



Viking Trail Tourism Association

Newsletter

April 2014

Canada Select – New Guidelines

Canada Select NL, in conjunction with counterparts in Atlantic Canada, has adapted its rating system to determine the star ratings for fixed roof accommodations. Under the revised program, star ratings will be determined by meeting minimum facility requirements, and assessing quality and cleanliness/state of repair. Stay tuned as information sessions are being planned throughout the province and operators are strongly encouraged to attend. If you would like further clarification please contact Gail Dick at the HNL office at 1-800-563-0700 or by visiting the HNL website <http://hnl.ca/news-item/canada-select-nl-launches-revised-rating-program-in-2014/> or the Canada Select website <http://www.canadaselect.com/>.

Snow West 2014

Snow West 2014 (www.gosnowwest.com) was a great success again this winter with events happening throughout the whole Western NL region. Several communities and businesses were involved from this region which was great to see and we look forward to engaging more partners for 2015 winter festival.

Tourism Assurance Plan

Are you TAP Compliant? The deadline for all tourism services and attractions to meet the five minimum standards being implemented by Newfoundland and Labrador Tourism Board is May 31, 2014. For more information on TAP please contact the Western DMO office at 709-639-4787 or email Brittany Taylor at Brittany@gowesternnewfoundland.com.

Western NL DDP Meetings

Western Newfoundland just started its Destination Development Planning process with a series of meetings throughout the region as part of a Tourism Destination Visitor Appeal Appraisal (TDVAA). The purpose of this process is to identify priorities that will enhance the visitor appeal in Western NL that will grow visitation and revenues for operators and attractions. If you have questions about this you can contact the Western DMO office by calling 709-639-4787.

Trip Advisor

Do you visit TripAdvisor on a regular basis to see what travellers are saying about your business or attraction? TripAdvisor has revolutionized the way travellers learn about destinations and, ultimately, decide where to travel next. If you own a business, a hotel, a B&B or run a tourism attraction then you should take the time to see if there is information on this site about you. Visit www.tripadvisor.com.

VTTA Attends HNL Conference

The VTTA again attended the Annual Hospitality NL Conference held in Gander February 26-28, 2014. There were a number of keynote presenters during the conference and the VTTA continues to connect with partners and businesses province wide.

VTTA Attends Toronto Outdoor Adventure Show February 21-23, 2014

The VTTA again attended the Toronto Outdoor Adventure Show this past February. This year was another great show with a total of 27,900

visitors that attended. There were lots of visitors looking for specific information to plan their trip to the Viking Trail. This continues to be good show to attend.

VTTA Attends Ottawa Travel & Vacation Show April 5-6, 2014

For the first time the VTTA also attended the Ottawa Travel & Vacation Show. This is a consumer show and a total of 17,500 visitors went through the show. The Ontario market is who we want to be targeting and this was a good show.

Canada New England Cruise Symposium June 11-13, 2014

The Port of Corner Brook will be the host of the 16th Annual Canada New England Cruise Symposium in June. This symposium will provide a unique opportunity to showcase our tourism assets. The VTTA is working with the WDMO and some other regional partners on how we can highlight the Western region attractions and ports during the conference. Visit www.ccnesymposium.com for further information.

Trails, Tales & Tunes May 16-25, 2014

The 8th annual Trails, Tales and Tunes Festival takes place from May 16-25, 2014 in Norris Point, Gros Morne National Park, Newfoundland and Labrador. For further information on their schedule of events visit their website www.trailstalestunes.ca, Facebook www.facebook.com/tralestalestunes or follow them on Twitter www.twitter.com/TTT_festival.

Iceberg Festival June 6-15, 2014

Mark your calendars, the 6th Annual Iceberg Festival will take place June 6-15, 2014 with events happening in a number of different communities in the region. Visit the festival's new website for full details on what is taking

place www.theicebergfestival.ca, like them on Facebook www.facebook.com/IcebergFestival, and you can also follow them on Twitter www.twitter.com/TheIcebergFest.

HNL Launches New WorldHost Program in May 2014

Hospitality Newfoundland and Labrador is pleased to launch a new customer service training workshop, WorldHost[®] Fundamentals in May 2014. Originally launched as SuperHost[®] in 1985, the program has since been redesigned and rebranded as WorldHost[®]. WorldHost[®] Fundamentals is a one-day workshop designed to give front-line employees the skills, tools and techniques required to provide exceptional customer service. There are a series of workshop planned across the province and there are discounts for HNL members. For further information please contact Hospitality NL's Membership & Training Coordinator, Jessica Greenwood, at jgreenwood@hnl.ca or 1-800-563-0700 ext. 234 or visit www.hnl.ca.

VTTA Membership

Interested in becoming a VTTA Member? Contact the office at 709- 861-2288 or via email at info@vttanf.ca.

Contact Us

If you have any questions contact us anytime.

Tel: 709-861-2288 Fax: 709-454-8899

Email: info@vttanf.ca

Website: www.vikingtrail.org

