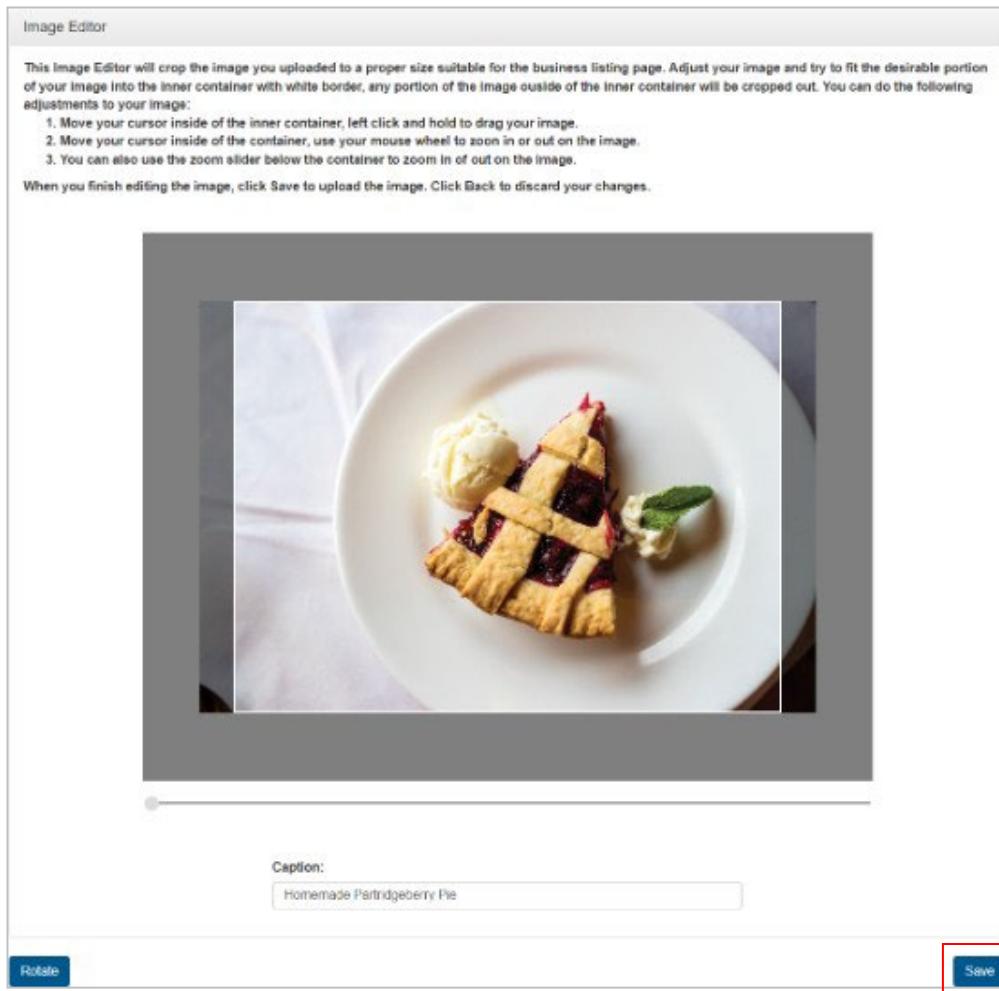
Click ‘Choose File’ to upload an image file directly from your computer.



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



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



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:	<input type="text"/> <input type="file" value="Choose File"/> No file chosen
Save for Later Continue	

Submit Your Registration, Promotional Listing Application, Renewal and Updates

On the final page of the application, you will need to click on a box to certify that you agree to the [Portal Terms and Conditions of Use](#) which includes attesting the information you have provided is accurate and correct, and that you have all necessary licenses and permits required by law to operate in Newfoundland and Labrador, and that your comply will all municipal, provincial and federal laws applicable to the business.

Back	
Application Detail <div style="display: flex; justify-content: space-between;"> <div>Application For: Kirby's B&B (TEST)</div> <div>Application Type: Accommodation - Bed & Breakfast</div> </div> <div>Registration #/Application #:</div> <div>Year 2024</div> <div>Promotional Listing Opt-In: Yes</div> <div>Description on NewfoundlandLabrador.com:</div> <p>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 2018 EnRoute magazine's best restaurant. The airport is only 45 minutes away.</p>	
You are almost done <p>To complete your application, please click "Submit".</p> <p>For Accommodation, Campground and Outfitting operators, who are renewing an application, you have another step. You are required to submit occupancy reports. For more information, please see the Occupancy Reports section of the Tips & Resource Guide.</p> <p>Please note: Newly registered accommodations are only required to submit occupancy reports from the month they became registered.</p>	
<input checked="" type="checkbox"/> I agree to the Newfoundland & Labrador Tourism Operator Portal Terms of Use. ?	
Submit Application	

Processing Your Registration/Application

Once submitted, your application will remain in “Application Pending” or “Renewal Pending” status until reviewed by a member of the Portal team.

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

All applications and renewals are reviewed individually to ensure each listing meets all requirements. Most new and updated listings should appear online within a few business days. Accommodations, campgrounds and outfitting registration and promotional listing applications take longer to process. For all applications, we experience high volumes of updates from June to October. It may take longer to approve during that time.

Renewed listings will appear on NewfoundlandLabrador.com in early January for accommodations, campgrounds, attractions, tours, shops, festivals, events & performance venues, and food and beverage establishments. Early May for outfitters on the hunting and angling websites.

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.

Renewal(s) for next year

Year	Registration/Listing Name	Category	Registration #/ Listing #	Date Submitted	Status	Publication Listing Opt-In	Registered	Action
2026	Kirby's Hiking Trail (TEST)	Attraction	8701	29-JAN-25	Renewal Incomplete	N/A	N/A	<button>Renew</button>
2026	Kirby's B&B (TEST)	Accommodation-Bed & Breakfast		29-JAN-25	Renewal Approval Pending	Yes	No	<button>Update</button>
2026	Kirby's Tour (TEST)	Tour	8702	29-JAN-25	Renewal Incomplete	N/A	N/A	<button>Renew</button>

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

Year	Registration/Listing Name	Category	Registration #/ Listing #	Date Submitted	Status	Publication Listing Opt-In	Registered	Occupancy Reports	Action
2025	Kirby's Campground (TEST)	Park/Campground-Private Parks		29-JAN-25	Application Pending	Yes		<button>Occupancy Reports</button>	<button>Update</button>
2025	Kirby's Hiking Trail (TEST)	Attraction	8701	03-JUN-24	Renewal Approval Pending	N/A	N/A		<button>Update</button>
2025	Kirby's Tour (TEST)	Tour	8702	03-JUN-24	Renewal Incomplete	N/A	N/A		<button>Continue</button>
2025	Kirby's B&B (TEST)	Accommodation-Bed & Breakfast		03-JUN-24	Active-TAP Approved	No	No	<button>Occupancy Reports</button>	<button>Update</button>

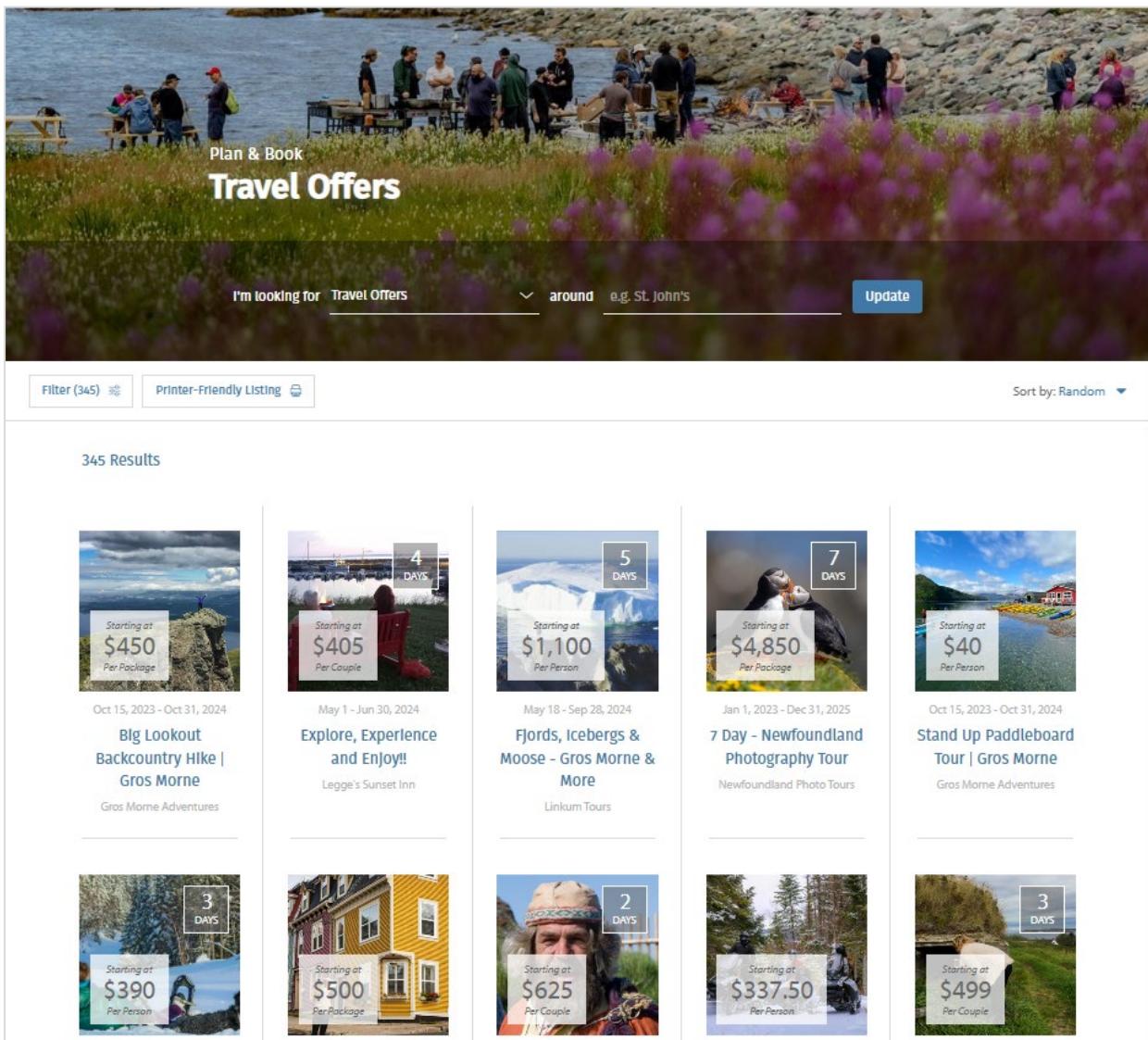
Travel Offers, Packages & Experiences

Travel Offers are supplementary promotional listings where you can profile a specific offer, experience, package or tour.

You can add multiple travel offer listings, which will appear alongside your Tourism Listing and on other web pages throughout NewfoundlandLabrador.com. There is no cost to list a Travel Offer.

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

Your primary Tourism Listing must be approved before you add a Travel Offer listing.



The screenshot shows the 'Travel Offers' section of the NewfoundlandLabrador.com website. At the top, there is a banner with a photo of people gathered on a rocky beach. Below the banner, the title 'Travel Offers' is displayed. The search bar shows 'I'm looking for Travel Offers' and 'around e.g. St. John's'. There are buttons for 'Update', 'Filter (345)', 'Printer-Friendly Listing', and 'Sort by: Random'. The results section shows 345 results in a grid format. Each result includes a thumbnail image, the package name, the starting price, the duration, and the provider. For example, one package is 'Big Lookout Backcountry Hike | Gros Morne' starting at \$450 per package for 3 days, offered by Gros Morne Adventures. Another is 'Explore, Experience and Enjoy!!' starting at \$405 per couple for 4 days, offered by Leggie's Sunset Inn.

Image	Package Name	Starting Price	Duration	Provider
	Big Lookout Backcountry Hike Gros Morne	\$450 Per Package	3 DAYS	Gros Morne Adventures
	Explore, Experience and Enjoy!!	\$405 Per Couple	4 DAYS	Leggie's Sunset Inn
	Fjords, Icebergs & Moose - Gros Morne & More	\$1,100 Per Person	5 DAYS	Linkum Tours
	7 Day - Newfoundland Photography Tour	\$4,850 Per Package	7 DAYS	Newfoundland Photo Tours
	Stand Up Paddleboard Tour Gros Morne	\$40 Per Person	3 DAYS	Gros Morne Adventures
	Big Lookout Backcountry Hike Gros Morne	\$390 Per Person	3 DAYS	Gros Morne Adventures
	Explore, Experience and Enjoy!!	\$500 Per Package	4 DAYS	Leggie's Sunset Inn
	Fjords, Icebergs & Moose - Gros Morne & More	\$625 Per Couple	5 DAYS	Linkum Tours
	7 Day - Newfoundland Photography Tour	\$337.50 Per Person	7 DAYS	Newfoundland Photo Tours
	Stand Up Paddleboard Tour Gros Morne	\$499 Per Couple	3 DAYS	Gros Morne Adventures

Example of a Tourism Listing with Several Travel Offers



Gallery
Map

Western Region

Tour Gros Morne

📍 Shoal Brook
📅 Feb 1 - Oct 31

Website


With a passion for sustainable tourism experiences, we offer award-winning multi-day vacations and interactive day excursions. Try one of our exciting hikes to amazing vistas, savour culinary excellence on a food and wine tour or create your own masterpiece at one of our artist's studios. We focus on local, authentic adventures. Every tour is an interactive, fun way to learn, explore and experience the true essence of Gros Morne National Park. Let us lead the tour of your dreams.

✖ Contact

- 🌐 <http://www.tourgrosmorne.com>
- 📞 +1 (709) 453-7226
- +1 (709) 458-3131
- ✉ tourgrosmorne@gmail.com
- 🔗 Visit on Facebook
- 🔗 Visit on Instagram

Other Travel Offers From Tour Gros Morne



Gros Morne Signature Day Hike
from \$149 Per Person

[View Details](#)



Fall Wildlife and Walking Tour in Gros Morne
7 days from \$2,999 Per Person

[View Details](#)



Gros Morne Winter Getaway
3 days from \$1,495 Per Person

[View Details](#)



Gros Morne Hiking Vacation
7 days from \$2,995 Per Person

[View Details](#)



Snowshoe and Spa Day
from \$99 Per Person

[View Details](#)



Gros Morne Bucket List Vacation
4 days from \$1,995 Per Person

[View Details](#)

Example of Travel Offers Displayed on a Things to Do Page

Hiking & Walking Offers and Experiences - Random Results [View All \(103\)](#)



Starting at **\$259**
Per Person

3 DAYS

Feb 8 - May 3, 2024

Yoga & Wellness Festival Weekend In Trinity

Hike Discovery



Starting at **\$35**
CDN

Jun 1 - Oct 31, 2024

2 Hour Historic Downtown St. John's Walking Tour

Legend Tours



Starting at **\$2,129**
Per Person

6 DAYS

May 1 - Sep 30, 2024

Battle Harbour Discovery

Maxim Vacations



Starting at **\$279**
Per Package

2 DAYS

May 1 - Sep 30, 2024

Spring Adventure

Sister Homes Inc.

[Load More](#)

To begin, click “Travel Offers” on the Home Page.



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 Travel Offer by copying an existing or expired offer. Scroll down to find the offer and click “Copy”.

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

Your offer is published once approved and is automatically removed from the website(s) once the “Valid Until” date has past.

Package #	Name	Primary Business	Valid From	Valid Until	Status	Action
209016	Midnight Kayaking Tour	Kirby's Tours and Gros Morne National Park	2024-04-04	2024-04-30	Active	<button>Update</button> <button>Copy</button>
40561	Midnight Kayaking Tour	Kirby's Tours and Gros Morne National Park	2019-09-01	2019-09-30	Expired	<button>Copy</button>

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

Accommodations, attractions, tours, shops, festivals and events - please select one:
<ul style="list-style-type: none">• 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.
Outfitters - please select the type of package
<ul style="list-style-type: none">• Hunting Only Package
<ul style="list-style-type: none">• 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 travel offer; 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 Practices](#) 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 travel 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 Scöff 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 application 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

Associated Communities		Action
Community		
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.

Website: Enter the address (or URL) to your business's public-facing website. If you're not sure, open your website in a browser and copy and paste your website address from the address bar.

Link to Book this Offer Online: Enter the URL address of your online reservation system or your page on Booking.com for example. Must give users the ability to purchase this travel offer directly.

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

Physical Location: The location or community that best describes where the travel offer will take place. For example, 'Downtown Corner Brook', 'Gros Morne National Park', 'Twillingate' or 'Gander Lake'.

Offer Information

General

Primary Phone Number (required) 	Alternate Phone Number
<input type="text"/>	<input type="text"/>
Email (required) 	Source
<input type="text"/>	<input type="text"/>

Online & Social Media

Website 	Link to Book this Package Online
<input type="text"/>	<input type="text"/>

Location of Business

Company Name (required)	Physical Location (required)
<input type="text"/>	<input type="text"/>
City/Town (required)	<input type="text"/>

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.

Package Details

Multi-day	Number of Days
<input checked="" type="radio"/> Yes <input type="radio"/> No	<input type="text"/>
Valid From (required)	Valid Until (required)
<input type="text"/>	<input type="text"/>
Includes Overnight Accommodation	
<input checked="" type="radio"/> Yes <input type="radio"/> No	

Enter Package Categories – Adding categories to your travel offer will cause it to appear on appropriate ‘Things to Do’ pages on NewfoundlandLabrador.com, where they can be viewed by travellers interested in those activities.

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

Select any categories that apply (you must select at least one). To apply, that activity must be included in the offer price. For example, there may be boat tours and restaurants nearby, but unless a meal and boat tour are included in the offer price, you should not select those categories. Categories that do not match the rest of the offer details will be removed.

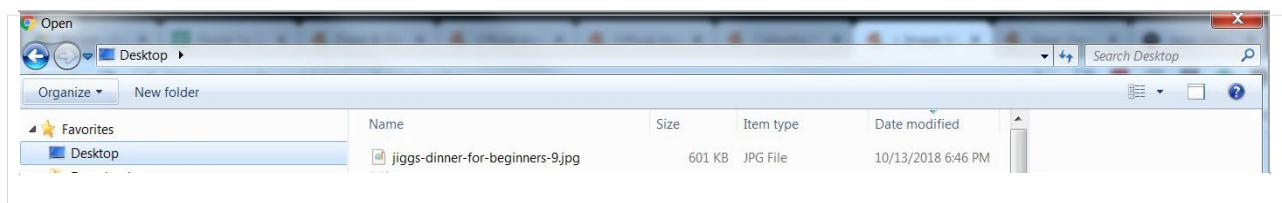
Similarly, hunting and angling packages can only be for a single species, unless multiple species are included in the package price.

Package Category	
Package Category 1 (required)	Package Category 2
<input type="text"/>	<input type="text"/>
Package Category 3	Package Category 4
<input type="text"/>	<input type="text"/>
Package Category 5	
<input type="text"/>	

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

See [Images Requirements & Best Practices..](#)

Upload New Image	
Caption:	<input type="text"/>
	File: <input type="text" value="Choose File"/>
	<input type="button" value="Save for Later"/>
	<input type="button" value="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. Your offer is published once approved and is automatically removed from the website(s) once the “Valid Until” date has past.

Portal Pro Tip:

It is recommended that you review your [travel offer](#) once published on NewfoundlandLabrador.com to ensure all the provided information is correct, and everything is appearing as you intended

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

Registered Accommodations, campgrounds, and outfitters are required to submit occupancy reports. This is a requirement of the Accommodation Registration Act legislation, for the annual renewal of the accommodation listings and for continued inclusion in the Newfoundland and Labrador Tourism marketing initiatives.

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 types and different areas of the province.

Accommodation, campground, 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 for next year begins the first week of June and applications will be processed in order of submission.

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

Renewal Requirements for Outfitters: Annual renewal for next year begins early May applications will be proceeded in order of submission.

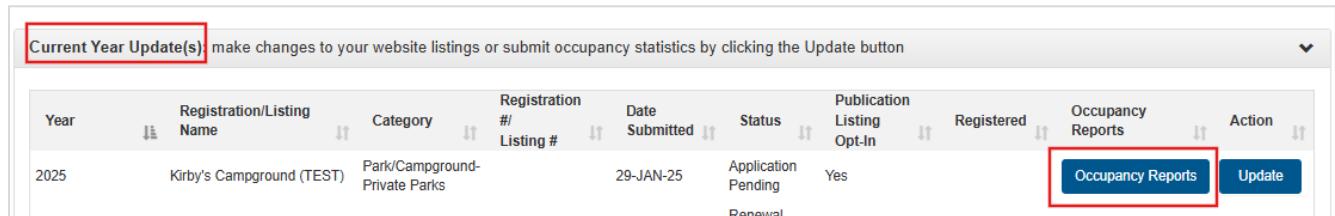
To complete your renewal for next year, your main lodge statistical reports for the current season must be up to date by March 31.

Accommodations and Campground Instructions

Which occupancy report you are submitting will determine where you will find the occupancy reporting forms in the Portal.

To Submit Current Year Reports

To enter reports for **this year**, scroll down on the Home Page to view the Current Year section and click “Occupancy Reports”.



Year	Registration/Listing Name	Category	Registration #/Listing #	Date Submitted	Status	Publication Listing Opt-In	Registered	Occupancy Reports	Action
2025	Kirby's Campground (TEST)	Park/Campground-Private Parks		29-JAN-25	Application Pending	Yes		Occupancy Reports	Update

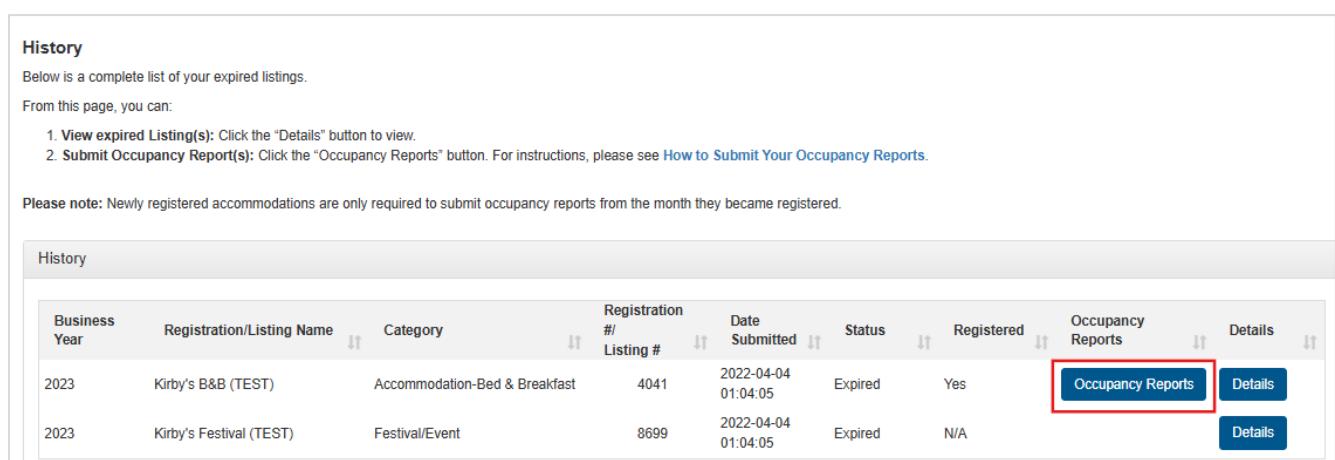
To Submit Older Reports – Use the History Section

For older occupancy reports, select “History” from the top blue navigation on the Home page.

From there, scroll down to click “Occupancy Reports” on the business you are reporting.



Home Page
Please refer to the [Tips & Resources Guide](#) and [Listing Best Practices and Checklists](#) for requirements, step-by-step instructions and best practices. Accommodations, Campground and Outfitting operators should follow the [Steps to Register Your Accommodations](#) to ensure your registration runs smoothly.



History									
Business Year	Registration/Listing Name	Category	Registration #/Listing #	Date Submitted	Status	Registered	Occupancy Reports	Details	
2023	Kirby's B&B (TEST)	Accommodation-Bed & Breakfast	4041	2022-04-04 01:04:05	Expired	Yes	Occupancy Reports	Details	
2023	Kirby's Festival (TEST)	Festival/Event	8699	2022-04-04 01:04:05	Expired	N/A		Details	

Entering Your Occupancy Reports

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.



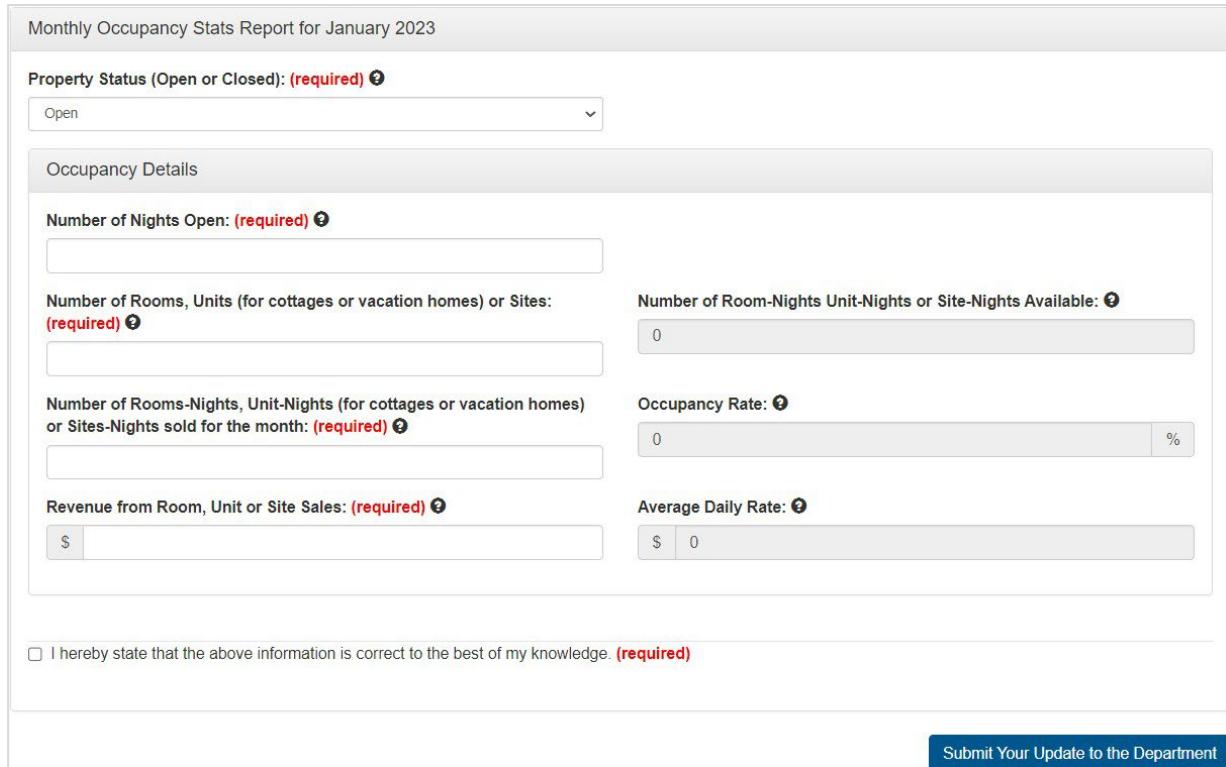
Occupancy Stats Report

Monthly Occupancy Stats Report for January 2023

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

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.

When completing the 'Number of Rooms, Units or Sites' field, please note that a single vacation home/cottage is 1 unit, regardless of the number of bedrooms inside the unit.



Monthly Occupancy Stats Report for January 2023

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

Occupancy Details

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

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

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

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

Occupancy Rate: 

%

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

\$

Average Daily Rate: 

\$

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

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 “Occupancy Reports” 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

Year	Registration/Listing Name	Category	Registration #/ Listing #	Date Submitted	Status	Publication Listing Opt-In	Registered	Occupancy Reports	Action
2024 - 2025	Kirby Lake Lodge	Hunting & Fishing-Main Lodge		31-JAN-25	Application Incomplete		No	Occupancy Reports	Continue
2025	Kirby's Campground (TEST)	Park/Campground-Private Parks		29-JAN-25	Application Pending	Yes		Occupancy Reports	Update
2025	Kirby's Tour (TEST)	Tour	8702	03-JUN-24	Renewal Incomplete	N/A	N/A		Continue

Older Reports – Use the History Section



Once on the History page, scroll down the page and click “Occupancy Reports”.

History

Below is a complete list of your expired listings.

From this page, you can:

1. View expired Listing(s): Click the “Details” button to view.
2. Submit Occupancy Report(s): Click the “Occupancy Reports” button. For instructions, please see [How to Submit Your Occupancy Reports](#).

Please note: Newly registered accommodations are only required to submit occupancy reports from the month they became registered.

History

Business Year	Registration/Listing Name	Category	Registration #/ Listing #	Date Submitted	Status	Registered	Occupancy Reports	Details
2023 - 2024	Kirby Lake Lodge	Hunting & Fishing-Main Lodge	4172	2025-01-31 00:07:19	Expired	No	Occupancy Reports	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: <small>?</small>	
\$	
Fishing	
Residents:	Non-Residents:
Total Revenue: <small>?</small>	
\$	
Other	
Residents:	Non-Residents:
Total Revenue: <small>?</small>	
\$	
Total Employees:	Total Wages Paid: <small>?</small>
	\$
<input type="checkbox"/> I hereby state that the above information is correct to the best of my knowledge. <small>(required)</small>	
<input type="button" value="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: Historic home with original charm, modern conveniences 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: 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: 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 stack 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, post-hike, and Dine specials. Pre-orders and reservations are suggested.

Food and Beverage: 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 harbour front as fishermen land today's catch, tour boats and pleasure crafts head out to view whales, icebergs and the sunset.

Festivals, Events & Performance Venue: 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.

Crafts, Shops & Galleries: 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: 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 minkes 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: Selected as one of Canada's 17 best "Classic Fishing Lodges", our camp offers remarkable access to Atlantic Salmon and Trophy Brook Trout fishing. Moose and Black Bear hunting. Accessible only by riverboat, We are 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. In winter, we offer the best snowmobiling in North America from extreme to moderate. View fjords and Tablelands in Gros Morne.

FAQs

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

What happens if I do not update my promotional listing annually? There is an annual renewal process for listings. All listings must be submitted for renewal every year. You must renew regardless of whether there are changes or not. If we do not receive your renewal application, your listing will not appear online listings will be removed at the end of the current year. Nor can you participate in any other tourism marketing initiatives.

How much does it cost to register and create a promotional/travel offer? There is no cost to participate.

Who can list their tourism/outfitting operation 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
- Festivals, Events & Performance Venues
- Food and Beverage Establishments
- Crafts, Shops & Galleries
- Tours
- 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 promotional 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.

All applications and renewals are reviewed individually to ensure each listing meets all requirements. Most new and updated listings should appear online within a few business days. Accommodations, campgrounds and outfitting registrations and promotional listings take longer to process. For all applications, we experience high volumes of updates from June to October. It may take longer to approve during that time.

Renewed listings will appear on NewfoundlandLabrador.com in early January for accommodations, campgrounds, attractions, tours, shops, festivals, events & performance venues, and food and beverage establishments. Early May for outfitters on the hunting and angling websites.

How do I login if I have forgotten my password? Use the forgotten password button within the Portal or contact the 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 outfitting websites your listing is displayed. They also serve as 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 renewals or updates.

For attractions, festivals, events & performance venues, tours, crafts, 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 be registered to operate. They can opt-in to adding a promotional listing online which needs to be renewed each year for continued listing placement on NewfoundlandLabrador.com.

Your category or accommodation type will be reviewed for accuracy by 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.

Portal Pro Tips:

- Enhance your presence on NewfoundlandLabrador.com by adding **Travel Offers..** 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.
- Indigenous-owned (51%+) accommodations should select **Indigenous** in the amenities section of the Portal.
- Make sure you add a separate listing for your restaurant, tour or shop if you have one.

Types of Accommodations

Short-term accommodations that are permanent structures and offer accommodations for 30 days or less.

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/Condo** - A room or multiple rooms designed as a residence and generally located in a building occupied by more than one household. Includes self-contained secondary suites like a basement apartment or a loft above a garage.
- **Bed & Breakfast** - Accommodation offering rental units in a private home, ensuite, private or shared bathrooms with a common living room, breakfast available.
- **Cottage** - Freestanding unit with one or more bedrooms, a bathroom, separate kitchen/living room area, such as Cabins, Cottages and Tiny Homes.
- **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 living rooms, 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.
- **Room(s)** - Rental units in a home, with an ensuite, private or shared bathrooms, and a common living room. The owner may not live on the premises. Breakfast may be available.
- **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.
- **Vacation Home** - Customers have access to the entire home. A home other than the owner's primary residence that is used for rental purposes for the travelling and vacationing public.
- **Unique Lodging** - Accommodations that do not fall within another category (for example, boats, yurts, domes, and glamping pods). Ensure you have reviewed all other categories

before choosing this category. Exceptions: Glamping unit operators located in National Parks must register as a Park and Campground. Recreational Vehicle Rentals with fixed locations must register as a Park and Campground.

(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.)

Parks and Campgrounds

A place where tents, mobile vehicles, RVs or other temporary shelters are set up by travellers for overnight accommodation and recreation.

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 campground. E.g., if you operate a private campground and have RV Rentals, you will need two listings. Yurts, domes, and glamping pods must register as a Unique Lodging under Accommodations.

Portal Pro Tips:

- Park and Campground businesses with a beach day-use area are encouraged to apply for an **attraction listing**.
- Enhance your presence on NewfoundlandLabrador.com by adding **Travel Offers**. 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.
- 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 National Parks** - 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. Glamping pods not located in a National Park must register as a Unique Lodging under Accommodations.
- **RV Rentals** - Rental of fixed-location recreational vehicles. Does not have to be located in the campground.

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 the province or region. Must be client/visitor-focused.

Portal Pro Tips:

- 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. 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”.
- Specialty food operators can apply for a [Craft, Shop & Gallery listing](#) (e.g. Chocolate Shop or Ice Cream Shop). Breweries can have an attraction listing and a Food & Beverage listing.
- Enhance your presence on NewfoundlandLabrador.com by adding **Travel Offers**. 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.
- **Bike Trails**
- **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.
- **Come From Away** – Attractions related to the Come From Away musical or the 9/11 Story.
- **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.
- **Newfoundland Ponies**
- **Provincial Historic Site** – Any attraction found on the Provincial Historic Site website <https://www.seethesites.ca/>.
- **UNESCO World Heritage Site** – Any UNESCO World Heritage Site in Newfoundland and Labrador.
- **Viking**

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, Events & Performance Venues

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).

Portal Pro Tips:

- Current year events are removed from NewfoundlandLabrador.com once the event has ended. **Keep your listing displayed** on NewfoundlandLabrador.com by adding next year's date to the current year listing.
- Enhance your presence on NewfoundlandLabrador.com by adding Travel Offers. 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

- **Come From Away** – Events that are related to the Come From Away musical or the 9/11 Story.
- **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.
- **Health and Wellness** – Where health and wellness is the focus and is open to the public.
- **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.
- **Sport& Recreation** – Where sport and recreation 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, adult entertainment establishments, and accommodations that provide food and beverage services exclusively to registered guests and are not open to the general public.

Portal Pro Tips:

- Enhance your presence on NewfoundlandLabrador.com by adding **Travel Offers**. 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). Specialty food operators can apply for a [Craft, Shop & Gallery listing](#) (e.g. Chocolate Shop or Ice Cream Shop). Breweries can have an attraction listing and a Food & Beverage listing.

Food and Beverage Products

Types of Restaurants	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 <ul style="list-style-type: none"> – 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, demonstration or offer food service, can apply for a [Specialty Food & Beverage listing](#) under Crafts, Shops & Galleries, rather than an attraction listing or a Food and Beverage Listing.

Crafts, Shops & Galleries

Retail stores that feature mainly crafts, antiques, hand-made clothing, specialty foods; commercial & craft galleries; and 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.

Portal Pro Tips:

- Enhance your presence on NewfoundlandLabrador.com by adding **Travel Offers**. 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.

Craft, Shop and Galley Products

- **Antique and Collectibles**
- **Arts and Craft Studios**
- **Commercial Art Gallery**
- **Come From Away** – Related to the Come From Away musical or the 9/11 Story.
- **Craft Shop**
- **Cultural Experiences** - Provide a hands-on participatory cultural experience.
- **Fish Market**
- **Health and Wellness** - Where health and wellness is the focus and is open to the public.
- **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.

Portal Pro Tips:

- Tour companies can enhance their presence on NewfoundlandLabrador.com by adding each tour as a **Travel Offer**, 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.

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** - This 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 Experiences:

- **Come From Away** – Attractions related to the Come From Away musical or the 9/11 Story.
- **Cultural Experience** - Provide a hands-on participatory cultural experience.
- **Health & Wellness**
- **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.
- **Newfoundland Ponies**
- **Photography** – Tours must include photography lessons.
- **Viking**

Touring Products: 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.

Portal Pro Tips:

- 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.
- Indigenous-owned (51%+) outfitting operations should select **Indigenous** in the amenities section of the Portal
- If you also offer tours, such as snowmobile tours and wildlife tours, in addition to your outfitting business, you can **apply for a tour promotion listing** on NewfoundlandLabrador.com. 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
- 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 receives 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 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.

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.

Portal Pro Tips:

- **Tour companies** can add each one of their tours as travel offers, as long as each offer is unique.
- **Hunting and angling outfitters** can add packages for each species they offer. Hunting and angling packages should be for a single species only, unless multiple species are included in the package price. Outfitters who also offer non-hunting/angling tours (e.g., guided snowmobiling tour, guided canoeing, nature viewing) 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 we prepare content for social media posts, travel media requests, enewsletters and other marketing activities. 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, to be considered your travel offer must be there.

Optimize Travel Offers

Your travel offers should be online on NewfoundlandLabrador.com year-round. There are travellers on the website 365 days a year, even during the off-season, so there's always value for your business in doing so.

You will receive an email notification 30 days before your travel offer expires: be sure to make any necessary changes and renew promptly. See [Travel Offer Listings Best Practices](#) 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.

Portal Pro Tips:

- You can also browse the travel offers currently live on NewfoundlandLabrador.com to help you with ideas for Travel Offers.
- 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
- Bike Tour
- Boat Tour
- Camping
- Come From Away - Must be focused on the Come from Away musical and story.
- Culture & Heritage
- Family Fun
- Festival and Event
- Fishing- Guided
- Food & Dining
- Geology & Fossil
- Golfing
- Health & Wellness - This category is reserved for offers that include things like yoga, meditation, self-care, etc.
- Hiking & Walking
- Icebergs
- Indigenous - This category is reserved for at least 51% Indigenous-owned and –operated businesses.
- Indoor Fun
- Kayaking and Rafting
- Lighthouses
- Living Heritage
- National Historic Sites - This category is reserved for offers where a visit to a National Historic Site is included.
- Newfoundland Ponies
- Outdoor Adventure - This category is generally reserved for offers that include more vigorous outdoor activities.
- Package Tour - This category is reserved for multi-day, multi-region offers where accommodation, transportation and activities are all included.
- Parks - This category is reserved for offers that include a visit to a municipal, provincial, or national park.
- Photography – This category is reserved for offers that include photography instruction.
- Romance
- Rural Retreat – This category is reserved for offers that include at least one night's stay at an accommodation. E.g., a seasonal getaway package.
- Shops and Galleries
- Skiing & Snowboarding
- Snowmobiling
- Urban Getaways - This category is reserved for offers that include at least one night's stay at an accommodation.
- Viking
- Whale Watching
- Winter Fun - This category is a catch-all for winter offers that do not include skiing, snowboarding, or snowmobiling.

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 and angling packages can be for one species only, unless multiple species are included in the package price. Any species categories that do not apply to your package will be removed.

Portal Pro Tips:

- If you also offer tours, such as snowmobile tours and wildlife tours, in addition to your outfitting business, you can apply for a tour promotional listing that can appear on NewfoundlandLabrador.com. 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

- Wild Atlantic Salmon
- Wild Brook Trout
- Other Fish Species (includes Sea-Run Brook Trout, Arctic Char, Landlocked Salmon (Ouananiche), Northern Pike, and White Fish).

Hunting

- Black Bear
- Moose
- Small Game
- Woodland Caribou

Terms and Conditions of Use

Newfoundland and Labrador Tourism Operator Portal

The following terms and conditions govern the operation, management and use of the NLTO Portal. Users of the NLTO Portal are required to read the following terms and conditions and, by making use of the NLTO Portal, are deemed to have read, understood and accepted the terms and conditions set out herein.

The NLTO Portal is the Department of Tourism, Culture, Arts and Recreation's website that allows the following activities:

1. Operators to apply to register their tourism accommodations (Accommodations, Campgrounds and Outfitters with accommodations) under the *Tourist Accommodations Act* and the option to apply for a free promotional listing of their tourism accommodation on NewfoundlandLabrador.com, HuntingNewfoundlandLabrador.com, or AnglingNewfoundlandLabrador.com; annual renewal is required for this annual listing; and
2. Owners of attractions, events, tours, shops, and food and beverage establishments have the option to apply for a free promotional listing on NewfoundlandLabrador.com, HuntingNewfoundlandLabrador.com or AnglingNewfoundlandLabrador.com; annual renewal required for this annual listing. (the "Activities")

Any breach by a user of NLTO Portal of any of the following terms and conditions, may allow HIS MAJESTY IN RIGHT OF Newfoundland and Labrador, as represented by the Minister of Tourism, Culture, Arts and Recreation (the "Department"), to take any action against the user permitted in law or equity. The Department also reserve the right, upon a breach or repeated breaches of these terms and conditions, to terminate the user's account respecting the within service.

1. ACCOUNT SET-UP

Users are required to create an account for the above Activities. The contact information you provide when you create an account, including but not limited to your name, e-mail address, phone number and business name, will be associated with your business. This information may be used by the Department and its authorized agents, to contact you to help you manage the content for your business in NLTO Portal; ensure the information submitted remains accurate and up to date; and to provide news or updates on NLTO Portal, including but not limited to new features or program changes. Your account is intended for use by your business only, please protect your password and keep the account information up to date. We reserve the right to cancel accounts or remove listings at our sole discretion.

2. PROVIDED CONTENT and LICENCE

By submitting business information and images ("Content"), and opting in to promote/publish your content, you give the Department non-exclusive licence to display the Content, in association with your business on NewfoundlandLabrador.com,

HuntingNewfoundlandLabrador.com; or AnglingNewfoundlandLabrador.com; as well as within advertising campaign websites, and social media channels. You confirm that you have the right and authority to provide the Department with the Content and you have obtained the permission of any individual whose image appears in the Content for this authorization for use. You will indemnify the Government and the Department against any third-party claims of infringement. You retain ownership over any Content you provide. The Government and the Department are not responsible for the accuracy of your Content. Your listing(s) or travel offer(s) may be subject to edits at the Department's discretion.

- the statements made in the application are, to the best of your knowledge, true and correct;
- you have signing power for the business you are representing; and
- you acknowledge that it is your responsibility on behalf of the business to obtain all the necessary licences and permits required by law to operate in the Province of Newfoundland and Labrador and to comply with all municipal, provincial and federal laws applicable to the business.

3. TERMS AND CONDITIONS FOR ACCEPTABLE USE:

By making use of NLTO Portal, you, as a user, agree not to use NLTO Portal for any unlawful purpose or, in particular, for any purpose prohibited by this section. You agree not to use the NLTO Portal in any way that could cause damage to the services or the general business of the Government or the Department.

In particular, you agree not to:

- share or otherwise disclose your NLTO Portal account information (e.g., username and password);
- use any program, device, robot, spider, offline reader, site search, retrieval application or other automatic or manual device, tool or process to retrieve, index, data mine or in any way reproduce or circumvent the navigation structure or presentation of NLTO Portal;
- use any automatic or manual device, tool or process, or use any other program or service, which is designed to or could circumvent any technological or programming measures that control access to NLTO Portal or the services provided by NLTO Portal or in any other way is intended to or could violate the terms and conditions respecting use of NLTO Portal;
- upload or otherwise disseminate any computer viruses or other software that may damage the programs, services or property of the Government or the Department;
- perpetuate any form of fraud or other form of illegality or false dealing to obtain improper benefit or gain; or

- unlawfully gather information about other users of NLTO Portal.

4. **PRIVACY AND INFORMATION PROTECTION:**
The collection of information is done under the authority of section 61(c) of the **Access to Information and Protection of Privacy Act, 2015** for the purpose of registration and providing travellers to Newfoundland and Labrador with information about your business and for contact information for use by the Government of Newfoundland and Labrador, Department of Tourism, Culture, Arts and Recreation and its tourism partners.

Please be aware that your contact information may be made available to the public (if you opt-in to promote/publish); and may be shared with other entities; including Adventure Central, Atlantic Canada Opportunities Agency (ACOA), Destination Labrador, Destination St. John's, Go Western Newfoundland, Gros Morne Gatherings, Hospitality Newfoundland and Labrador (HNL), Legendary Coasts of Newfoundland, Municipalities Newfoundland and Labrador (MNL), NL Outfitters Association (NLOA), Tourism Southwest and Viking Trail Tourism Association.

If you have any questions about how this information will be collected, used and disclosed, please contact the Department of Tourism, Culture, Arts and Recreation's Access and Privacy Coordinator at TCAR-ATIPP@gov.nl.ca or 709-729-7000.

5. Please be aware that your contact information may be made available to the public (if you opt-in to promote/publish); and may be shared with municipalities/local service districts within the province and other entities; including Adventure Central, Atlantic Canada Opportunities Agency (ACOA), Destination Labrador, Destination St. John's, Go Western Newfoundland, Gros Morne Gatherings, Hospitality Newfoundland and Labrador (HNL), Legendary Coasts of Newfoundland, Municipalities Newfoundland and Labrador (MNL), Tourism Southwest and Viking Trail Tourism Association.

6. If you have any questions about how this information will be collected, used and disclosed, please contact the Department of Tourism, Culture, Arts and Recreation's Access and Privacy Coordinator at TCAR-ATIPP@gov.nl.ca or 709-729-7000.

7. **LIMITATION OF LIABILITY:**
The Government and the Department nor its employees, agents, contractors or assigns are liable to you for your use of NLTO Portal and you hold the Government and the Department harmless for all such claims for liability. This limitation of liability applies to all claims by you, including, but not limited to, claims for lost profits or revenues, direct, indirect, consequential or punitive damages, negligence, strict liability, fraud or torts of any kind. Responsibility for use of NLTO Portal and the information contained therein rests solely with the user, and such sole responsibility shall not in any way attach or attract liability to the Government and the Department or its employees, agents, contractors or assigns for such use. This limitation of liability condition shall survive your use of NLTO Portal services.

8. INDEMNIFICATION:

You, as user, agree to indemnify and hold harmless the Government and the Department, and any of its employees, agents, contractors and assigns, against any and all legal claims and demands, including attorney fees, which may arise from your use or your misuse of NLTO Portal, your breach of these terms and conditions, including the terms and conditions of acceptable use, or your conduct or actions with respect to your use of NLTO Portal. This indemnification condition shall survive your use of NLTO Portal services.

9. CONTACT:

Please direct any questions regarding these Terms and Conditions to:

Shelley Magnusson, NLTO Portal Lead

shelleymagnusson@gov.nl.ca

(LAST UPDATED: September 17, 2025)