



Viking Trail Tourism Association

Newsletter

November 2013

Mark Your Calendars - The VTTA Annual General Meeting is right around the corner - December 3rd 2013!

The VTTA Annual General Meeting will take place in **Port au Choix at the Sea Echo Motel on December 3rd, 2013 from 1:00 – 4:00 pm**. Please mark your calendars and make sure that you attend to see what has been happening on the Viking Trail over the last year and learn more about how you can become involved.

Regional/Town Tourism Priorities

We want to know what is happening in your communities and in your regions. Tourism is such an important part of this area's economy and we want to see it continue to grow. Providing a quality visitor experience and quality product offerings to everyone who comes to the Viking Trail is essential in today's marketplace. One thing that we would like to know from you is what are the tourism priorities in your communities? We want to begin to identify any gaps in the tourism visitor experience as well as identify possible business opportunities or new offerings. We want your feedback. Please call the VTTA office at 709-861-2288 or email info@vttanf.ca and send along your thoughts.

Snow West 2014

The dates for Snow West have been set! This celebration of winter will take place January 31 – February 9, 2014 in various communities throughout Western Newfoundland. The VTTA will be working with the Western DMO and other partners to include more events from the Great Northern Peninsula and contribute to the long term growth of winter tourism in the region. For more details on how to participate and take advantage of the Snow West brand, please contact Event Co-ordinator, Caroline Swan at (709) 639-4787 or events@gowesternnewfoundland.com.

Online Reservations Systems

Are you an accommodator on the Viking Trail? Do you currently offer your customers the ability to book rooms online? If not, then you could potentially be losing business. Do you know that the majority of consumers now book their reservations online? We are researching some online reservation systems and would like to know if you are interested in introducing this to your business. Call or email the office if this is something you are interested in learning more about.

Viking Trail Website – Banner

Advertising Opportunities

The VTTA launched a new regional website in April of 2013. Since then the website visits has been steadily growing and we anticipate it will continue to grow. As part of our new site, we are offering an excellent marketing opportunity to businesses, organizations and attractions to buy advertising with banner ads on the VTTA website. If you wish to take advantage of this promotion please call or email the VTTA office.

FAM Tours

The 2013 fam tour season has proven again to be a great one with a total of 25 fam tours that visited the Viking Trail region all organized through the Western DMO. The VTTA is proud to have been a partner with WDMO on several of those fam tours including the very recent visit

by the Canada AM Show. The show that morning saw an overall average of 202,000 viewers every half hour. This is great exposure for the entire region and proof of what partnerships can accomplish. The VTTA looks forward to participating in future fam tour partnerships in the region.

VTTA Member Discounts

Did you know that there are VTTA member to member discounts available? Take advantage of the following offerings currently available to VTTA Members;

- Grenfell Heritage Hotel, St. Anthony – 15% off hotel room rates
- Dockside Motel, St. Barbe – 15% off hotel room rates
- Mayflower Inn, Roddickton – 10% off hotel room rates
- AA Decker Ltd, Roddickton – 8% discount June – December, 2013
- Theatre Newfoundland Labrador – 10% off theatre tickets
- Oceanview Hotel, Rocky Harbour – corporate rate offer and upgrades to premium room where available
- Wild Things Gift Shop, St. John's – 10% on all items in gift shop
- Haven Inn, St. Anthony – offering \$85 single room and \$95 double to members
- Plum Point Motel, Plum Point – 20% discount on hotel room rates
- Fishing Point Emporium, St. Anthony – 15% discount on everything in craft store and free admission to the on-site museum

Facebook & Twitter

More and more businesses, towns and people are using social media options as a tool to communicate information. It is instant powerful communication and it's FREE! We want you to tell us what is happening at your businesses,

your towns and in your regions, communicate it on Facebook and Twitter and we will promote it to our audience.

Trip Advisor

TripAdvisor is the world's largest travel site, enabling travellers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travellers and a wide variety of travel choices and planning features with seamless links to booking tools. TripAdvisor gets more than 200 million unique monthly visitors and over 100 million reviews and opinions. The sites operate in 30 countries worldwide. This site is a powerful tool and you want to make sure that you are there. If you own a business, run a hotel/motel, B&B or run a tourism attraction in the region then you should take the time to see if there is information on this site about you.

VTTA Levy Partners

As we continue to see the many benefits of collecting the tourism levy in our region, we are ready to expand our group to include more partners. Are you an accommodator or town and want to learn more? If you interested in becoming a VTTA Levy Partner contact the office and we will visit you and show you what we are doing. Call (709) 861-2288 or email info@vttanf.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

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