

The operators of **Seaglass B&B and Studio** recently made several enhancements to their listings on NewfoundlandLabrador.com resulting in increased referrals and sales. Their presence on NewfoundlandLabrador.com increased from one listing to six listings, all maximized using the [Listing Best Practices and Checklist](#).

- Their [Accommodation Listing](#) on NewfoundlandLabrador.com got new images and descriptions;
- They added a new [Shop Listing](#) for the stained glass shop and studio;
- Added multiple [Travel Offer Listings](#);
- Worked with their municipality to add an attraction listing for [Fishing Stages of New Perlican](#), furthering the promotion of their community as well as their business.

## Results:

### 2465 Pageviews


+357% over 2019 (539)

Pageviews are the # of times the accommodation /shop/travel offer page was opened.

### 613 Referrals

+35% over 2019 (185)

Referrals are sales leads. The # of clicks to the operator’s website, email, telephone #s, social media, or review site from the listings on NewfoundlandLabrador.com and the online ad.



Gallery
Map

*Avalon Region*

### SeaGlass B&B and Studio

*New Perlican*

*Jun 1 - Oct 15*

[Website](#)

Located on the Baccalieu Coastal Drive, this traditional, waterfront home possesses modern comforts and original charm. Start your morning relaxing on our harbour front decks, then experience spectacular views along the D'Iberville walking trail. Enjoy our interactive studio with host, Michael, master stained glass artist. Classes/accommodation packages available to create a your own souvenir. Consider a colourful, unique mini-session by hostess, Karen, local photographer. Great place to start!

✕ Contact

<http://www.seaglassbb.ca>

**Tourism Listings** are the main promotional profiles 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. Use the [Listing Best Practices and Checklists \(PDF\)](#) document to create captivating listings.

### Before and After Descriptions

#### Before

Located on the d'Iberville walking trail, experience spectacular ocean views. Collect seaglass at Vitters Cove Beach. Stained glass studio on site with packages available for classes to create a souvenir piece to take home. Two harbour front decks for relaxation.

(character count – 266/500)

#### After

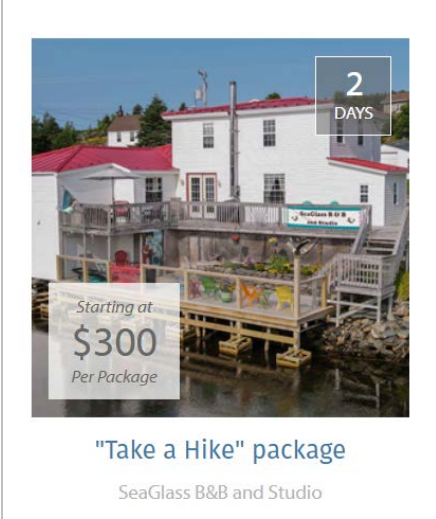
Located on the Baccalieu Coastal Drive, this traditional, waterfront home possesses modern comforts and original charm. Start your morning relaxing on our harbour front decks, then experience spectacular views along the D'Iberville walking trail. Enjoy our interactive studio with host, Michael, master stained glass artist. Classes/accommodation packages available to create your own souvenir. Consider a colourful, unique mini-session by hostess, Karen, local photographer. Great place to start!

(character count – 499/500)

**Travel Offers** are supplementary promotional listings used to profile a specific offer, experience, package or tour.

Seaglass B&B and Studio's multiple Travel Offers were displayed on the Travel Offer section and on four Things to Do Pages of NewfoundlandLabrador.com. One Travel Offer was promoted on the 2020 StayHomeYear website and within 2020 NL Tourism's online advertising program. It was promoted during the CBC Cross Talk episode on staycations in NewfoundlandLabrador.com.

As secondary listings on NewfoundlandLabrador.com, offers have a major impact on a business' presence on NewfoundlandLabrador.com as they can be pulled into various multiple pages on the website. Plus, the NL Tourism team uses travel offers to craft content such as newsletters, social media posts, stories and sales pitches to Travel Trade and Travel Media partners. While placement is not guaranteed, it is important that offers are displayed for consideration 365 days a year.

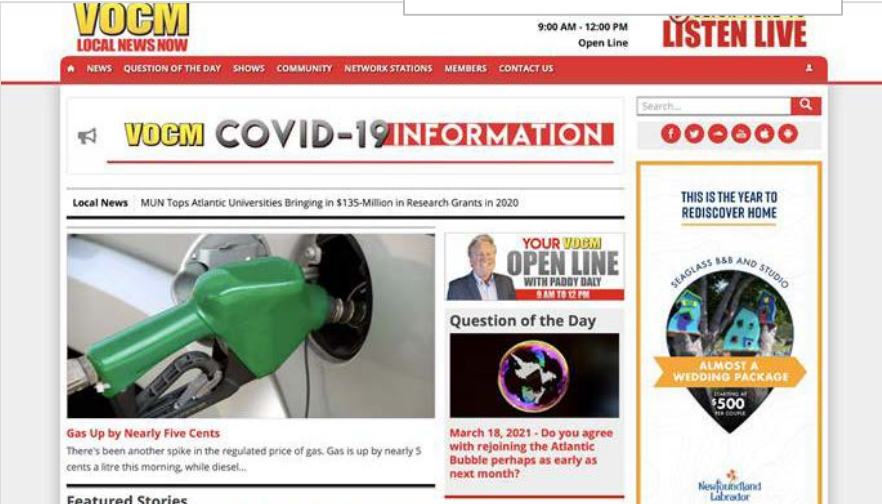


2 DAYS

Starting at \$300 Per Package

"Take a Hike" package

SeaGlass B&B and Studio



VOCM LOCAL NEWS NOW

9:00 AM - 12:00 PM Open Line

LISTEN LIVE

NEWS QUESTION OF THE DAY SHOWS COMMUNITY NETWORK STATIONS MEMBERS CONTACT US

VOCM COVID-19 INFORMATION

Local News MUN Tops Atlantic Universities Bringing in \$135-Million in Research Grants in 2020

YOUR VOCM OPEN LINE WITH PABBY DAILY 9 AM TO 12 PM

Question of the Day

Gas Up by Nearly Five Cents

There's been another spike in the regulated price of gas. Gas is up by nearly 5 cents a litre this morning, while diesel...

March 18, 2021 - Do you agree with rejoining the Atlantic Bubble perhaps as early as next month?

THIS IS THE YEAR TO REDISCOVER HOME

SEAGLASS B&B AND STUDIO


ALMOST A WEDDING PACKAGE

Starting at \$500

Newfoundland Labrador

## Fishing Stages of New Perlican

 New Perlican

 Jan 1 - Dec 31



Gallery

Map

Website 

Come visit more than 20 colorful fishing stages in the Town of New Perlican. Enjoy the sights and sounds of our working harbour front in the summer months. The stages have been the back drop for and the subject of many photographs, even a Newfoundland Tourism television ad! Park your car and walk along the harbour front to Bloody Point!

### Other Travel Offers From Fishing Stages of New Perlican



The Stained Glass Experience -  
Mindful Creativity  
2 days from \$360 Per Person

[View Details](#)



Mindful Creativity-Plein Air Art  
Sessions  
2 days from \$375 Per Person

[View Details](#)

### Getting Started

- Create a Portal Account if you do not already have one. [NLTourismOperatorPortal.com](https://www.nltourismoperatorportal.com)
- Use the [Listing Best Practices and Checklists \(PDF\)](#) to create an optimized listing(s) for NewfoundlandLabrador.com and the [Portal Tips & Resources Guide](#) for requirements and step-by-step Portal instructions.
- Browse similar listings on [NewfoundlandLabrador.com](https://www.newfoundlandlabrador.com) for inspiration.
- You can contact the [Tourism Development Officer](#) or the [Destination Management Organizations](#) in your area.
- 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).