



# NL TOURISM OPERATOR PORTAL

## Unlock Your Community's Tourism Potential

A Listings Enhancement Guide for NewfoundlandLabrador.com

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This guide helps communities improve their visibility in the [Plan & Book](#) section of **NewfoundlandLabrador.com**—a directory where travellers discover, plan, and book accommodations, attractions, activities, events, and services.

Each year, the site generates over **4 million sessions** and **600,000** referrals to tourism operators. Strong, complete listings ensure your community's full range of experiences is visible during trip planning.

Use this guide to review and strengthen town and industry-owned listings, attract more visitors, encourage longer stays, and increase local spending.

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### Who is this Enhancement Guide for

- Municipal Council Members, Town Managers and Clerks
  - Staff or volunteers responsible for renewing or managing town-owned listings
  - Anyone positioned to rally and support local tourism operators in developing listings
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### Tourism Assets to Identify and Review

- **Town-owned:** Tourism assets operated or owned by cities, communities, towns, municipalities, and local service districts, such as trails, parks, natural attractions, museums, performance venues, and community events that attract travellers. These assets are travel generators that attract travellers and support tourism industry-owned tourism operations.
  - **Industry-Owned:** Tourism assets owned or operated by tourism businesses, entrepreneurs, tourism/community organizations, non-profit organizations, and social enterprises. These assets contribute to the visitor experience and complement the town-owned offerings.
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### Need Help?

The **NLTO Portal team** can help you with your questions about the NLTO Portal and your town's Portal Account (709-729-5599 or [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 for assistance with your listings.

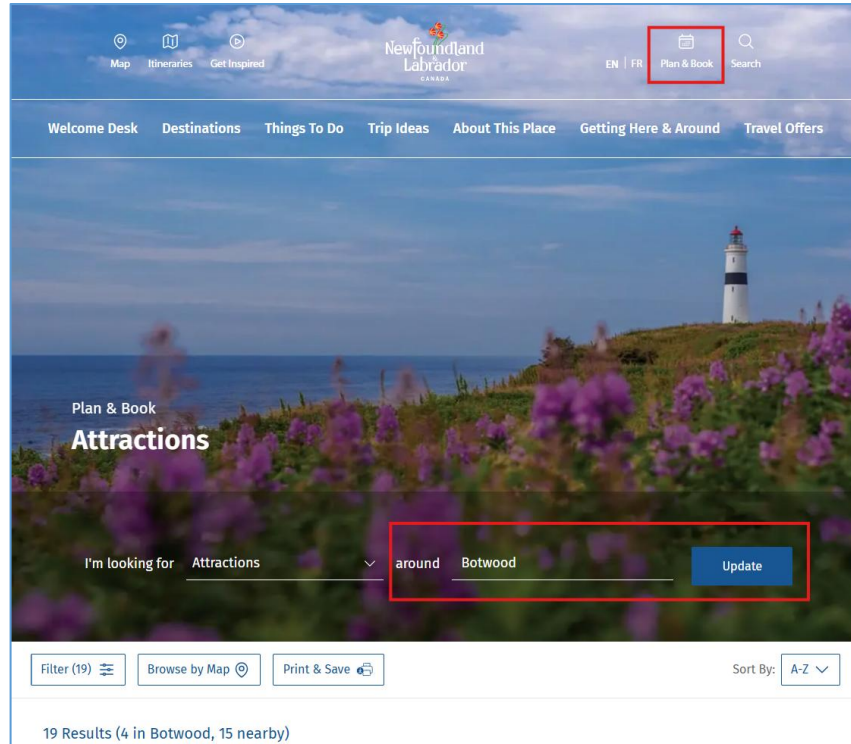
## How to conduct a **Listing Review** for your town on NewfoundlandLabrador.com

### 1. Get Familiar with the Listing Best Practices, Requirements and Types of Listings

Use the [Listing Best Practices and Checklist](#) to create strong, effective listings. The [Tips & Resources Guide](#) includes listing requirements & step-by-step instructions for the NL Tourism Operator Portal. Download the [fillable Worksheets 1, 2 & 3](#) to begin the next step.

### 2. Identify current industry-owned and town-owned listings

In the **Plan & Book** section of [NewfoundlandLabrador.com](#), enter your town name in the “Around” field to view all relevant listings. In **Worksheet #1**, enter the total number of listings in each category.



### 3. Evaluate Current Listings

Use **Worksheet #2** to assess each listing for completeness, appeal and alignment with best practices. Ensure your contact details, description, and images meet the best practices. Make note of the improvements needed.

### 4. Spot the New Listing Opportunities

Look for new listing opportunities by checking the town and industry websites, social media, Google Reviews, Tripadvisor, and other local sources. Note potential new listings on **Worksheet #3**. Use the [Tips & Resources Guide](#) to confirm that listings **meet requirements** (pages 8-12) and fall within the **acceptable Categories and Products** (pages 85 – 108). Add total number of new listings to **Worksheet #1** and calculate percentage increase - more listings help attract more visits.

### 5. Put the Plan into Action

Use your assessment findings and the [Listing Best Practices and Checklist](#) to update and manage town listings in the [NL Tourism Operator Portal](#). Collaborate with tourism operators using the Best Practices to improve their existing listings, create new ones, and encourage the development of Travel Offers (all packages, guided tours, experiences, or seasonal promotions) to strengthen the town's presence. Remind operators that listings are free. There is no cost to add multiple listings.

Click here to download fillable [Worksheets 1, 2 & 3](#) (Excel format)

### Listing Review Worksheet #1 – Plan & Book Listing Summary

|  |   |  |                                 |
|--|---|--|---------------------------------|
| <b>Town Name:</b>  |   |  |                                 |
| <b># Current Listings</b> (Identified in Worksheet #2)                                     |   | <b># Potential New Listings</b> (Identified in Worksheet #3) |                                 |
| Accommodations   | 4 | Accommodations   | 5                               |
| Campgrounds  | 1 | Campgrounds  | 1                               |
| Attractions  | 2 | Attractions  | 15                              |
| Festivals & Events   | 1 | Festivals & Events   | 5                               |
| Food & Beverage  | 0 | Food & Beverage  | 8                               |
| Craft, Shops & Galleries   | 0 | Craft, Shops & Galleries                                     | 2                               |
| Tours  | 0 | Tours  | 1                               |
| Travel Offers  | 0 | Travel Offers  | 12                              |
| <b>(A) Total # Current Listings</b>  |   | <b>8</b>   | <b>(B) Total # New Listings</b> |
|  |   |  | <b>49</b>                       |
|  |   | <b>(C) Combine # of Listings (A + B) = C</b>                 |                                 |
|  |   | <b>57</b>  |                                 |
| <b>(D) Calculate the percentage increase in listings on NewfoundlandLabrador.com</b>       |   |  | <b><u>612 %</u></b>             |
| $((C - A) / A) \times 100 = D$   |   |  |                                 |
| <i>Represents the % <b>growth</b> of your town's presence on NewfoundlandLabrador.com.</i> |   |  |                                 |
| <b><i>More listings can help attract greater interest from travellers.</i></b>             |   |  |                                 |

## Listing Review Worksheet #2 – Current Listings

| No. | Listing Name, Operator & Ownership   | Subtype*   | (1) Contact & Social   | (2) Description  | (3) Images   | Score | Notes   |
|-----|--|------------|--|--|--|-------|---|
|     |  |            | Meets Listing Best Practices<br><b>or</b><br>Needs Attention | Meets Listing Best Practices<br><b>or</b><br>Needs Attention | Meets Listing Best Practices<br><b>or</b><br>Needs Attention |       |   |
| 1   | E.g.<br>Listing Name: Sunset Hiking Trail<br>Operator: Town of Sunset<br>Industry Owned/Town Owned: Town Owned | Attraction | Needs Attention  | Needs Attention  | Meets Listing Best Practices                                 | 1/3   | Add a link to the Tripadvisor listing for the trail. The description is too short. Add the distance and degree of difficulty. |
| 2   | E.g.<br>Listing Name: Sunset Brewery<br>Operator: Jane Doe<br>Industry Owned/Town Owned: Industry Owned        | Attraction | Meets Listing Best Practices                                 | Meets Listing Best Practices                                 | Needs Attention  | 2/3   | Only has 4 images. Add 1 more image.  |

\*Subtypes (One per listing): (1) Accommodation, (2) Campground, (3) Craft, Shop & Gallery, (4) Attraction, (5) Festival & Event, (6) Food & Beverage, (7) Tour, (8) Travel Offer.

## Listing Review Worksheet #3 – New Listings Opportunities

| No. | Listing Name, Operator & Ownership  | Subtype*                                | Notes  | Added to NewfoundlandLabrador.com and meets best practices.          |
|-----|---|---|--|--|
| 1   | E.g.<br>Listing Name: Smithville Garden Party<br>Operator: Town of Sunset<br>Industry Owned/Town Owned: Town Owned                | Festival & Event                        |  |  |
| 2   | E.g.<br>Listing Name: Campfire Sing Along<br>Operator: Town of Sunset<br>Industry Owned/Town Owned: Town Owned                    | (1) Festival and Event (2) Travel Offer | Qualifies for two listings   |  |
| 3   | E.g.<br>Listing Name: Lookout Trail<br>Operator: Town of Sunset<br>Industry Owned/Town Owned: Town Owned                          | Attraction                              | Include trail heads, type of trail- loop, degree of difficulty, and the unique features – lighthouse, boardwalk, colourful fishing stages, a working waterfront with fisherfolk attending their boats and catch. | Added and yes, it meets best practices.                              |
| 4   | E.g.<br>Listing Name: Smith's Brewery<br>Operator: Jane Doe<br>Industry Owned/Town Owned: Industry Owned                          | Food & Beverage                         | They already have an attraction listing; they also qualify for a Food & Beverage listing   |  |
| 5   | E.g.<br>Listing Name: Smith's Brewery Beer Flights & Brew Tour<br>Operator: Jane Doe<br>Industry Owned/Town Owned: Industry Owned | Travel Offer                            |  | Yes, spoke with operator on May 11. New Listing meets Best Practices |

\*Subtypes (One per listing): (1) Accommodation, (2) Campground, (3) Craft, Shop & Gallery, (4) Attraction, (5) Festival & Event, (6) Food & Beverage, (7) Tour, (8) Travel Offer.