

Municipalities and Not-for-Profit organizations play a critical role in the tourism industry as operators of hiking trails, natural attractions, community parks, museums, cultural experiences, tours and community events. These travel generators attract travellers into their communities and regions; and support local vendors, artisans, craftspeople, restaurateurs, and accommodators.

These travel generators can be listed for free with NL Tourism. Attractions, tours, and shops are published on NewfoundlandLabrador.com and the annual [Traveller's Guide](#). Events, Food and Beverage operations are published on NewfoundlandLabrador.com.

Many existing listings on NewfoundlandLabrador.com owned by municipalities and not-for-profits do not follow listing best practices. 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.](#)

Review all listings in your area, scenic touring route or region

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?

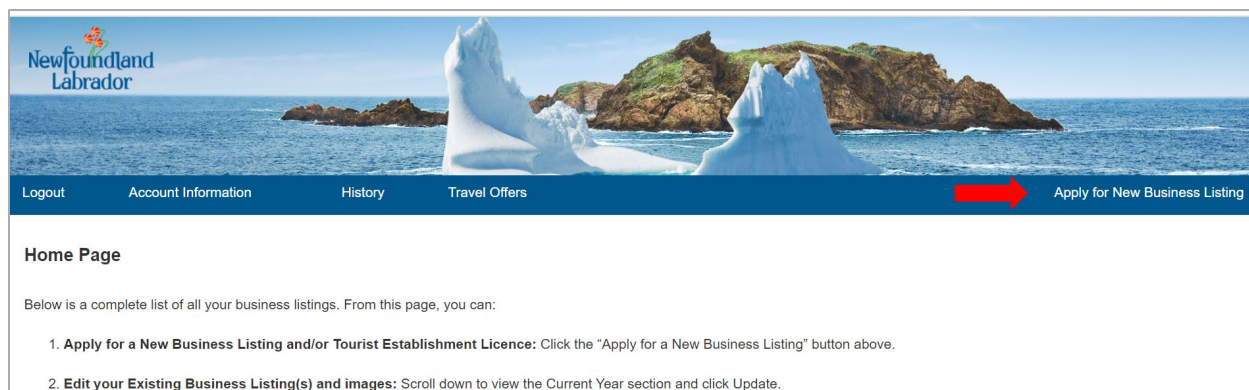
Listing Review Checklist

- 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. Traveller's Guide – max 200 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".
- Make sure everything looks great on NewfoundlandLabrador.com once the listing updates have been approved and published.

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/Traveller's Guide. Click this link to access the [NL Tourism Operator Portal](#) and start your application. The [Portal User 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.

Application Description

Application Type: Business Sub Type: Festival/Event

Business Name: (required)


Brigus Blueberry Festival

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 <https://www.google.ca/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.
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 best rather 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 User Guide](#). The User Guide can be found 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.