October 2, 2018

Re: Your request for access to information under Part II of the Access to Information and Protection of Privacy Act, 2015 (TCII/35/2018)

Dear [Name],

On September 12, 2018 Tourism, Culture, Industry and Innovation received your request for access to the following records:

All correspondence and/or records of communications between employees and personnel (including the Minister) of the Department of Tourism, Culture, Industry and Innovation and online vacation rental booking sites Air BnB and Homeaway/Vacation Rentals By Owner specifically communicating the requirement of those offering tourist accommodations in Newfoundland and Labrador to have a Tourist Establishment License issued by the department in accordance with the Tourist Establishments Regulations under the Tourist Establishments Act.

On September 13, you narrowed the request by adding the date range of 2015 to Present day.

I am pleased to inform you that a decision has been made by the Deputy Minister for the Department of Tourism, Culture, Industry and Innovation to provide access to some of the requested information. Access to the remaining records, and/or information contained within the records, has been refused in accordance with the following exceptions to disclosure, as specified in the Access to Information and Protection of Privacy Act (the Act):

**Disclosure harmful to personal privacy**

40. (1) The head of a public body shall refuse to disclose personal information to an applicant where the disclosure would be an unreasonable invasion of a third party's personal privacy.

**Disclosure harmful to law enforcement**

31. (1) The head of a public body may refuse to disclose information to an applicant where the disclosure could reasonably be expected to reveal the arrangements for the security of property or a system, including a building, a vehicle, a computer system or a communications system.
Please be advised that you may ask the Information and Privacy Commissioner to review the processing of your access request, as set out in section 42 of the *Access to Information and Protection of Privacy Act* (the *Act*). A request to the Commissioner must be made in writing within 15 business days of the date of this letter or within a longer period that may be allowed by the Commissioner.

The address and contact information of the Information and Privacy Commissioner is as follows:

Office of the Information and Privacy Commissioner  
2 Canada Drive  
P. O. Box 13004, Stn. A  
St. John’s, NL. A1B 3V8  

Telephone: (709) 729-6309  
Toll-Free: 1-877-729-6309  
Facsimile: (709) 729-6500  

You may also appeal directly to the Supreme Court Trial Division within 15 business days after you receive the decision of the public body, pursuant to section 52 of the *Act.* If you have any further questions, please contact me by telephone at 709-729-3356 or by email at heatherbrown@gov.nl.ca.

Sincerely,

Heather Brown  
ATIPP Coordinator
Access or correction complaint

42. (1) A person who makes a request under this Act for access to a record or for correction of personal information may file a complaint with the commissioner respecting a decision, act or failure to act of the head of the public body that relates to the request.

(2) A complaint under subsection (1) shall be filed in writing not later than 15 business days

(a) after the applicant is notified of the decision of the head of the public body, or the date of the act or failure to act; or

(b) after the date the head of the public body is considered to have refused the request under subsection 16 (2).

(3) A third party informed under section 19 of a decision of the head of a public body to grant access to a record or part of a record in response to a request may file a complaint with the commissioner respecting that decision.

(4) A complaint under subsection (3) shall be filed in writing not later than 15 business days after the third party is informed of the decision of the head of the public body.

(5) The commissioner may allow a longer time period for the filing of a complaint under this section.

(6) A person or third party who has appealed directly to the Trial Division under subsection 52 (1) or 53 (1) shall not file a complaint with the commissioner.

(7) The commissioner shall refuse to investigate a complaint where an appeal has been commenced in the Trial Division.

(8) A complaint shall not be filed under this section with respect to

(a) a request that is disregarded under section 21;

(b) a decision respecting an extension of time under section 23;

(c) a variation of a procedure under section 24; or

(d) an estimate of costs or a decision not to waive a cost under section 26.

(9) The commissioner shall provide a copy of the complaint to the head of the public body concerned.
Direct appeal to Trial Division by an applicant

52. (1) Where an applicant has made a request to a public body for access to a record or correction of personal information and has not filed a complaint with the commissioner under section 42, the applicant may appeal the decision, act or failure to act of the head of the public body that relates to the request directly to the Trial Division.

(2) An appeal shall be commenced under subsection (1) not later than 15 business days

(a) after the applicant is notified of the decision of the head of the public body, or the date of the act or failure to act; or

(b) after the date the head of the public body is considered to have refused the request under subsection 16 (2).

(3) Where an applicant has filed a complaint with the commissioner under section 42 and the commissioner has refused to investigate the complaint, the applicant may commence an appeal in the Trial Division of the decision, act or failure to act of the head of the public body that relates to the request for access to a record or for correction of personal information.

(4) An appeal shall be commenced under subsection (3) not later than 15 business days after the applicant is notified of the commissioner’s refusal under subsection 45 (2).
Hello Andrea,

Thank you again for taking the time to talk to us on June 22, 2017, we found the information provided to be useful and informative. As part of that meeting, our next steps were:

1) Craig Foley to provide by email, “Requirements for Roofed Accommodations to Operate in Newfoundland and Labrador”
2) Andrea Diamond to arrange a meeting with Govt of Newfoundland and Labrador and Hospitality NL with the “Regulation Team” at AirBnB

Attached, please find the information obtained from Govt of Newfoundland and Labrador pertaining to “Requirements for Roofed Accommodations”.

We eagerly await your follow-up.

Thanks,
Craig

Craig Foley
Chief Executive Officer

P: 709-722-2000 ext. 232
71 Goldstone Street (Suite 102)
St. John's, NL A1B 5C3
www.hnl.ca
twitter: @craigfoleyhnl

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To: Craig Foley
Subject: Information for Air Band B

Craig:

Please find below and attached the criteria for accommodation to be licenced in the province of Newfoundland and Labrador

Guidelines to Obtain a Tourist Establishment Licence (Roofed Accommodation)

To qualify for a Tourist Establishment Licence for a Roofed Accommodation, under the Tourist Establishment Act and Regulations the following criteria must be met and copies of all approvals must be forwarded to the Department of Tourism, Culture, Industry and Innovation.

- Fire and Life Safety Plan Review & Building Accessibility Registration through Service NL, Government Service Centre*
- Fire Inspection Approval (local fire department or Fire & Emergency Services) - Fire inspection must be completed and dated within 12 months prior to the issuance of the Tourist Establishment Licence.
- Municipal Approval &/or Service NL, Government Service Centre Environmental Health Approval*
  - If located in a Municipality and under municipal water and sewer, only the Municipal approval is required.
  - If located in a Municipality and NOT under municipal water and sewer then the Municipal approval and the Service NL, Government Service Centre Environmental Health approval is required.
  - If located only under a Local Service District then the Service NL, Government Service Centre Environmental Health approval is required.
- Canada Select NL (confirmation of inspection and fee payment indicating that minimum requirements for licencing have been met)
- Submission of Tourism Operator Profile – Tourist Establishment Licencing Application (See attached)
- Monthly statistical reports are required once operation commences.

*Please note that the Municipal Approval from the City of St. John's and from the City of Corner Brook covers the first two criteria as well.

In order for Canada Select to conduct their inspection all necessary approvals must be in place at the Department of Tourism, Culture, Industry and Innovation. Upon receipt of all completed documentation, a Tourist Establishment Licence will be issued by the Department of Tourism, Culture, Industry and Innovation.

Attached is the Accommodation Licencing Package that the Department of Tourism, Culture, Industry and Innovation provides to new tourism accommodation establishments.

Newfoundland and Labrador Tourism Assurance Plan (TAP).
The Tourism Assurance Plan (TAP) is an industry lead province wide customer assurance plan that was first implemented in 2015 as a voluntary program to elevate the quality of tourism services and attractions in the province. Operators that choose to participate in the program will be eligible for participation in provincial marketing and promotions and/or for membership/partnership opportunities with Hospitality Newfoundland and Labrador (HNL) and/or the provincial Destination Management Organizations (DMOs).

The TAP is a significant step forward for the tourism industry in Newfoundland and Labrador. It will increase consumer/traveller confidence in the services and attractions offered and contribute to the overall sustainability of the provincial industry. All partners of the Newfoundland and Labrador Tourism Board have endorsed this plan and are collaborating to encourage and enhance quality assurance standards of the industry.

TAP involves five common minimum standards that are aimed at promoting tourism organizations that provide quality travel experiences and assist tourism services and attractions improve the way they operate.

1. The ability to communicate and receive messages from customers by telephone, email and an online presence; and at a minimum, accept credit and/or debit card payment and respond to inquiries on a daily basis.
2. Possess and maintain valid licenses, permits and all other regulatory requirements to operate.

3. Maintain current and sufficient levels of liability insurance. Proof of insurance to be provided upon request.

4. Must deliver actual experiences or services being promoted and/or offered to the consumer.

5. Must be in good standing with Tourism Assurance Plan's complaints procedure.

ANDREA PEDDLE
Director of Tourism
Newfoundland and Labrador Tourism
Department of Tourism, Culture, Industry and Innovation
P.O. Box 8700
2nd Floor West Block Confederation Building
Prince Phillip Drive
St. John's, NL CANADA
A1B 4J6
709 729 2831
apeddle@gov.nl.ca
Guidelines to Obtain a Tourist Establishment Licence (Roofed Accommodation)

To qualify for a Tourist Establishment Licence for a Roofed Accommodation, under the Tourist Establishment Regulations the following criteria must be met and copies of all approvals must be forwarded to the Department of Tourism, Culture, Industry and Innovation.

- Fire and Life Safety Plan Review & Building Accessibility Registration through Service NL, Government Service Centre (see attached contact list)
- Fire Inspection Approval (local fire department or Fire & Emergency Services)
  - Fire inspection must be completed and dated within 12 months prior to the issuance of the Tourist Establishment Licence.
- Municipal Approval &/or Service NL, Government Service Centre Environmental Health Approval (see attached contact list)
  - If located in a Municipality and under municipal water and sewer, only the Municipal approval is required.
  - If located in a Municipality and NOT under municipal water and sewer then the Municipal approval and the Service NL, Government Service Centre Environmental Health approval is required.
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- Submission of Tourism Operator Profile – Tourist Establishment Licencing Application (see attached)

(Please note that the Municipal Approval from the City of St. John’s and from the City of Corner Brook covers the first two criteria as well.)

In order for Canada Select to conduct their inspection all necessary approvals must be in place at the Department of Tourism, Culture, Industry and Innovation. Upon receipt of all completed documentation, a Tourist Establishment Licence will be issued by the Department of Tourism, Culture, Industry and Innovation.

Please forward copies of all required approvals to:
Department of Tourism, Culture, Industry and Innovation
P.O. Box 8700
St. John’s, NL A1B 4J6
Attn: Eva Trickett
GOVERNMENT SERVICE CENTRE OFFICES
SERVICE NL
Internet address: http://www.servicenl.gov.nl.ca/

Please note that business hours and counter service hours may vary at some locations. Also, note that all services are not available at every location. It is advisable to call ahead to confirm the hours of operation and the availability of services.

REGIONAL OFFICES
St. John’s/Mt. Pearl
149 Smallwood Drive, Mt. Pearl
P. O. Box 8700
St. John’s, NL A1B 4J6
Tel: 709-729-3699
Fax: 709-729-2071

Clarenville
8a Myers Avenue
Mailing Address:
8 Myers Avenue, Suite 201
Clarenville, NL A5A 1T5
Tel: 709-466-4060
Fax: 709-466-4070

Gander
Fraser Mall, 230 Airport Boulevard
P. O. Box 2222
Gander, NL A1V 2N9
Tel: 709-256-1420
Fax: 709-256-1438

Corner Brook
84 Mount Bernard Avenue
Sir Richard Squires Building
P. O. Box 2006
Corner Brook, NL A2H 6J8
Tel: 709-637-2204
Fax: 709-637-2681

Happy Valley-Goose Bay, Labrador
2 Tenth Street
P. O. Box 3014, Stn. B
Happy Valley-Goose Bay, NL A0P 1E0
Tel: 709-896-3428
Fax: 709-896-4340

AREA OFFICES
Harbour Grace
7-9 Roddick Crescent
P. O. Box 512
Harbour Grace, NL A0A 2M0
Tel: 709-945-3107
Fax: 709-945-3114

Grand Falls-Windsor
Provincial Building
3 Cromer Avenue
Grand Falls-Windsor, NL A2A 1W9
Tel: 709-292-4206 / 4259
Fax: 709-292-4149
Tourism Quality Assurance of Newfoundland and Labrador  
Canada Select Program

Under the Tourist Establishment Regulations a roofed accommodations establishment can only be licenced if it has been inspected and holds a minimum one star rating according to criteria of the Canada Select Program.

The Canada Select Accommodations Rating is defined as “the rating of accommodations based on the basics of cleanliness, comfort and safety, as well as the quality of facilities and amenities.”

Under an agreement with the Department of Tourism, Culture, Industry and Innovation, the Canada Select Program is independently administered by Tourism Quality Assurance of Newfoundland and Labrador (TQA). An employee with TQA conducts the assessment of a property and determines the star rating based on extent and quality of facilities, services and amenities for the particular type of property being rated (e.g. a Bed and Breakfast, Hotel/Motel, Inn, Cottage, Vacation Home etc.). The assessment only occurs after the establishment has met all other regulatory requirements such as those related to health and life safety. A fee is charged for the assessment (varies based on number of rooms), and must be paid before the property rating is submitted to the Department of Tourism, Culture, Industry and Innovation.

It is important to note that the Department of Tourism, Culture, Industry and Innovation will only issue a Tourist Establishment Licence after a property has received all other regulatory permits/approvals and has been assessed and rated by TQA (and the fee has been paid to Tourism Quality Assurance of Newfoundland and Labrador).

Further information about the Canada Select Program can be obtained by contacting:

   Tourism Quality Assurance of Newfoundland and Labrador  
   71 Goldstone Street, Suite 102  
   St. John’s, NL  A1B 5C3  
   Tel: (709) 722-3133  
   1-877-722-3133  
   Fax: (709) 722-8104  
   E-mail: gdick@canadaselectnl.com

Or, check out the Tourism Quality Assurance of Newfoundland and Labrador website at:

https://www.tqanl.ca/
ENVIRONMENTAL HEALTH INSPECTION CERTIFICATE
FOR A TOURIST ESTABLISHMENT

This is to certify that

(Name of Tourist Establishment)

(Location)

(Mailing Address)

fulfills the requirements of the Health and Community Services Act. This certificate does not exempt the facility from any other legislative responsibilities of the operator that may need to be addressed.

Recommendations (if applicable)


Environmental Health Officer

Date of Inspection

Note: This Certificate is to be signed by an Environmental Health Officer from your local Government Service Centre office, after their inspection has been completed.
TOURISM OPERATOR PROFILE FORM 
- NEW BUSINESSES -

Use this form to create your business listing on NewfoundlandLabrador.com and the Traveller's Guide. Fields with an asterisk (*) are required.

Business Listing Requirements

For information on business listing requirements and helpful hints on writing your listing, view the TDMS Users Guides.

We accept listings for accommodations, campgrounds, events, tours, attractions and craft shops only. To receive a restaurant listing on NewfoundlandLabrador.com, please contact the Restaurant Association of Newfoundland and Labrador.

Accommodation and Campground Operators must have a Tourism Establishment Licence to operate. Use this form to apply.

Tourism Assurance Program

All tourism operators wishing to participate in Newfoundland and Labrador Tourism partnerships initiatives such as business listings on NewfoundlandLabrador.com and in the Traveller's Guide, must meet the Tourism Assurance Program (TAP) minimum standards. TAP is a quality assurance program established by the tourism industry. For more information about TAP, contact your Destination Management Organization (DMO) or contact Hospitality Newfoundland and Labrador.

Submission Process

Your submission will be reviewed and added to the Tourism Destination Management System (TDMS) which is used to create your business listings in the Traveller's Guide and NewfoundlandLabrador.com.

Once you submit, the TDMS Team will review your application and contact you if further clarification is required. Business listings will appear on NewfoundlandLabrador.com within 48 hours.
Updating Your Business Listing in TDMS

Each spring you will receive a hard copy of your Tourism Operator Profile (TOP) to renew your business listings for the following year.

Whether you have changes or not, you must submit your TOP form by May 31 in order to have your listing in the following year’s Traveller’s Guide and on NewfoundlandLabrador.com.

There are two options for submitting your TOP form/renewing your listing:

1. Return the hard copy of your TOP form via email, fax or mail.
2. Use the online system TDMS Web Update.

If we do not receive your submission by May 31, your listing will not appear in the Travellers Guide and will be removed from NewfoundlandLabrador.com at the end of the current year.

New businesses must contact the TDMS Team to obtain a password to use TDMS Web Update. You can use Web Update to make changes to your NewfoundlandLabrador.com listing at any time.

Adding Images to Your Business Listing

To add images to your business listing on NewfoundlandLabrador.com you must create an account with the Package and Image Manager. This is a separate system from TDMS. First time users can register online once they have a TDMS account.

CONTACT US

For assistance with this form, please contact the TDMS team. You may also contact your local Destination Management Organization for assistance.

<table>
<thead>
<tr>
<th>TDMS Team</th>
<th>Destination Management Organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism Newfoundland and Labrador Department of Tourism, Culture, Industry and Innovation 2nd Floor, West Block P. O. Box 8700, St. John’s, NL, A1B 4J6</td>
<td>Destination St. John’s Tel: (709) 739-8876</td>
</tr>
<tr>
<td>Attention: TDMS Tel: (709) 729-5599 Fax: (709) 722-9501 <a href="mailto:tdms@gov.nl.ca">tdms@gov.nl.ca</a> <a href="http://www.blcrd.gov.nl.ca/tourism">www.blcrd.gov.nl.ca/tourism</a> TDMS Web Update <a href="http://tinyurl.com/TDMSwebupdate">http://tinyurl.com/TDMSwebupdate</a></td>
<td>Legendary Coasts Eastern NL Tel: (709) 699-1602</td>
</tr>
<tr>
<td></td>
<td>Adventure Central Tel: (877) 361-4859</td>
</tr>
<tr>
<td></td>
<td>Western DMO Tel: (709) 639-9260</td>
</tr>
<tr>
<td></td>
<td>Labrador DMO Tel: (709) 896-6507</td>
</tr>
</tbody>
</table>
ACCOUNT INFORMATION

The information in this section is for administrative purposes only and is not published in the Traveller's Guide or on NewfoundlandLabrador.com. It will be used by Newfoundland and Labrador Tourism to contact you regarding your TDMS Account and Business Listing(s).

Operator/Company Name *

Owner Name *

Manager Name *

Contact Name *

Primary Phone Number *

Off Season Phone Number

Secondary Phone Number

Off Season Fax

Fax

Email* (format: email@example.com)

Mailing Address - Street/ P.O. Box *

City/Town *

Province *

Postal Code *

Off-Season Address, if applicable

Use from: (dd/mm/yyyy) To: (dd/mm/yyyy)

Mailing Address - Street/ P.O. Box

City/Town

Province

Postal Code
BUSINESS LISTING
The business information you supply in the next sections is published either in print and/or online and may be used for other marketing purposes. Travellers will use this information to plan their visit to Newfoundland and Labrador.

Business Name*

Manager Name (for internal use only)*

Contact Name (for internal use only)*

Primary Phone Number (TAP requirement Primary or 1-800 #)*

1-800 Number (TAP requirement Primary or 1-800 #)

Secondary Phone Number

Fax (for internal use only)

Off-Season Phone

Off Season Fax (for internal use only)

Email (TAP requirement)* (Format: email@example.com)

The following fields require you to enter the URLs or Website address which can be found in your browser’s address bar and can be copied on this form. For example:


Website (TAP requirement Website or Facebook business Page)*

Facebook Business Page (TAP requirement Website or Facebook). Facebook group or community or profile pages are not acceptable.

Online Reservation Booking (This will place a “Book Now” button on your business listings on NewfoundlandLabrador.com. Only systems that allow the user to book and pay for their reservations online are acceptable. 3rd party websites such as Booking.com are acceptable).

Review Site (e.g. TripAdvisor, Yelp)

Twitter (@ handles are not acceptable)

YouTube

Travel Blog

Instagram
Business Mailing Address

Only enter the mailing address for your business if it is different than the mailing address for your account.

**Mailing Address - Street/ P.O. Box**

<table>
<thead>
<tr>
<th>City/Town</th>
<th>Province</th>
<th>Postal Code</th>
</tr>
</thead>
</table>

Business Location

Ensure these are correct so users can find your business using the maps on NewfoundlandLabrador.com.

**Street Address/Venue Name**

<table>
<thead>
<tr>
<th>City/Town</th>
</tr>
</thead>
</table>

Map Location

Enter the map coordinates of your business in decimal degrees. This allows travellers to find your business using the map and direction functions on NewfoundlandLabrador.com. To get the map location of your business search for the location use Google Maps. Right click the location, select “What's here?” and an info card will appear with the map coordinates. An example of the info card is below. The coordinates are circled.

**Cabot Tower, 300 Signal Hill Road**

St. John's, NL A1A 1B2

47570110, -52582041

<table>
<thead>
<tr>
<th>Latitude</th>
<th>Longitude</th>
</tr>
</thead>
</table>
Season

My business is open from January to December

☐ Yes
☐ No

Or my business is open seasonally/date of event

From (dd/mm/yyyy):

To (dd/mm/yyyy):

Hours of Operation

(60 Character Limit)

Hours of Operation does not apply to accommodations or campgrounds.
BUSINESS LISTING CLASSIFICATION

The business information you supply in this section will determine your business classification and inform potential visitors what products and amenities are available at your business and allow them to search for your business on NewfoundlandLabrador.com.

Business Group

A Business Group identifies your core focus. Select only one business group that fits your business per application. If you operate tourism businesses in more than one group, a separate form and listing is required for each (e.g. If you operate an attraction and an event, you will need two forms).

☐ ACCOMMODATION
☐ ATTRACTION
☐ FESTIVAL/EVENT
☐ PARK/CAMPGROUND
☐ SHOP/GALLERY
☐ TOUR
PRODUCTS

Business Products identify your type of business. Select the products that complete the statement "My business is a..." Choose up to 5 business products.

By selecting the products available at your business, you ensure that potential visitors searching NewfoundlandLabrador.com for a specific type of product will find you.

### ATTRACTION PRODUCTS

#### Family, Health, and Recreation Attractions
- ATV Trail
- Cross Country & Snow Shoeing Trail
- Family Amusement
- Farms & Farmers Market
- Fishing
- Golf
- Marina
- Science Centre
- Skiing/Snowboarding
- Snowmobile Trails
- Spa

#### Historical & Cultural Attraction Products
- Archaeological Site
- Art Gallery & Mural
- Cultural Experience**
- Lighthouse
- Museum/Cultural/Historic Attraction
- National Historic Site
- Provincial Historic Site
- UNESCO World Heritage Site
- Winery/Brewery

#### Hiking & Walking Trails Products
- Back Country Hiking Trail
- Coastal Trail
- Hiking & Walking Trail
- Town/City Trek
- Trail in National/Provincial Park

#### Parks, Gardens & Natural Attraction Products
- Beach
- Bird Watching Attraction
- Ecological Reserve
- Garden/Community Park
- Geology or Fossil Site
- Lookout/Viewing Point
- National Park
- Natural Attraction (e.g. waterfall, mountain, geological formation)
- Provincial Historic Site

**Cultural Experiences - provide a hand-on participatory cultural experience.
FESTIVAL AND EVENT PRODUCTS

☐ Community Celebration
☐ Cultural Experience**
☐ Exhibit or Fair
☐ Food & Beverage Event
☐ Historical & Cultural Event
☐ Music & Performing Arts
☐ Performance Venue
☐ Sport & Recreation Event
☐ Winter Festival or Event

SHOP & GALLERY PRODUCTS

☐ Antiques & Collectibles
☐ Art/Craft Studio
☐ Commercial Art Gallery
☐ Craft Shop
☐ Cultural Experience**
☐ Fish Market
☐ Food Service - On Site

TOUR PRODUCTS

☐ Day Tour
☐ Angling Tour
☐ Biking Tour
☐ Caving Tour
☐ Cultural Experience Tour**
☐ Hiking & Walking Tour
☐ Iceberg Watching Tour
☐ Ocean Fishing
☐ RV Tour
☐ Whale Watching Tour
☐ Winter Tour
☐ Downhill Skiing Tour
☐ Snowmobiling Tour

☐ Multi-Day Tour
☐ ATV Tour
☐ Bird Watching Tour
☐ Boat Tour
☐ Climbing Tour
☐ Diving & Snorkeling
☐ Horse Back Riding Tour
☐ Kayaking & Canoeing
☐ Rafting
☐ Zip Lining
☐ Cross Country Skiing Tour
☐ Snowshoeing Tour

**Cultural Experiences - provide a hand-on participatory cultural experience.
Methods of Payment *

Ensure at least one form of electronic payment is selected for TAP approval.

☐ American Express
☐ Diner's Club Enroute
☐ Email Money Transfer
☐ Interac/Debit
☐ MasterCard
☐ PayPal
☐ Visa

☐ Exempted from electronic payment TAP requirement. (Attractions, tours and festivals that charge less than $10 are exempt.)

Service Language

Other than English

☐ French
☐ German

Wheelchair Accessible - Buildings Only

Service NL grants Business Accessibility (BA) numbers to buildings that comply with the Buildings Accessibility Act and Regulations, and Exempt Accessibility (EA) numbers to buildings that are exempt from the regulations. Your BA # is required in order to have the wheelchair amenity in your business listing. Enter your BA number.

I have a Business Accessibility Number  ☐ Yes
☐ No

Business Accessibility Number
BUSINESS AMENITIES

Amenities are business facilities and services that are available on site at your business, not the surrounding area. By selecting the amenities available at your business, you ensure that potential visitors searching NewfoundlandLabrador.com for a specific type of amenity will find you.

Find your business group and select amenities available at your business.

<table>
<thead>
<tr>
<th>ACCOMMODATION AMENITIES</th>
<th>CAMPGROUND AMENITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Air Conditioning</td>
<td>□ Beach</td>
</tr>
<tr>
<td>□ BBQ</td>
<td>□ Comfort Station</td>
</tr>
<tr>
<td>□ Balcony/Deck</td>
<td>□ Convenience Store</td>
</tr>
<tr>
<td>□ Business Serve Centre</td>
<td>□ Drinking Water</td>
</tr>
<tr>
<td>□ Complimentary Breakfast</td>
<td>□ Drive in Sites</td>
</tr>
<tr>
<td>□ Cribs</td>
<td>□ Dumping Station</td>
</tr>
<tr>
<td>□ Fireplace</td>
<td>□ Electric Hook-Ups</td>
</tr>
<tr>
<td>□ Gift Shop/Convenience Store</td>
<td>□ Fire Pit/BBQ</td>
</tr>
<tr>
<td>□ Health/Fitness Facilities On-Site</td>
<td>□ Food Service On-Site</td>
</tr>
<tr>
<td>□ Hot Tub</td>
<td>□ Hiking/Walking Trail</td>
</tr>
<tr>
<td>□ Internet/WIFI</td>
<td>□ Internet/WIFI</td>
</tr>
<tr>
<td>□ Iron &amp; Board</td>
<td>□ Interpretive Programs</td>
</tr>
<tr>
<td>□ Jacuzzi</td>
<td>□ Laundry Services</td>
</tr>
<tr>
<td>□ Kitchen/Kitchenette</td>
<td>□ No Pets Allowed (Service Animals Welcome)</td>
</tr>
<tr>
<td>□ Laundry Services</td>
<td>□ Pets Allowed</td>
</tr>
<tr>
<td>□ Licensed Dining Room</td>
<td>□ Playground or Play Area</td>
</tr>
<tr>
<td>□ Meeting Facilities</td>
<td>□ Pool</td>
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<tr>
<td>□ No Pets Allowed (Service Animals Welcome)</td>
<td>□ Pull-Through Sites</td>
</tr>
<tr>
<td>□ No Smoking</td>
<td>□ Seniors Rates</td>
</tr>
<tr>
<td>□ Ocean/Waterfront View</td>
<td>□ Sewage Hook-Ups</td>
</tr>
<tr>
<td>□ Pets Allowed</td>
<td>□ Unserviced Sites</td>
</tr>
<tr>
<td>□ Playground &amp; Play Area</td>
<td>□ Water Hook-Up</td>
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<tr>
<td>□ Pool - Indoor</td>
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<tr>
<td>□ Pool - Outdoor</td>
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<tr>
<td>□ Private Bath/Ensuite</td>
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<tr>
<td>□ Room Service</td>
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<tr>
<td>□ Rooms with Two Beds</td>
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<tr>
<td>□ Seniors Rate</td>
<td></td>
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<tr>
<td>□ Shuttle Service</td>
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<tr>
<td>□ Smoking</td>
<td></td>
</tr>
<tr>
<td>□ Spa Service On-Site</td>
<td></td>
</tr>
</tbody>
</table>
ATTRACTION AMENITIES
☐ Food Service On-Site
☐ Internet/WIFI
☐ Seniors Rate

TOUR AMENITIES
☐ Baggage Transfer
☐ Charter Service
☐ Customized Itineraries
☐ Equipment Rentals
☐ Food Services Avalible
☐ Group Rates
☐ Internet/WIFI
☐ Minimum Booking
☐ Pick-up and Drop-off Service
☐ Private Tour Service
☐ Seniors Rates
☐ Step on Guide Service

FESTIVAL & EVENT AMENITIES
☐ Food Service On-Site
☐ Hearing Assistance Receivers
☐ Internet/WIFI
☐ Seniors Rates

Shops and Gallery Amenities
☐ Internet/WIFI
☐ Seniors Rates
DESCRIPTIONS

The fields below describe your business for travellers. Include selling features about your business. Use key words to allow travellers to find your business listing on NewfoundlandLabrador.com. Avoid duplication and unnecessary words. Do not include your contact information, website address or rates as they go in another section.

Examples of business listings can be found in the TDMS User Guides.

SHORT DESCRIPTION*

(200 Characters Limit)

Appears in the Traveller's Guide. This description will help form travellers' initial impression of your business. Focus on what makes your business unique and appealing. Include the most attractive and interesting highlights to encourage travellers to contact you. You should include the top one or two things that will make someone excited to book with you.
LONG DESCRIPTION*

(500 Characters Limit)

Appears on the business listing page on NewfoundlandLabrador.com and may be included in search results (Google, Bing, etc.). The long description allows you to expand on the things that make your business an interesting and exciting place to visit. In addition to the highlights included in your short description, you should include any recent awards, information about the surrounding area, how long you've been in business, and any other selling features. If there's a popular tourist attraction nearby, like a museum, hiking trail, or the ocean, include it here. You may want to include a quick note about distance from an airport or ferry, but leave the details for the map and contact information.

RATE SUMMARY

Minimum Rate*  

Maximum Rate*

Rate Summary

(150 Character Limit)

If your rates are complicated and vary often throughout the year enter the rates for the high season only and include the line “see website or call for fall & winter rates.”
CAPACITY & INSURANCE

Number of Rooms/Units/Sites*

Enter your business insurance information for TAP approval.

Insurance Agency/Broker *

Insurance Policy Number *
CERTIFY

I certify that the statements made in the foregoing application are, to the best of my knowledge, true and correct; that I have signing power for the above noted business(es); that the noted business(es) have the necessary licenses and permits required by law to operate in the Province of Newfoundland and Labrador and that all municipal, provincial and federal laws applicable to the business(es) will be observed.

☐ Yes *

Name*

Title*

SUBMIT

Please return your completed form(s) to the TDMS either by email, mail or courier.

TDMS@gov.nl.ca

Newfoundland and Labrador Tourism
Department of Tourism, Culture, Industry and Innovation
2nd Floor, West Block, Confederation Building
P.O. Box 8700
St. John’s, NL, Canada A1B 4J6
Attention: TDMS Team
Hi Craig,

Thank you for the note and my apologies for not returning to you sooner, I've been on the road the past couple weeks.

We would be happy to schedule a call with Andrea to continue discussions on how we can be great partners for the tourism economy in Newfoundland and Labrador.

I'm cc'ing my colleague Todd Hofley from our Public Policy team who is leading our initiatives in Atlantic Canada.

Please let us know a good time to chat.

All the best,
Andrea

On Wed, Jul 19, 2017 at 8:11 AM, Craig Foley wrote:

Hello Andrea,

Thank you again for taking the time to talk to us on June 22, 2017, we found the information provided to be useful and informative. As part of that meeting, our next steps were:

1) Craig Foley to provide by email, “Requirements for Roofed Accommodations to Operate in Newfoundland and Labrador”

2) Andrea Diamond to arrange a meeting with Govt of Newfoundland and Labrador and Hospitality NL with the “Regulation Team” at AirBnB

Attached, please find the information obtained from Govt of Newfoundland and Labrador pertaining to “Requirements for Roofed Accommodations”.
We eagerly await your follow-up.

Thanks,

Craig

Craig Foley
Chief Executive Officer

P: 709-722-2000 ext. 232

71 Goldstone Street (Suite 102)
St. John's, NL A1B 5C3

www.hnl.ca

twitter: @craigfoleyhnl

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Craig:

Please find below and attached the criteria for accommodation to be licenced in the province of Newfoundland and Labrador

**Guidelines to Obtain a Tourist Establishment Licence (Roofed Accommodation)**

To qualify for a Tourist Establishment Licence for a Roofed Accommodation, under the *Tourist Establishment Act and Regulations* the following criteria must be met and copies of all approvals must be forwarded to the Department of Tourism, Culture, Industry and Innovation.

- Fire and Life Safety Plan Review & Building Accessibility Registration through Service NL, Government Service Centre*

- Fire Inspection Approval (local fire department or Fire & Emergency Services) - Fire inspection must be completed and dated within 12 months prior to the issuance of the Tourist Establishment Licence.

- Municipal Approval &/or Service NL, Government Service Centre Environmental Health Approval*
  - If located in a Municipality and under municipal water and sewer, only the Municipal approval is required.
  - If located in a Municipality and NOT under municipal water and sewer then the Municipal approval and the Service NL, Government Service Centre Environmental Health approval is required.
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- Canada Select NL (confirmation of inspection and fee payment indicating that minimum requirements for licencing have been met)

- Submission of Tourism Operator Profile – Tourist Establishment Licencing Application (See attached)

- Monthly statistical reports are required once operation commences.
*Please note that the Municipal Approval from the City of St. John’s and from the City of Corner Brook covers the first two criteria as well.

In order for Canada Select to conduct their inspection all necessary approvals must be in place at the Department of Tourism, Culture, Industry and Innovation. Upon receipt of all completed documentation, a Tourist Establishment Licence will be issued by the Department of Tourism, Culture, Industry and Innovation.

Attached is the Accommodation Licencing Package that the Department of Tourism, Culture, Industry and innovation provides to new tourism accommodation establishments.

Newfoundland and Labrador Tourism Assurance Plan (TAP).

The Tourism Assurance Plan (TAP) is an industry lead province wide customer assurance plan that was first implemented in 2015 as a voluntary program to elevate the quality of tourism services and attractions in the province. Operators that choose to participate in the program will be eligible for participation in provincial marketing and promotions and/or for membership/partnership opportunities with Hospitality Newfoundland and Labrador (HNL) and/or the provincial Destination Management Organizations (DMOs).

The TAP is a significant step forward for the tourism industry in Newfoundland and Labrador. It will increase consumer/traveller confidence in the services and attractions offered and contribute to the overall sustainability of the provincial industry. All partners of the Newfoundland and Labrador Tourism Board have endorsed this plan and are collaborating to encourage and enhance quality assurance standards of the industry.

TAP involves five common minimum standards that are aimed at promoting tourism organizations that provide quality travel experiences and assist tourism services and attractions improve the way they operate.

1. The ability to communicate and receive messages from customers by telephone, email and an online presence; and at a minimum, accept credit and/or debit card payment and respond to inquiries on a daily basis.

2. Possess and maintain valid licenses, permits and all other regulatory requirements to operate.
3. Maintain current and sufficient levels of liability insurance. Proof of insurance to be provided upon request.

4. Must deliver actual experiences or services being promoted and/or offered to the consumer.

5. Must be in good standing with Tourism Assurance Plan’s complaints procedure.

ANDREA PEDDLE
Director of Tourism
Newfoundland and Labrador Tourism
Department of Tourism, Culture, Industry and Innovation
P.O. Box 8700
2nd Floor West Block Confederation Building
Prince Phillip Drive
St. John’s, NL CANADA
A1B 4J6
709 729 2831
apeddle@gov.nl.ca

--

airbnb
Andrea Diamond
Regional Market Manager  Canada
Hi Todd,

I have just confirmed either day works for both of us, please follow-up with invite.

Craig

Craig Foley  
Chief Executive Officer

Hospitality NL’s Golf Classic returns September 21, 2017 at The Wilds! Click here to learn more!

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Regrouping that week will be difficult as we have a packed schedule. Might I suggest either September 12 or 14, between 10:30am-12:30pm your time? If that works let me know and I’ll send out the invite.

In the meantime, enjoy the rest of your vacation!

Todd

On Tue, Aug 22, 2017 at 8:28 PM, Peddle, Andrea <apeddle@gov.nl.ca> wrote:
Hey Todd

Unfortunately I'm out of office until after labour day. Let's regroup that week. What's your schedule like?

Andrea
Sent from my BlackBerry 10 smartphone on the Bell network.

From: Todd Hofley  
Sent: Tuesday, August 22, 2017 6:44 PM  
To: Peddle, Andrea  
Cc: Melissa Ennis; Craig Foley; Andrea Diamond  
Subject: Re: FW: Information for Air Band B

Hi Andrea and Craig,

It's a pleasure to e-meet you and yes, I am enjoying summer out here - although it sounds like you're definitely winning the weather war. We've had some very hot days but a lot of rain. Thankfully Toronto island just reopened and it's a wonderful place to feel completely cut off from the city and back in nature.

Andrea and Alex have briefed me on the discussions to date, but I do agree another call is in order. You have a very ambitious goal and I think Airbnb can play a great role in facilitating you achieving your targets.

I apologize for not getting back to you earlier but it's been a particularly harried couple of weeks with a major conference in Ottawa and preparations for both Toronto, Vancouver and TIFF, but I do have some availability during the last week of August. Might I suggest (all Newfoundland time) next Tuesday morning (August 29) between 10am-1pm, or Wednesday (August 30) between 10:30am-12:30pm or after 3:30pm?

Let me know!

Todd

On Thu, Aug 10, 2017 at 10:29 AM, Peddle, Andrea <apeddle@gov.nl.ca> wrote:

Thank you Andrea for the introduction to Todd.

Welcome Todd to the conversation. I trust you are enjoying your summer in the 'big city'. Down home here 'in the far east of the western world' we are really enjoying a fabulous summer on all counts. Great weather, fabulous activities and attractions, and lots of visitors, including a few icebergs and whales as you may have heard.

You may be aware the Government of Newfoundland and Labrador in partnership with our tourism industry association Hospitality Newfoundland and Labrador, our 5 regional destination management organizations, and federal and provincial funding agencies are collaborating as the Newfoundland and Labrador Tourism Board. Formed in 2009, the Tourism Board has aligned our individual activities and is implementing Uncommon Potential: A Vision for the Newfoundland and Labrador Tourism (Vision 2020). The goal of Vision 2020 is to double tourist spending to $1.6 billion by 2020 through the implementation of 7 strategic directions.

As Craig pointed out, we are most interested in continuing our discussions with you on how we can collaborate with Air B&B and align our activities so that we can achieve our Vision 2020 goal and grow the economy of Newfoundland and Labrador through the tourism industry.
What is your schedule like over the coming weeks so that we may set up an initial conference call to get the conversations started?

I trust you continue to have a great summer and I look forward to chatting with you soon.

Cheers,

Andrea

ANDREA PEDDLE
Director of Tourism

Newfoundland and Labrador Tourism

Department of Tourism, Culture, Industry and Innovation

709 729-2831/0559

apeddle@gov.nl.ca

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From: Craig Foley [redacted]
Sent: Thursday, August 10, 2017 9:48 AM
To: Andrea Diamond [redacted]
Cc: Peddle, Andrea <apeddle@gov.nl.ca>; Melissa Ennis [redacted]; Todd Hofley [redacted]
Subject: RE: FW: Information for Air Band B

Thank you Andrea for your response and for bringing Todd into the conversation. Todd welcome, I am sure Andrea D has briefed you on our past discussions and I would be happy to bring you further up to speed if required. I think we need to proceed with scheduling a meeting at the earliest convenience of all concerned in order to keep this moving. This is a very important issue for the Tourism Industry in NL and we are very keen to help facilitate a free flow of information between concerned parties and help in the agreed upon actions.

Suggested next steps:

1) Set up meeting with NL and AirBnB
Thanks and have a great day,

Craig

Craig Foley
Chief Executive Officer

P: 709-722-2000 ext. 232

71 Goldstone Street (Suite 102)
St. John's, NL A1B 5C3
www.hnl.ca
twitter: @craigfoleyhnl

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All the best,

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From: Peddle, Andrea [mailto:apeddle@gov.nl.ca]
Sent: July-18-17 4:49 PM
To: Craig Foley
Subject: Information for Air Band B

Craig:

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ANDREA PEDDLE

Director of Tourism

Newfoundland and Labrador Tourism

Department of Tourism, Culture, Industry and Innovation

P.O. Box 8700

2nd Floor West Block Confederation Building

Prince Phillip Drive

St. John’s, NL CANADA

A1B 4J6

709 729 2831

apeddle@gov.nl.ca
February 14, 2018

Mr. Todd Hofley  
Public Policy  
Airbnb, Toronto

Dear Mr. Hofley:

The Government of Newfoundland and Labrador fully welcomes the Airbnb channel as it offers a type of accommodation service for customers wishing to rent a unique home experience, and provides a new channel for our accommodation providers to market their products.

To follow up on discussions with representatives from Hospitality Newfoundland and Labrador (HNL) and the Department of Tourism, Culture Industry and Innovation (TCII), I would like to reiterate our desire to work collaboratively with Airbnb to ensure that the accommodation and experiences offered on your channel comply with the regulations of the Province of Newfoundland and Labrador.

As you are aware from previous correspondence, all overnight accommodations operated in the province of Newfoundland and Labrador fall under the Tourist Establishments Act and Regulations and require a license to operate. In addition, there are other provincial and municipal regulations that pertain to the fire and life safety of the customer. Like many jurisdictions, St. John’s, the province’s capital city, collects an accommodation tax of 4% under the City of St. John’s Municipal Taxation Act.

A recent news article cited that in approximately 350 markets, Airbnb has worked with various states, provinces, and local municipalities to collect a tourism tax. In the spirit of collaboration, the Government of Newfoundland and Labrador would like to work with Airbnb to ensure that short-term entire home and multi-unit accommodations offered on your channel comply with the regulations of the Government of Newfoundland and Labrador and that the accommodation tax is collected from applicable accommodation providers in the City of St. John’s.

.../2
The impacts and liability issues pertaining to unregulated and unlicensed tourism operations is a serious concern for the Government of Newfoundland and Labrador and the tourism industry. We would like to ensure that our guests enjoy the authentic and safe Newfoundland and Labrador experience that we have spent years developing and marketing.

I would like to meet with you or a representative to discuss how we can maximize opportunities on the Airbnb channel while at the same time ensuring that Airbnb accommodators are operating within provincial regulations.

Please contact Ms. Andrea Peddle, Director of Tourism at apeddle@gov.nl.ca, or by phone at (709) 729-2831.

Sincerely,

[Signature]
CHRISTOPHER MITCHELMORE, MHA
District of St. Barbe - L'Anse aux Meadows
Minister

c. Dion Finlay, Chair HNL

Andrea Peddle
Dear Minister Mitchelmore,

Thank you for your letter. We welcome the opportunity to work with governments at all levels in Newfoundland and Labrador.

Home sharing is making a difference in the lives of our 830 hosts in Newfoundland and Labrador. The vast majority of our hosts are everyday people and families, friends and neighbours. They are responsible hosts sharing the home in which they live a few nights a month to earn modest, supplemental income. We have shared data with HNL and TCII that illustrates this.

The money our hosts earn from home sharing is helping them cope with the rising cost of living. For many, earning money through occasional home sharing is making it possible for them to afford to stay in their homes. Our Airbnb hosts report spending more than half the money that they earn through Airbnb on expenses like mortgage payments and household bills. These hosts include retirees and empty nesters sharing their extra space, and young couples that rely on home sharing to help pay their mortgage or make necessary renovations.

Airbnb has worked successfully with jurisdictions around the world to develop fair and easy-to-follow rules for those who choose to share their homes. We believe that regulations should be tailored to best suit the dynamics of home sharing in a particular jurisdiction and that a one-size-fits-all approach doesn’t do justice to local needs and regulatory frameworks.

For instance, the Tourism Establishments Act and Regulations were drafted in 1996, far before the popularity of online home sharing. We would welcome the opportunity to work with you and officials in your department to review the current regulations in light of ongoing changes in the tourism sector. We believe our experience in over 81,000 cities and 191 countries can help Newfoundland craft an atmosphere and regulatory framework that facilitates the tourism growth the province desires while acknowledging the casual nature of our host community.

We would be pleased to speak further with you regarding the many benefits that home sharing brings to your province. Airbnb helps visitors discover areas of Newfoundland and Labrador that are not typically visited by tourists because of a lack of traditional accommodations. These visits happen year-round and can help local economies during the off-seasons.

We are also happy to discuss the various tax agreements we have made across the globe. Airbnb has always wanted to pay its fair share and we welcome a more fulsome discussion about how an agreement might be reached.

Thank you again for your outreach, I would be pleased to set up a call with Ms. Andrea Peddle, Director of Tourism, as you have suggested, to discuss these items further.
Sincerely,

Todd Hofley

---

airbnb

Todd Hofley
Public Policy
Toronto, Canada

#WeAccept
Brown, Heather

From: Peddle, Andrea  
Sent: Thursday, April 05, 2018 3:42 PM  
To: 'Todd Hofley'  
Cc: Harnum, Jackie  
Subject: Reconnecting from the Far East of the Western World!

Todd;  
I trust your spring is going well and you’re planning your summer get away, perhaps to Newfoundland and Labrador?

But seriously as follow up to your email to Minister Mitchelmore I would like to set up that call with you and take you up on the opportunity to work on how best to coordinate our efforts to ensure that licensed long term tourism accommodations are listed on Airbnb while unlicensed long term accommodations follow the requirements of Newfoundland and Labrador Tourist Establishment legislation.

At present Newfoundland and Labrador Tourism has licenced over 680 properties (560 of which are B&Bs, Tourist homes, Vacation Homes and Cottages) located in the most popular areas of the province as well as many ‘off the beaten path’ places. Airbnb is marketing channel with high consumer demand and though some of our licenced establishments use Airbnb in their marketing there may be others who may wish to use the service.

I recently read a story that said “Airbnb has sent notices to its 80,000 hosts in Canada to remind them that any income from home sharing is considered rental income by the Canada Revenue Agency.” [https://www.bnn.ca/personal-investor-rental-income-is-taxable-even-for-airbnb-1,1031109] . As this is the case, could we also discuss the opportunity for Airbnb also write all Newfoundland and Labrador hosts informing them of the regulatory requirements of operating an accommodation in the province of Newfoundland and Labrador.

We really need to connect asap and discuss how we CAN work together to grow visitation, length of stay and spending to Newfoundland and Labrador. I look forward to receiving your contact information and to our conversations.

Andrea  
ANDREA PEDDLE  
Director of Tourism  
Newfoundland and Labrador Tourism  
t. 709 729-2831/ 709 729-0559 (direct)  
c. 709 693 8630  
e. apeddle@gov.nl.ca
April 6, 2018

Mr. Todd Hofley  
Public Policy  
Air BnB, Toronto

Dear Mr. Hofley:

Thank you for your response of February 14, 2018. We appreciate your offer to work together to resolve industry’s concerns and learn from the experiences that Airbnb has gained from similar destinations to Newfoundland and Labrador. We will indeed take you up on the offer to continue conversations.

A recent story on BNN reported “Airbnb has sent notices to its 80,000 hosts in Canada to remind them that any income from home sharing is considered rental income by the Canada Revenue Agency.” I would like to formally request that Airbnb, take this same approach and send notices to the 830 Airbnb hosts in Newfoundland and Labrador reminding them of the regulatory requirements in Airbnb’s own Terms of Service 7.2.3 and of the Tourist Establishments Act and Regulations of the province of Newfoundland and Labrador.

Your organization provides very helpful information for hosts in articles such as What legal and regulatory issues should I consider before hosting on Airbnb?’ and ‘Responsible hosting in Canada. Both articles outline the requirements for host to obtain the applicable permits and registrations and to follow the local laws and regulations.

We noted with interest the section ‘Your City’s Regulations’ and request that Airbnb expand the section to include ‘You’re Province’s Regulations’. My staff would welcome the opportunity to work with you and draft content for this section that outlines the regulations for the operation of overnight accommodation in Newfoundland and Labrador.
Thank you for your attention to this matter and we look forward to a positive response to the implementation of the recommendations outlined above.

Sincerely,

[Signature]

CHRISTOPHER MITCHELMORE, MHA
District of St. Barbe · L'Anse aux Meadows
Minister
Hello Andrea,
I'm writing to let you know that Todd is moving on from Airbnb to a new adventure (perhaps to Newfoundland and Labrador?! :)

I wanted to let you know that he has forward your email and we will be in contact with you again soon.

Best regards
Jane

---

From: Peddle, Andrea <apeddle@gov.nl.ca>
Date: Thu, Apr 5, 2018 at 2:12 PM
Subject: Reconnecting from the Far East of the Western World!
To: Todd Hofley <tlocke@gov.nl.ca>
CC: Harnum, Jackie <jharnum@gov.nl.ca>

Todd;

I trust your spring is going well and you’re planning your summer get away, perhaps to Newfoundland and Labrador?
But seriously as follow up to your email to Minister Mitchelmore I would like to set up that call with you and take you up on the opportunity to work on how best to coordinate our efforts to ensure that licensed long term tourism accommodations are listed on Airbnb while unlicensed long term accommodations follow the requirements of Newfoundland and Labrador Tourist Establishment legislation.

At present Newfoundland and Labrador Tourism has licenced over 680 properties (560 of which are B&Bs, Tourist homes, Vacation Homes and Cottages) located in the most popular areas of the province as well as many ‘off the beaten path’ places. Airbnb is marketing channel with high consumer demand and though some of our licenced establishments use Airbnb in their marketing there may be others who may wish to use the service.

I recently read a story that said “Airbnb has sent notices to its 80,000 hosts in Canada to remind them that any income from home sharing is considered rental income by the Canada Revenue Agency.” https://www.bnn.ca/personal-investor-rental-income-is-taxable-even-for-airbnb-1.1031109 . As this is the case, could we also discuss the opportunity for Airbnb also write all Newfoundland and Labrador hosts informing them of the regulatory requirements of operating an accommodation in the province of Newfoundland and Labrador.

We really need to connect asap and discuss how we CAN work together to grow visitation, length of stay and spending to Newfoundland and Labrador. I look forward to receiving your contact information and to our conversations.

Andrea

ANDREA PEDDLE

Director of Tourism

Newfoundland and Labrador Tourism

t. 709 729-2831/ 709 729-0559 (direct)
c. 709 693 8630
e. apeddle@gov.nl.ca

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Todd Hofley
Public Policy
Toronto, Canada

#WeAccept
Greetings,

Today, Airbnb was pleased to stand with the City of Vancouver and announce a new partnership that will make home sharing easier and provide the city with the tools it needs to enforce new regulations that are going into effect next week.

Home sharing is an affordability solution for families across Canada. This landmark agreement stands as an example of how cities and Airbnb can work together to find solutions that benefit everyone.

We are committed to being good community partners. This is why we pursued signing a Memorandum of Understanding with the City of Vancouver that will ensure that anyone who wishes to list their space in Vancouver on Airbnb will only be able to publish their listing with a business licence number.

As of next week, any new hosts on our platform will be required to enter a business license to activate their listing. Existing hosts will have a grace period to update their profiles with a business licence number.

Once this grace period has expired at the end of August, any listing without a valid business licence will be removed from the Airbnb platform. As part of this agreement, all hosts who wish to continue hosting on Airbnb will also need to agree to having basic data shared with the City of Vancouver on a quarterly basis.

We believe it is important that our hosts comply with applicable laws and regulations and, as such, we will be working with our local host community to communicate details of the new system.

We’re proud to have partnered with the City of Vancouver on this first-of-its-kind agreement and look forward to continuing our ongoing work with jurisdictions across the country on fair and easy-to-follow regulations for our host community.

Please do not hesitate to reach out if you have any questions, comments or concerns.

Regards,

Jane

Airbnb

Jane Humphreys
Public Policy - Canada

#WeAccept
Blog: Meet Canada’s women hosts
58% of hosts in Canada are women: Twitter & Facebook
58% of hosts in Canada are women.
Dear Minister Mitchelmore,

Thank you for your letter of April 6. I want to begin by letting you know that Todd Hofley has left Airbnb to explore new adventures. Todd has briefed me on your discussions and I look forward to continuing the work you've begun.

As you noted in your letter, Airbnb does indeed work hard to ensure that our host community is fully informed about their need to comply with tax and other regulations at every level of government including federal, provincial and local. When hosts sign-up on Airbnb, they must certify that they will comply with local rules before they list their space. As you have noted, to assist in this process we also have a hosting responsibilities page. This page reminds people to check their local laws and regulations and includes additional information and resources on hosting. Airbnb has been working with jurisdictions across Canada, and the globe, to update local laws and regulations for home sharing.

Many communities are recognizing that their current regulatory frameworks did not anticipate the creation and growth of the sharing economy and new approaches are needed. We continue to encourage the province to consider updating the Tourist Establishments Act and Regulations to reflect the growing popularity and availability of short term rentals (STR) like Airbnb.

Sincerely,

Jane Humphreys
Policy Associate

airbnb

Jane Humphreys
Public Policy - Canada

#WeAccept
Blog: Meet Canada's women hosts
58% of hosts in Canada are women: Twitter & Facebook
Thanks for the correspondence.

You have provided some great examples of partnerships. When can we get together to chat about the opportunities that we may work on together?

May I send a meeting invite to get the party started as they say here in Newfoundland and Labrador?

I look forward to meeting you over the phone or even skype.

Cheers,

Andrea
ANDREA PEDdle
Director of Tourism Marketing and Visitor Services
Newfoundland and Labrador Tourism
t. 709 729-2831
e. apeddle@gov.nl.ca

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Sincerely,

Jane Humphreys
Policy Associate

---

Jane Humphreys
Public Policy - Canada

#WeAccept

Blog: Meet Canada's women hosts
53% of hosts in Canada are women: Twitter & Facebook
Will do Jane.

Cheers

Andrea

ANDREA PEDDLE  
Director of Tourism Marketing and Visitor Services  
Newfoundland and Labrador Tourism  
t. 709 729-2831  
e. apeddle@gov.nl.ca

Hi,
Thank you for your note and invitation to talk.

Unfortunately I'm not available on Friday. Can you suggest some times next week?

Jane

---

airbnb

Jane Humphreys  
Public Policy - Canada  
#WeAccept

Blog: Meet Canada’s women hosts  
58% of hosts in Canada are women: Twitter & Facebook

On Tue, Apr 24, 2018 at 3:42 PM, Peddle, Andrea <apeddle@gov.nl.ca> wrote:
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Newfoundland and Labrador Tourism
t. 709 729-2831
e. apeddle@gov.nl.ca
Cc: Peddle, Andrea <apeddle@gov.nl.ca>
Subject: Your letter dated April 6, 2018

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Sincerely,

Jane Humphreys
Policy Associate
Blog: Meet Canada’s women hosts

58% of hosts in Canada are women: Twitter & Facebook

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From: Peddle, Andrea  
Sent: April 24, 2018 5:11 PM  
To: 'Jane Humphreys'  
Cc: Harnum, Jackie <jhamum@gov.nl.ca>  
Subject: RE: Your letter dated April 6, 2018

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Sincerely,

Jane Humphreys
Policy Associate

Jane Humphreys
Public Policy - Canada

#WeAccept

Blog: Meet Canada's women hosts

58% of hosts in Canada are women: Twitter & Facebook
From: Peddle, Andrea  
Sent: Monday, April 30, 2018 3:24 PM  
To: 'Jane Humphreys'  
Cc: Harnum, Jackie; Vass Bednar  
Subject: RE: Newfoundland and Labrador Tourism and AirBnB


Andrea

ANDREA PEDDLE  
Director of Tourism Marketing and Visitor Services  
Newfoundland and Labrador Tourism  
t. 709 729-2831  
e. apeddle@gov.nl.ca

From: Jane Humphreys  
Sent: April 30, 2018 3:03 PM  
To: Peddle, Andrea <apeddle@gov.nl.ca>  
Cc: Harnum, Jackie <jharnum@gov.nl.ca>; Vass Bednar  
Subject: Re: Newfoundland and Labrador Tourism and AirBnB

Could we do 9:15-10:00? I'd also like to invite my colleague Vass Bednar to join.  
Thank you.  
Jane

Jane Humphreys  
Public Policy - Canada  
#WeAccept  
Blog: Meet Canada's women hosts  
58% of hosts in Canada are women: Twitter & Facebook

On Tue, Apr 24, 2018 at 5:31 PM, Peddle, Andrea <apeddle@gov.nl.ca> wrote:
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Cheers,

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ANDREA PEDdle

Director of Tourism Marketing and Visitor Services

Newfoundland and Labrador Tourism

t. 709 729-2831
e. apeddle@gov.nl.ca

From: Jane Humphreys
Sent: April 24, 2018 3:55 PM
To: TCI Minister <TCIIMinister@gov.nl.ca>
Cc: Peddle, Andrea <apeddle@gov.nl.ca>
Subject: Your letter dated April 6, 2018
Dear Minister Mitchelmore,

Thank you for your letter of April 6. I want to begin by letting you know that Todd Hofley has left Airbnb to explore new adventures. Todd has briefed me on your discussions and I look forward to continuing the work you’ve begun.

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Brown, Heather

From: Peddle, Andrea
Sent: Monday, April 30, 2018 5:07 PM
To: 'Jane Humphreys'
Cc: Harnum, Jackie; Vass Bednar
Subject: RE: Newfoundland and Labrador Tourism and AirBnB

Thank you Jane. We will do so.

I hope that Jackie can join us too though she is on the road.

Andrea

ANDREA PEDDLE
Director of Tourism Marketing and Visitor Services
Newfoundland and Labrador Tourism
t. 709 729-2831
e. apeddle@gov.nl.ca

From: Jane Humphreys
Sent: April 30, 2018 4:56 PM
To: Peddle, Andrea <apeddle@gov.nl.ca>
Cc: Harnum, Jackie <jharnum@gov.nl.ca>; Vass Bednar
Subject: Re: Newfoundland and Labrador Tourism and AirBnB

Let's use a conference line.
We can use:
Join by phone
1-650-479-3208 Call-in toll number (US Canada)
1-877-668-4493 Call-in toll-free number (US Canada)
Access code: ********

Jane Humphreys
Public Policy - Canada
#WeAccept
Blog: Meet Canada's women hosts
58% of hosts in Canada are women: Twitter & Facebook
On Mon, Apr 30, 2018 at 1:54 PM, Peddle, Andrea <apeddle@gov.nl.ca> wrote:

From: Peddle, Andrea  
Sent: April 24, 2018 5:11 PM  
To: 'Jane Humphreys' <S.40 (1)>  
Cc: Harnum, Jackie <jharnum@gov.nl.ca>  
Subject: RE: Your letter dated April 6, 2018

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Newfoundland and Labrador Tourism

t. 709 729-2831
From: Jane Humphreys
Sent: April 24, 2018 3:55 PM
To: TCII Minister <TCIIMinister@gov.nl.ca>
Cc: Peddle, Andrea <apeddle@gov.nl.ca>
Subject: Your letter dated April 6, 2018

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Jane Humphreys
Policy Associate
Jane Humphreys

Public Policy - Canada

S.40 (1)

#WeAccept

Blog: Meet Canada's women hosts

58% of hosts in Canada are women: Twitter & Facebook

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Access code: __________

From: Peddle, Andrea
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