

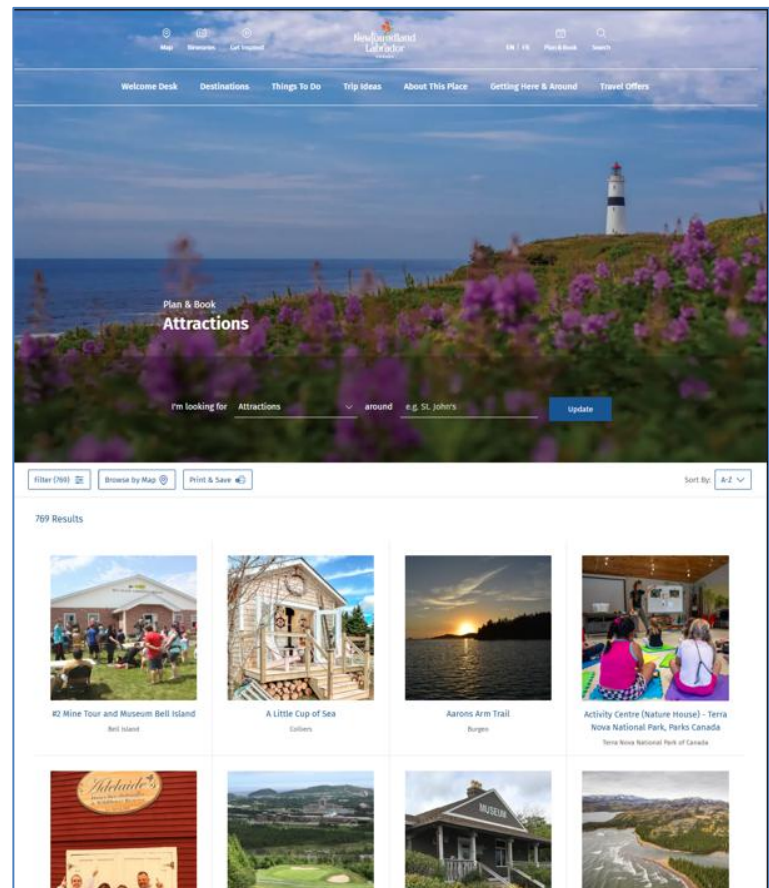
Tourism operators can create listings on NewfoundlandLabrador.com through the [NL Tourism Operator Portal](#) website. Listings help travellers discover accommodations, attractions, restaurants, tours, travel offers and experiences throughout Newfoundland and Labrador. **There is no fee to list.**

Who can apply?

Core Listings: [Accommodations](#), [campgrounds](#), [craft shops](#), [attractions](#), [festivals & events](#), [food and beverage operations](#), [tour companies](#).

Travel Offer Listings: [Travel offers](#), [experiences](#), [tours and packages](#) (Must have an approved core listing first)

Register: Accommodations and campgrounds use the Portal to **register as short-term accommodation**, create an optional NewfoundlandLabrador.com listing, and submit [monthly occupancy statistics](#), which are a registration requirement.



Getting Started

- 1) **Confirm you qualify for a listing.** Review the [NewfoundlandLabrador.com Listing Requirements and Categories](#) for a complete list of acceptable businesses, attractions, events and experiences.
- 2) Review the [Listing Best Practices Guide and Check Lists](#) for tips on creating a standout listing.
- 3) **Gather your information.**
 - Owner name and contact name
 - Phone number(s) and email
 - Description (up to 500 characters)
 - Five full-colour photos
 - Street address and GPS coordinates
 - Annual operating dates
 - Website, Facebook Business Page and/or Instagram URLs (at least one is required)
 - Social media and Review Site URLs
 - Forms of electronic payments accepted
 - Liability insurance agency & policy #

- 4) Using a PC or laptop, create an account at www.NLTourismOperatorPortal.ca. You will need to verify your email address using a code sent to your inbox. Do not use a mobile phone or tablet.
- 5) Log in, select **Apply/Register**
- 6) Choose the **category** that best matches your business, attraction, or tourism experience.
- 7) Enter all required information and upload your images. Be sure to review your details carefully for accuracy before submitting.
- 8) On the final page, click **Submit**. The Newfoundland and Labrador Tourism Portal team will review your application. Once approved, you will receive a confirmation email, and your listing will be published overnight on NewfoundlandLabrador.com.
- 9) Repeat these steps for any additional listings.
- 10) **Annual Renewal:** You will need to renew your listing(s) every year. You will receive an email when it is time to renew for next year.

Portal Pro Tip – Create a Strong First Impression

(1) Your listing **description** and **photos** are often the first things travellers see. Use clear, engaging descriptions and high-quality images that showcase your experience, product, or service. Following the [Listing Best Practices](#) can help increase visibility and encourage more bookings.

Portal Pro Tip – Save Time

(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.

Portal Pro Tip – Add Multiple Listings & Travel Offer Listings

Multiple listings increase your visibility & help travellers discover the full range of experiences & services you offer.

You may qualify for multiple (1) Core Tourism Listings and (2) Travel Offers (*Must have an approved Core Listing first*).

Travel offers examples: Guide walks, cultural experiences, whale watching, iceberg viewing adventure tours, historic sites tours, hands-on culinary events or cooking demos, fishing, boil-ups, music sessions, historic reenactments, indigenous experiences, storytelling, painting, crafting, writing, or photography.

Need Help?

Contact the **NL Tourism Operator Portal Team** 709-729-5599 NLTourismOperatorPortal@gov.nl.ca.

More resources to help you with your application are on the [Department of Tourism, Culture, Arts, and Recreation](#) website and on the Portal.

Contact the [Tourism Development Officer](#) or the [Destination Management Organizations](#) in your area for assistance with creating listings and experiences.