

**Department of Tourism, Culture, Industry and Innovation  
Tourism and Hospitality Support Program**

**Eligibility Guidelines**

Applicant Eligibility – General

- Tourism and hospitality operators engaged in commercial operations that have experienced a loss of sales during March to May 2020 and/or forecasts for substantial loss of sales for June to December 2020 and have a reasonable plan to continue operations in 2020 and/or 2021.
- Corporations and sole proprietors/partnerships that are Newfoundland and Labrador owned and operated.
- Municipalities are not eligible.
- Applicants must have been in operation for at least one year on March 16, 2020.
- New start-ups that were registered on or before March 16, 2020 and preparing to open for the 2020 season may be eligible but must provide additional information (i.e. summary of expenses) for assessment purposes.
- If required, applicants shall be incorporated in Newfoundland and Labrador and have its primary place of operations in Newfoundland and Labrador.
- Prior to March 16, 2020, applicants were in a financial position to operate in 2020 and are able to provide a reasonable plan to continue operations in 2020 and/or 2021.
- Applicants are eligible to receive one non-repayable contribution per enterprise.
- Eligible applicants with a 2019 gross sales amount of less than \$100,000 will be eligible for a \$5,000 contribution, while those with greater than and equal to \$100,000 will be eligible for a \$10,000 contribution. In the event of applicants with less than \$10K in annual sales in 2019, the contribution rate will be calculated at 50% of total sales or 50% of expenditures for new start-ups.
- If applicants generated in excess of two million dollars in gross sales in 2019 and/or net profits in 2019 exceeded 25% of gross sales, additional analysis will be completed to assess the need for program support.

**TARGET GROUPS**

Eligible applicants will be determined based on the following categories.

Accommodations

- Comprised of various types of businesses, such as hotels/motels, cottages, inns and suites, bed and breakfasts, private parks and campgrounds, etc.
- Only accommodations that are licensed under the Tourist Establishments Act as at March 16, 2020 are eligible.
- International corporations are not eligible.

### Tours

- Eligible categories include tour operators (day and multi-day itineraries), boat tours, sea kayaking tours, fishing excursions, snowmobile and all-terrain vehicle tours, hiking and wilderness tours and community/site walking tours.
- Registered with the Newfoundland and Labrador Tourism Operator Portal as at March 16, 2020\*.

\* [See Eligibility Guidelines Update July 14.](#)

### Attractions

- Eligible commercial attractions include golf courses, private recreation and amusement parks as well as private museums/attractions, registered with the Newfoundland and Labrador Tourism Operator Portal as at March 16, 2020.
- Not-for-profit organizations that are selling tourism experience attractions and registered with the Newfoundland and Labrador Tourism Operator Portal as at March 16, 2020 are eligible. Those that have accessed operational support from the Department of Tourism, Culture, Industry and Innovation's (TCII) Cultural Economic Development Program (CEDP) or other provincial government operational grants are not eligible unless there is a difference between the amount issued under CEDP/other operational grants and the amount eligible under the Tourism and Hospitality Support Program. Consideration will be given for the amount difference if applicable.

### Food and Beverage

- Independent restaurants that are licensed under the restaurant category with Service NL are eligible.
- Privately-owned drinking establishments including craft breweries and wineries, are eligible.
- Franchises, mobile preparation, snack bars/take outs, canteens, cafeterias, public markets, retail food stores, wholesale, church hall/banquet hall, bakeries, and catering operations are not eligible.

### Outfitters

- Outfitting businesses offering non-resident hunting and angling packages are eligible. Outfitting lodges that are primarily hosting private/corporate clients are not eligible.

### Transportation

- Tour buses/motor coaches that regularly work with non-resident tour operators/groups and registered with the Newfoundland and Labrador Tourism Operator Portal as at March 16, 2020, are eligible\*.

\* [See Eligibility Guidelines Update July 14.](#)

### Retail Operations in the Tourism Industry

- Private or non-profit gift and craft shops as well as artist studios and galleries that are primarily operating in the tourism industry, and registered with the Newfoundland and Labrador Tourism Operator Portal as at March 16, 2020, are eligible\*.

\* [See Eligibility Guidelines Update July 14.](#)

### Events

- Not-for-profit events that attract non-resident visitors to the region and are registered with the Newfoundland and Labrador Tourism Operator Portal as at March 16, 2020, are eligible. Those that have accessed operational support from the Department of Tourism, Culture, Industry and Innovation's Cultural Economic Development Program (CEDP) or other provincial government operational grants are not eligible unless there is a difference between the amount issued under CEDP/other operational grants and the amount eligible under the Tourism and Hospitality Support Program. Consideration will be given for the amount difference if applicable.
- Events that are designed to mainly attract local community audiences are not eligible.
- Events operated by private sector operators and registered with the Newfoundland and Labrador Tourism Operator Portal as at March 16, 2020, may be considered eligible.