

Local municipalities and non-profit organizations are **tourism operators**. 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**. These are travel generators attract travellers into their communities; and support local vendors, artisans, craftspeople, restaurateurs, and accommodators.

Municipalities and non-profit organizations can list their attractions, festivals, shops, and tours for free on [NewfoundlandLabrador.com](https://www.newfoundlandlabrador.com).

For example, they may only have one-line descriptions instead of using all 500 characters available, or the listing does not include images. [Click here to see a full list of best practices](#).

Optimize your listings using this checklist

Aside from optimizing the town's listings, work with your constituents to optimize their listings too. Are all tourism listings in your community, scenic touring route or region attractive and compelling to travellers?

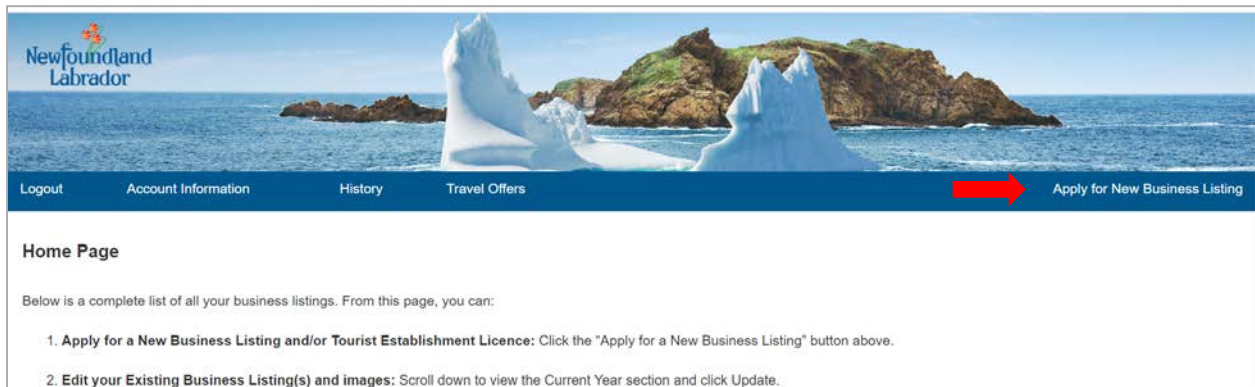
Listing Checklist

- All tourism travel generators and services are listed.
- All listings include attention-grabbing images (5 for tourism listings, 1 for travel offers)
- Descriptions are optimized:
 - Descriptions are focused, enticing and motivating travellers.
 - Maximum # of characters in the descriptions field is used. (NewfoundlandLabrador.com & Travel Offers - max 500 characters)
 - 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.

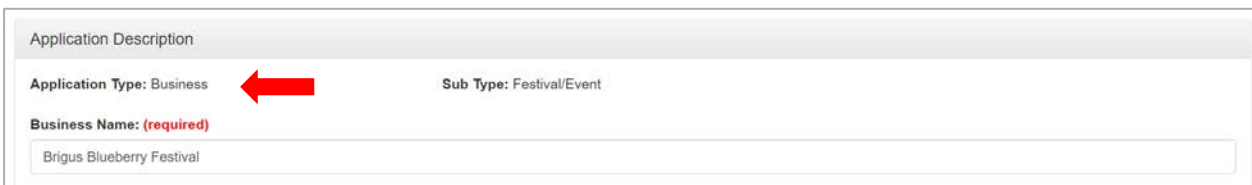
Helpful Hints for the NLTO Portal

Please see some helpful hints below to help you successfully submit your application for a free listing on NewfoundlandLabrador.com. Click this link to access the [NL Tourism Operator Portal](#) and start your application. The [Portal Tips & Resouces Guide](#) provides step-by-step instructions.

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



2. BUSINESS NAME: Enter the name of the event/attraction. Do not enter the name of the community or operating organization here.

A screenshot of the NLTO Portal application form. The form is titled 'Application Description'. It shows 'Application Type: Business' with a red arrow pointing to it, and 'Sub Type: Festival/Event'. Below this, there is a 'Business Name: (required)' field with the text 'Brigus Blueberry Festival' entered.


3. DESCRIPTION: Describe the attraction/tour/event, not the community. 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 attraction listings and event listings on NewfoundlandLabrador.com. Click the buttons below.



Attraction Listings

Event Listings




Avalon Region
Brigus Blueberry Festival

Brigus
 Aug 11 - Aug 14, 2022

Website

Located a 50 minute drive from St. John's. Held in the center of Brigus among historic buildings. Enjoy the folk festival with traditional NL music, crafts booths, pie eating contest, games of skill, Missed Blueberry Pageant, adult outdoor dances, Newfie Night, parade, fireworks, and traditional foods. Stroll the ancient streets and visit the Stone Barn Museum, Pinkston's Forge, Hawthorne Cottage, St. George's Heritage Church and Historic Tunnel at The Walk. Shuttle bus transportation provided.

Gallery Map



Avalon Region
Arthur's Hill Hiking Trail

Arnold's Cove
 May 1 - Dec 1

Website

The Arthur's Hill Trail provides walkers and hikers with a special blend of wilderness adventure, outstanding natural beauty, wildlife and history. The view from the top of the hill is worth the climb. The trail starts on Cemetery Road in Arnold's Cove and follows the Old Cabot Highway to the bottom of Arthur's Hill. From there you climb alongside of the hill to the top. The trail is 2km in length (4km return) and is rated moderate.

Gallery Map

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](#).
5. **ACCESSIBILITY:** These fields may not be applicable as they are for building only. 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 add it later.
6. **IMAGES:** Have this ready before you start your application. Add up to five full-colour images. 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 look great too. 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. 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. In addition to the hints above, follow the [NLTO Portal Tips & Resources Guide](#). A link to the guide is located on the bottom page of every page in the Portal. It provides step-by-step instructions.

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.