

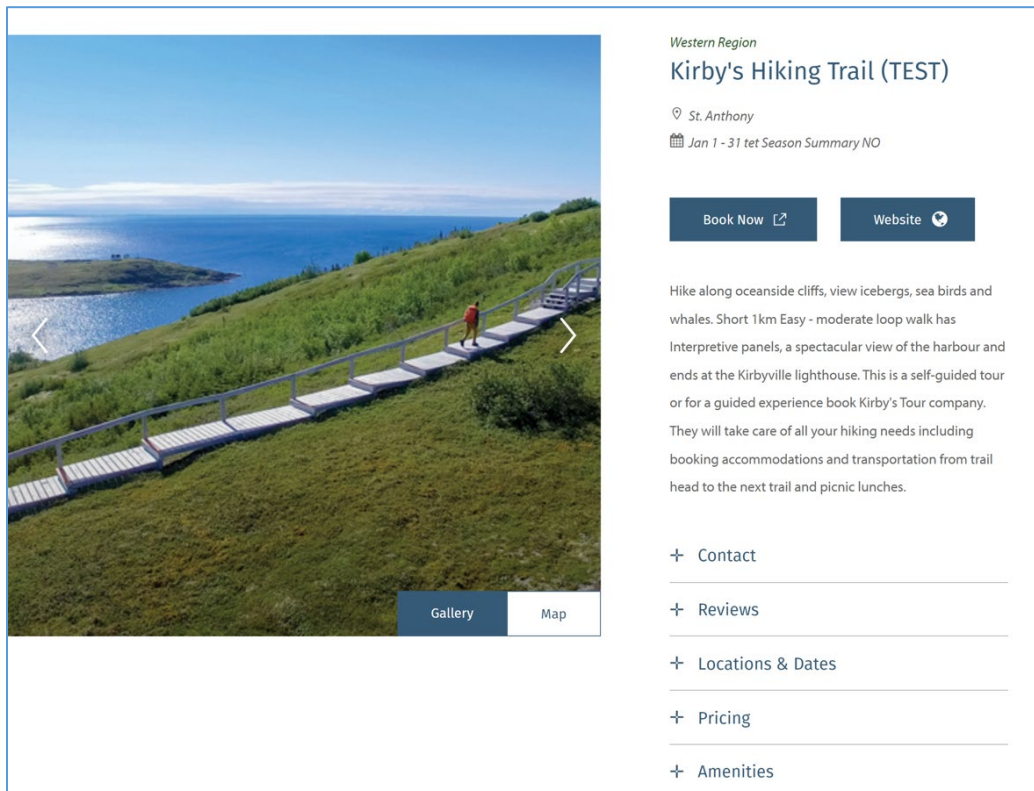
Best Practices - Listings on NewfoundlandLabrador.com

There are two types of listings on NewfoundlandLabrador.com. **There is no cost to add a listing.**

1. Tourism Listings
2. Travel Offer Listings

To create or edit your listing, you'll need to create or sign into your [NL Tourism Operator Portal \(NLTOP\)](#). On the bottom left-hand corner of the NLTOP, you will find the Portal User Guide.

1. Tourism Listings



Western Region
Kirby's Hiking Trail (TEST)
St. Anthony
Jan 1 - 31 tet Season Summary NO

[Book Now](#) [Website](#)

Hike along oceanside cliffs, view icebergs, sea birds and whales. Short 1km Easy - moderate loop walk has Interpretive panels, a spectacular view of the harbour and ends at the Kirbyville lighthouse. This is a self-guided tour or for a guided experience book Kirby's Tour company. They will take care of all your hiking needs including booking accommodations and transportation from trail head to the next trail and picnic lunches.

+ Contact
+ Reviews
+ Locations & Dates
+ Pricing
+ Amenities

- Found under the Plan & Book section of NewfoundlandLabrador.com and/or in the Annual Traveller's Guide, the following categories are accepted:
 1. [Accommodations](#)
 2. [Campgrounds](#)
 3. [Attractions](#)
 4. [Food and Beverage*](#)
 5. [Festivals and Events*](#)
 6. [Shops and Galleries](#)
 7. [Tours](#)
- These listings must renew each year for continued display on NewfoundlandLabrador.com and the Traveller's Guide, if applicable.
- New listings and renewals will appear in the Traveller's Guide if they are submitted by May 31 of the previous year. (Note: Festivals & Events, Food & Beverage listings are published on NewfoundlandLabrador.com only and not in the Traveller's Guide.)

Best Practices Tourism Listings

- **Descriptions and images** have to do a lot of heavy lifting. They both have to be enticing and motivate a traveller to choose your attraction/tour/experience/event. So show off and set it apart from the competition. If you are unsure what sets it apart, try reviewing your Tripadvisor reviews/Google reviews/Yelp reviews. The reviews will show you what travellers like best about your business.
- Just a couple of things to keep in mind when **writing descriptions**. Since you only have 200 characters (travel guide description) and 500 characters (NewfoundlandLabrador.com description) to grab a visitor's attention, do not waste them on information that will appear in other fields. It is a common mistake to add things like the business/event name, website address, location, dates, contact information in the Traveller's Guide and Website descriptions. Leave that information out of the description fields. There are other separate fields for that information.
- **Add 5 full-colour images**. Use images to tell a story. The images 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, longer rather than higher. **Do not use collages, black and white, logos or images with copy**.

2. Travel Offers

- **What is a Travel Offer?:** A participant-based [package, experience or tour](#), often where travellers can roll up their sleeves and immerse themselves into NL Culture.
- These offers/packages do not have to be complicated or anything new. **Keep it simple**. You may already be doing something at your place of business that you can use.
- **You do not need to partner** with an operator, or include overnight accommodations.
- The offers can be free or have a price. We encourage you **not to discount**. Your experiences can add value and allow you to charge more for those experiences. Offers can also be a tool to use when trying to fill those slow periods/days.
- **Tour companies** can add each one of their tours as offers, as long as each offer is unique.
- **Add your travel offer to your** website as travellers will click over to your site from NewfoundlandLabrador.com for more information.
- Once approved, the offer listings will be published on NewfoundlandLabrador.com. It will remain on NewfoundlandLabrador.com until the valid dates have expired. You will receive a notification 30 days before the offer listing expires.
- Very Important - Operators should keep their offers active on NewfoundlandLabrador.com and **publish them 365/7/24** and not just in the peak season. Visitors on NewfoundlandLabrador.com right now could be planning to visit this year or next.
- The benefits of adding offers and packages:

- Travel offers **increase an operator's presence** on NewfoundlandLabrador.com with travel offer listings appearing on multiple pages throughout NewfoundlandLabrador.com.
- The NL Tourism team uses **travel offers to craft various content** - e-newsletters, social media posts, stories and sales pitches to Travel Trade and Travel Media partners. While placement is not guaranteed, your offer must be there for consideration.
- By adding travel offers, operators will get **more referrals from NewfoundlandLabrador.com**. A referral is a click from NewfoundlandLabrador.com to an operator's website, social media channel, email and telephone #s. These represent real sales leads.

Community Travel Generators

- Check to see if **the travel generators** in your community or region have a tourism listing on NewfoundlandLabrador.com/Traveller's Guide.
- These are any attractions and events that **bring people into your community** and bring business to your operation. Often these travel generators are owned by municipalities and community groups and often their listings on NewfoundlandLabrador.com do not follow best practices.
- For example, they may only have one-line descriptions instead of using all 500 characters. Or perhaps they have not added any images to their listings. Or they could be missing completely. Motive and encourage those groups **to add/improve their listings on NewfoundlandLabrador.com** as this impacts your business.

For Help with Developing or Updating Your Listings

- **NL Tourism Operator Portal Team**
NLTourismOperatorPortal@gov.nl.ca
 709-729-5599 (Tourism Listings)/ 709-729-6857 (Hunting and Angling Listings).
- Reach out to any of our Legendary Coasts team members or email us at info@legendarycoasts.com.