

There are two types of listings on [NewfoundlandLabrador.com](http://NewfoundlandLabrador.com). There is no cost to add a listing.

1. Tourism Listings
2. Travel Offer Listings

The listings are found in the Plan & Book section and throughout NewfoundlandLabrador.com.

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](#)\*
8. [Travel Offers](#)

(\*Also appears in the annual Traveller's Guide. May 31 publication deadline applies).

Please see some helpful hints below to help you successfully submit your application for a listing on NewfoundlandLabrador.com. You will use the [NL Tourism Operator Portal \(NLTOP\)](#), an online system to apply/manage and renew your listings. The [Portal User Guide](#) provides step-by-step instructions.

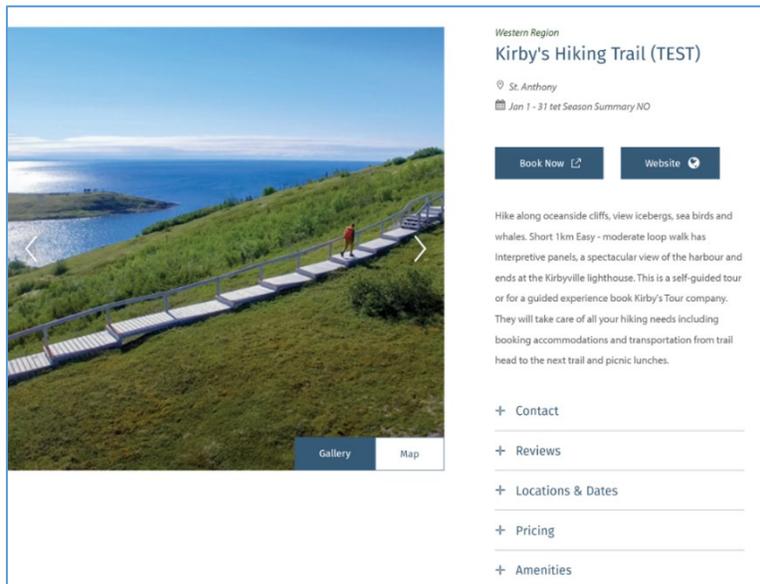
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### Optimize your listings

#### Listing Checklist

- All of my tourism listings and travel offers are listed.
- 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.
  - 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".
- I checked my listings on NewfoundlandLabrador.com after they were approved. Everything looks great! Including the images and the map.

## 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.

- **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. Do not include redundant information like the business/attraction/event name, website address, location, dates, contact information. 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 better than portrait-oriented ones (longer rather than higher). Do not use collages, black and white, logos or images with text.
- **Keep your listings up to date.** You can make changes at any time through the Portal. Note that listings need to be renewed every year and the annual Traveller's Guide deadline is May 31.

## Travel Offer Listings



Twillingate & Beyond  
**Kitchen Party**  
Starting at \$405 Per Night  
96-98 Main Street, Twillingate

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

Kitchen party that will get your hands clapping and toes tapping with 1.5 hrs of local entertainment. Immerse yourself in a traditional Newfoundland kitchen party, listen to music, enjoy a drink, and dance the night away. You can book a musician at any boutique harbourfront retreat. Choose your time, location and music theme. The performance will be private to your accommodation.

+ [Contact](#)

+ [Additional Information](#)

\*Offers are subject to availability. Additional taxes may apply. You may have to pre-book and/or mention the promotion at the time of booking. Please check with the operator for more details.

**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 and our natural environment.

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 another 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 a Travel Offer 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. E.g. hiking trails, natural attractions, community parks, museums, cultural experiences, tours, performance venues and community events.
- Frequently 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. And 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

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](mailto:NLTourismOperatorPortal@gov.nl.ca).

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