

There are two types of listings on [NewfoundlandLabrador.com](http://NewfoundlandLabrador.com). There is no cost to add a listing.

1. Tourism Listings
2. Travel Offer Listings

The listings are found in the Plan & Book section and throughout NewfoundlandLabrador.com. The following categories are accepted:

1. [Accommodations](#)
2. [Campgrounds](#)
3. [Attractions](#)
4. [Food and Beverage](#)
5. [Festivals, Events and Performance Venues](#)
6. [Crafts, Shops and Galleries](#)
7. [Tours](#)
8. [Travel Offers](#)

Please use the Checklist and Best Practices & Tips here to create an optimized listing(s) for NewfoundlandLabrador.com. You will use the [NL Tourism Operator Portal \(NLTOP\)](#), a website to apply/manage and renew your listing(s). The Portal [Tips & Resources Guide](#) provides step-by-step instructions.

### Optimize your listings

#### 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.

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.

## Tourism Listings - Best Practices & Tips



A photograph showing a group of people on a boat, looking out at the ocean. A large white whale's tail (fluke) is visible above the water, creating a splash. The people are dressed in casual summer clothing and are holding cameras to take pictures. The boat's wake is visible in the water behind them. Below the image are two buttons: 'Gallery' and 'Map'.

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.

**x** Contact

<http://www.gatheralls.com>

[+1 \(709\) 334 2887](tel:+17093342887)

[+1 \(800\) 419 4253](tel:+18004194253) (toll free)

[info@gatheralls.com](mailto: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** have to do a lot of heavy lifting. They have to 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 in order to remain on NewfoundlandLabrador.com beyond January 1.

## Travel Offer Listings - 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.

- 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 use profile.
- **You do not need to partner** with another operator or include overnight accommodations. But if you do, be sure to tag them in the offer so that they appear on your partner's listing. You can also tag 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'll also see some Travel Offers that are free.
- **Tour companies** can add each one of their tours as a Travel Offer as long as each offer is unique.
- **Do** add your Travel Offers to **your** website as well - travellers will click over to your site from NewfoundlandLabrador.com for more information.
- Once approved, the offer listings will be published on NewfoundlandLabrador.com. It will remain on NewfoundlandLabrador.com until the valid dates have expired. You will receive a **notification 30 days before the offer listing expires.**
- Travellers are planning **all year round**; so **do** keep your Travel Offers up to date (365/7/24). Trip planners and travellers on NewfoundlandLabrador.com are planning now to visit this year; others are planning now to visit next year.

## Example of a Tourism Listing and several Travel Offers as they appear together on NewfoundlandLabrador.com



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](mailto: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](#)

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.

### Community Travel Generators

Local municipalities and non-profit organizations are **tourism operators** too. They play a **vital** role in helping to generate travel to communities all over Newfoundland and Labrador.

It's **important that** tourism listings and travel offers for hiking trails, natural attractions, museums, community parks, performance venues and community events follow these **best practices and tips** as well.

### For 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](mailto:NLTourismOperatorPortal@gov.nl.ca).

You can also contact the [Tourism Development Officer](#) or the [Destination Management Organizations](#) in your area.