
Viking Trail Tourism Association

Newsletter

February 2013 - Volume 1

Membership Update

There are currently 46 paid members of the VTTA from the entire peninsula. There's always room for others to join and benefit like our present members. Exciting things happening with the VTTA and businesses and organizations can be part of all!! Become a member! To join us contact the office at 861-2288.

Levy Collectors

There are currently 13 VTTA Levy Collectors. Towns and accommodators now have the best opportunity to become involved in regional marketing initiatives and gain great exposure. If you want to know more about these opportunities and becoming a partner, call the office at 861-2288.

Membership Benefits

As in the past, there are advantages of being a member of the VTTA. A new membership package and membership card is currently being worked on. Here are some member to member benefits currently being offered;

- **Haven Inn** – room rate of \$89 double, \$80 single
- **Dockside Motel** – 15% off room rates
- **Grenfell Heritage Hotel** – 20% discount off rooms
- **Mayflower Inn & Adventures** – 15% off room rates

- **Tuckamore Lodge** – 10% discount off rooms
- **Plum Point Motel** – 15% discount off rooms and cabins
- **Wildland Tours** – 10% discount on items in their gift shop
- **Theatre NL** – 10% off any Gros Morne Theatre Festival Show.
- **Fisherman's Landing Inn** – June – Sept rooms \$109, Oct – May rooms \$99
- **CBDC Nortip** – 20% off business and market planning fees
- **Ocean View Hotel** – 15% off room rate anytime

Annual General Meeting

On November 1st, 2012 the VTTA AGM was held in Plum Point. There was good representation there from the peninsula and a new board of directors was formed;

- Trevor Pilgrim – President
- Wilhelmena Pafford – Vice-President
- Barb Genge – Director
- Thresa Burden – Director
- Gloria Tucker – Director
- Desmond McDonald – Director

Tradeshows

The VTTA Levy Group was represented at Atlantic Canada Showcase on September 30-October 2, 2012.

The VTTA will also be represented at the following upcoming shows;

- The HNL Annual Conference – February 20-22, 2013
- The Outdoor Adventure Show in Toronto – February 22-24, 2013
- Saltscapes Expo in Halifax – April 26-28, 2013

2013 Provincial Travel Guide Ad

The VTTA Levy Group purchased a double page spread in the 2013 Provincial Travel Guide. The ad was completed in partnership with six regional member attractions. It looks awesome, check out the 2013 guide to see our ad!!

Viking Trail Promotional Video

The VTTA partnered with the Western DMO in the summer of 2012 on the production of a new promotional video for the area. There is now 3 full minutes of video that can be used for marketing and promoting our area.

New VTTA Website

The VTTA is in the process of getting a brand new website completed. The site will be a place where visitors can go and plan their trip to visit our area. There will also be an opportunity for businesses to advertise as well. Stay tuned for the official launch date of this new website!

Tourism Assurance Program (TAP)

The Province of Newfoundland & Labrador will be introducing a new Tourism Assurance Program officially in February 2013. The purpose of this program is to ensure visitors to our province receive quality service and experiences. There will be five minimum standards that all businesses and organizations will have to comply with and they will have

until May 2014 to meet those minimum standards. For further information on TAP and these minimum standards please contact the Western DMO at 709-639-9624 or send questions via email

info@gowesternnewfoundland.com .

Facebook & Twitter

The VTTA has a Facebook page and Twitter account and we encourage all our membership to submit information to the office. If you have news to share about your business or a special event happening in your area, send that information along to the office and it will be put on Facebook, Twitter and on the new website as well. Let's take advantage of social media and the broad reach that it has!

Thanks

The VTTA would like to thank all of its members, levy partners, other regional partners and organizations on the peninsula and in the entire province for continuing to support our initiatives. Let's continue the work of marketing, promoting and growing the tourism industry in our region!

If you have any questions on anything above or would like more information on becoming a member or a levy partner please contact the VTTA Office anytime;

Tel: 709-861-2288

Fax: 709-454-8899

Email: info@vttanf.ca

