

List your festivals, events and performance venues for free on NewfoundlandLabrador.com.

Travel experiences based on Newfoundland and Labrador culture are sought-after by travellers to the province. These travel experiences, including festivals and events, culinary, local art, theatrical performances, live entertainment and Indigenous experiences, play an important role in the tourism industry.

To add, edit or renew a listing, use the [NL Tourism Operator Portal \(NLTOP\)](#). The [Portal Tips & Resources Guide](#) provides listing requirements and step-by-step instructions. Before you begin, [click here to see a full list of best practices](#) to follow as you create or edit your listings.

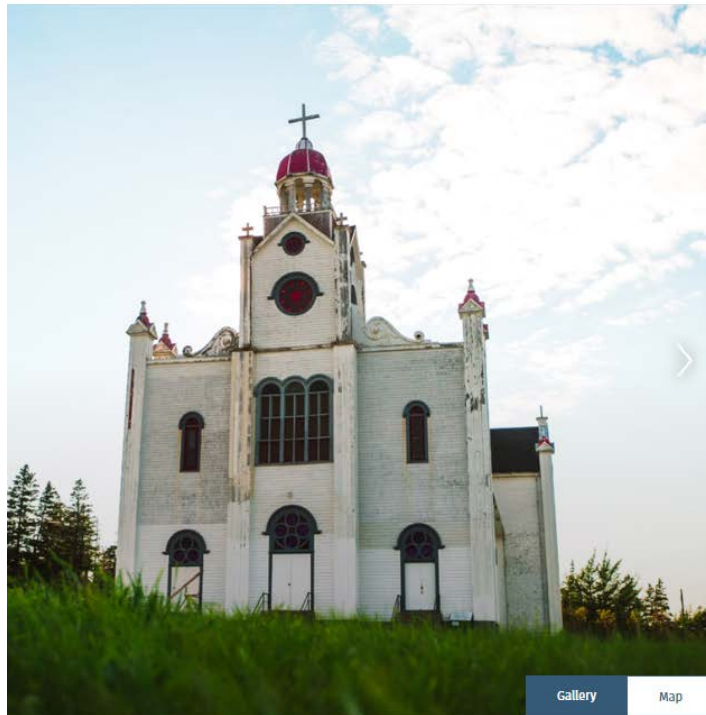
Please see the helpful hints below geared towards festivals, events & performance venues to help you successfully submit your application for a listing on NewfoundlandLabrador.com.

Optimize your listing(s)

Listing Checklist

- My event, festival or performance venue as a primary listing on NewfoundlandLabrador.com.
- I have enhanced my presence on NewfoundlandLabrador.com by adding a secondary Travel Offer. (A cultural experience that offers unique interaction with the participants such as a craft/music/dance workshop or demonstration at your event).
- 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).
- I checked my listings on NewfoundlandLabrador.com after they were approved. Everything looks great! Including the images and the map.

Example of a primary listing with multiple travel offers listings and other primary listings



Western Region

Our Lady of Mercy Heritage Church

📍 Port au Port West

📅 May 13 - Sep 30

Website

Experience the history of the largest wooden structure in NL. At 115 ft tall it seats 1,000 people. The church was built over 11-years by local craftspeople 100-years ago. It features stained-glass, stations of the cross constructed of Italian Carrera marble, original statues, and an altar carved with a pocket knife. Take a tour through a century of unexplained phenomenon, tap your toes to local musicians daily in the church, & enjoy a picnic in our garden or refreshments in our onsite tea room.

× Contact

🌐 <http://www.ourladyofmercynl.com>

☎️ +1 (709) 648 2439

✉️ ourladyofmercyc@gmail.com

📘 [Visit on Facebook](#)

📷 [Visit on Instagram](#)

📺 [Visit on Youtube](#)

+ Locations & Dates

+ Pricing

+ Amenities

Other Travel Offers From Our Lady of Mercy Heritage Church



Do-it-Yourself Beach Boil Up
from \$30 Per Package

View Details



Music in the Church
from \$5 Per Person

View Details

More Listings From Our Lady of Mercy Heritage Church



Annual Quilt Show
📍 Port au Port West

📅 Festivals and Events

View Details



Do-it-Yourself Beach Boil Up
📍 Port au Port West

🗺️ Tours

View Details



Grand Ole Port au Port Opry
📍 Port au Port West

📅 Festivals and Events

View Details



Music in the Church
📍 Port au Port West

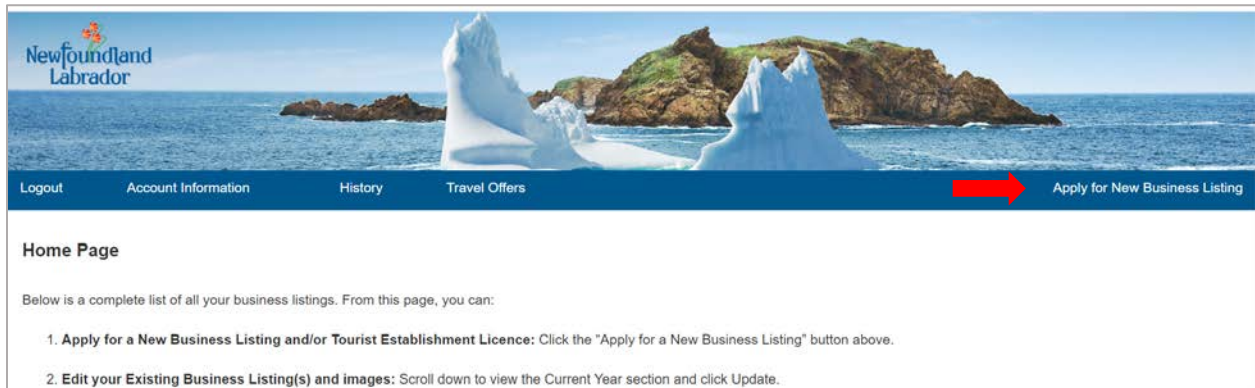
📅 Festivals and Events

View Details

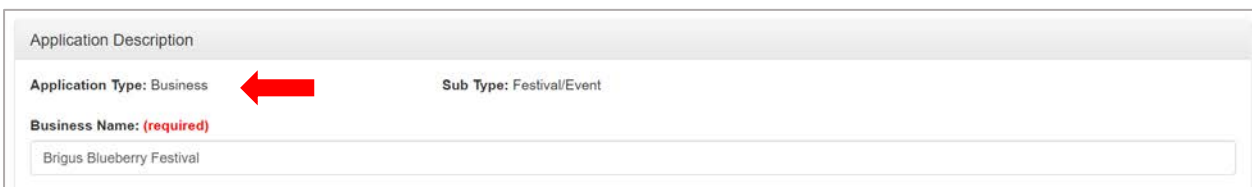
Helpful Hints for the NLTO Portal

Click this link to access the [NL Tourism Operator Portal](#). You will first create a Portal Account (steps are found in the [Tips & Resources Guide](#)). Next, you will start your listing application.

1. HOME PAGE: Click “Apply for New Business Listing” to begin your listing application. Over several screens, you will enter the event details, location, and images.



2. BUSINESS NAME: Enter the name of the event/attraction/performance venue. Do not enter the name of the theatre company or operating organization here.

A screenshot of the NLTO Portal application form. The form is titled 'Application Description'. It has two fields: 'Application Type: Business' and 'Sub Type: Festival/Event'. A red arrow points to the 'Application Type: Business' field. Below these fields is a 'Business Name: (required)' field with a text input box containing 'Brigus Blueberry Festival'.

3. DESCRIPTION: Describe the festival/event/performance venue. Do not include event dates, website addresses, box office/ticket contact information, or locations. That information will appear later in the application.

NOT SURE WHAT TO INCLUDE IN THE DESCRIPTION? Get inspiration from the event and travel offer listings on NewfoundlandLabrador.com. Click the buttons below.



Festivals, Events
& Performance Venues

Travel Offer
Listings

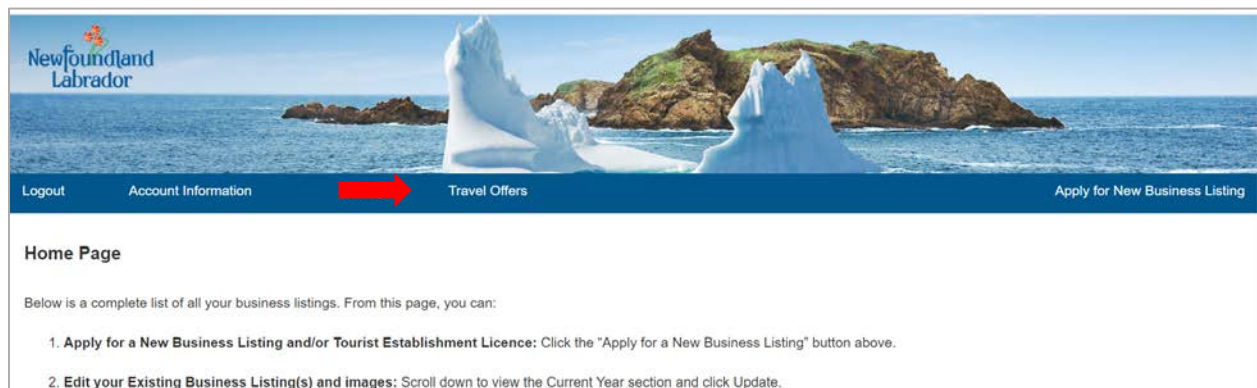
4. LOCATION AND DATE PAGE: Street Address: Enter the street address and/or the performance venue, if applicable. You can add multiple locations and dates.

Latitude and Longitude: Have this ready before you start your application. Useful websites to find your coordinates are <https://getlatlong.net/> and [Google Maps](#).

Important:

- Annual events should add their current year and next year dates.
- If your dates are TBD, remember to return to the Portal to update the dates once they are confirmed.

5. ACCESSIBILITY: These fields may not be applicable. Building accessibility (BA) numbers are issued for buildings only. If you have a BA number from Service NL enter it. If not, you can skip this section or come back later to enter it or add it later.
6. IMAGES: Have this ready before you start your application. Add up to five full-colour images (1 image for a Travel Offer). Collages, black and white, logos or images with copy are not accepted. They do not have to be professional images. A great image taken on a mobile device can work here. Landscape-oriented images work better than portrait-oriented images.
7. LIABILITY INSURANCE: As per the Tourism Assurance Plan created by Hospitality NL, liability insurance is a requirement to be listed on NewfoundlandLabrador.com. If you require help obtaining liability insurance, you can use this link below that contains information and contacts to help you get insurance <https://hnl.ca/wp-content/uploads/2017/12/TAP-Flyer-Insurance.pdf>
8. Add a Travel Offer listing. Once the listing for your festival/event/performance venue is approved, you can add a Travel Offer listing by clicking Travel Offers on the Home page navigation. Link the offer to businesses in your community.



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.

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