



WESTERN NEWFOUNDLAND DESTINATION MANAGEMENT ORGANIZATION

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# Membership Guide

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Updated July 2015

For more information, please contact us at 709-639-4787 or  
[info@gowesternnewfoundland.com](mailto:info@gowesternnewfoundland.com)



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## 1. About the Western DMO

The Western Newfoundland Destination Management Organization (Western DMO) is a non-profit organization whose role is to develop and market Western Newfoundland as a world class multi-season tourism destination.

The Western DMO is a public-private partnership formed as a result of *Uncommon Potential: A Vision for Tourism in Newfoundland and Labrador 2020*, which was created in 2009. Known as *Vision 2020*, this guiding document outlines the seven strategic directions needed to reach the ultimate goal of doubling tourism revenues in Newfoundland and Labrador to \$1.6 billion by 2020. We encourage all tourism stakeholders to become familiar with the *Vision 2020* document, which can be accessed online at [uncommonpotential.com](http://uncommonpotential.com).

The Western DMO is funded primarily by the provincial Department of Tourism, Culture and Recreation (DTCR), with significant contributions also coming from private industry and other provincial and federal government sources. Our Board of Directors is drawn from members of the tourism industry across our region, which stretches from Port aux Basques to St. Anthony.

## 2. Member Benefits

If you are in the tourism industry in Western Newfoundland and want to be “in the know”, we highly recommend that you become a Western DMO member and renew your membership on an annual basis. There are many reasons why we feel this way – some of the more important ones are listed below. If you ever need assistance on any of these items, we’re just a phone call or e-mail away.

As a member of the Western DMO, you will have the opportunity to nominate and elect members to the Board of Directors, as well as to stand for election yourself. Membership also makes organizations eligible to participate in our numerous marketing and destination development initiatives, as outlined below.

### 2.1. Marketing Programs

#### *Familiarization (FAM) Tours*

The Western DMO partners with the DTCR to bring travel writers, videographers, tour operators, and other important travel trend influencers to Western Newfoundland. The goal of these tours is to create positive public relations (articles, blogs, videos, television shows, radio spots, etc) or to bring group tours to Western Newfoundland. Western DMO members contribute to FAMs as part of the itineraries and help to make each participant’s experience memorable.

#### *Show Attendance*

The Western DMO represents the region at several consumer shows, travel trade shows and media marketplaces across North America and Europe. Some of these events provide individual operators the opportunity to attend and market their specific business. By attending shows with the Western DMO, members will receive the benefit of the profile Newfoundland and Labrador has established in the marketplace, optimizing return on investment for attending. There may also be opportunities for organizations to partner with the Western DMO to attend shows focusing on niche markets (ex. cruise, MC&IT and sport tourism).

#### *NewfoundlandLabrador.com*

As the #1 source for trip planning information for our province, [NewfoundlandLabrador.com](http://NewfoundlandLabrador.com) is a powerful marketing tool for everyone involved in tourism. The Western DMO works closely on your behalf with the DTCR to offer several online marketing programs that our members can take advantage of.

- The **Package Marketing Program** allows operators to extend their presence on the website by uploading packaged travel products. Packages appear throughout the website on sections with high readership, with the possibility of also being featured in various provincial marketing campaigns. Premium placement is also available for an additional charge. The Western DMO office helps operators through this process.
- The **Western Regional Page** gives our region a chance to shine online. With photos, videos, itineraries, regional highlights, and more, the page is a one stop shop for information on Western Newfoundland. There are several opportunities for members to feature their business here, including the purchase of regional highlight boxes, as well as by providing us with blogs, photos, videos and more.

### *Traveller's Guide Advertorial*

The Advertorial is an ideal opportunity to enhance your profile within the annual Traveller's Guide beyond the business listings and traditional advertising. Participating tourism operators are included in the opening pages of the Western section of the guide. These pages focus on visual impact and luring people to Western Newfoundland with "personal recommendations".

### *Co-operative Advertising*

The Western DMO is often approached by national and international publications with advertising opportunities that may be of interest to organizations throughout the region. Western DMO members are able to take advantage of discounted advertising rates by partnering with us. As they arise, these opportunities are distributed through our monthly member newsletters and important updates.

### *Social Media*

The Western DMO maintains a social media presence on Facebook, Twitter, YouTube and TripAdvisor, where we interact directly with travellers. We encourage our members to supply us with content for these various media, and are available to help individual members with their own social media efforts.

### *GoWesternNewfoundland.com*

The Western DMO maintains a web presence at [GoWesternNewfoundland.com](http://GoWesternNewfoundland.com). Members are encouraged to visit the website to access materials and information that will benefit their business, including training resources and newsletters, in our members-only section.

## ***Bundling***

The Western DMO, in consultation with DTCR, has designed a variety of bundled product offerings intended to increase visitation to your business. We have packaged many of the most popular initiatives into three bundles, offering a percentage discount to organizations that participate in multiple programs.

## **2.2. Destination Development Initiatives**

### ***Season Extension***

The Western DMO is involved with various season extension initiatives, including several fall, winter and spring festivals that draw visitors outside the busy summer season. In the winter, we help to organize Snow West, a celebration of all the wonderful things on offer during the snowy season in Western Newfoundland. In addition, the Western DMO may consider supporting other season extension initiatives on a case-by-case basis. To date, we have witnessed a tremendous return on investment for our collective season extension effort throughout Western Newfoundland.

### ***Workshops***

The Western DMO holds various educational workshops based on the needs expressed by its members. Topics may include packaging, social media, website development and quality assurance. We also welcome suggestions for more specialized training for groups within our membership. The Western DMO also promotes similar workshops and skills development opportunities through partner or affiliated organizations such as Hospitality Newfoundland and Labrador and Smartforce NL.

### ***Project/Proposal Support***

Members are encouraged to keep us updated on plans for future product development. We serve as a resource to the industry when seeking funding, contacts, or advice for various initiatives. In essence, if you have plans for your business, let us know and let's see how we can help.

### ***Tourism Assurance Plan***

A provincial Tourism Assurance Plan (TAP) has been established to ensure that quality tourism services and attractions are available throughout Newfoundland and Labrador. As of May 31, 2014, all tourism services and attractions must comply with five minimum standards in order to participate in provincial marketing and development initiatives, qualify for membership in

Hospitality Newfoundland and Labrador (HNL) and participate in partnership/membership activities with regional Destination Management Organizations (DMOs), including the Western DMO. All tourism operators are encouraged to contact us with questions or concerns about the TAP.

### **2.3. Other Benefits**

#### ***Newsletter***

Our email newsletter is our main vehicle for engaging members with new information, opportunities for marketing, product development and funding, as well as upcoming events. The newsletter is sent out every month, with the occasional important update in the interim. Members are encouraged to contact us to submit news items of regional importance for inclusion in upcoming newsletters.

#### ***Provincial Airlines – Western DMO Partnership***

The Western DMO has in place an Air Travel Agreement to extend to our members in good standing. Benefits include: transferable nature of bookings, cancellation within 24hrs prior, no advanced booking requirement – among others. The Western DMO felt that it was worthwhile to extend these benefits to our membership, as they deliver an increased level of flexibility.

#### ***Annual General Meeting***

At our AGM, members are invited to vote on significant changes to the organization, as well as put their name forward to become a director on our board. Members in good standing are encouraged to seek a position on the board and bring their experience and voice to the Western DMO on regional matters. This is also a great opportunity to connect with the staff and board members, as well as with other tourism organizations in attendance. Guest speakers and special presentations are also held during the event.

#### ***Regional Stakeholder Session and Tourism Week Mixer***

Members and other industry stakeholders are invited to join us at the various events we hold throughout the year to discuss important issues and hear updates from the DTCR, HNL, and fellow operators. These sessions are excellent networking opportunities.

### 3. Becoming a Member

Please see the next page for a copy of our membership form. The information collected there is used solely by the Western DMO to contact its members, as well as to help develop and market your organization. Members must complete the application form every year in order to ensure that we have the most up-to-date information in our directory.

The annual fee for membership is \$50 for non-profit and \$100 for profit organizations, HST exempt. This fee helps to support the Western DMO's marketing and destination development initiatives, as well as the administration of our membership program. Membership is valid upon the Western DMO receiving a completed and signed application form as well as payment in full. Membership is renewed on an annual basis one year from the date joined.

To become a member of the Western DMO, please complete and sign the application form on the next page, and return it to the Western DMO with payment. We accept major credit cards, cash or cheque made out to *Western NL DMO*. You may also wish to provide us with brochures and other marketing materials for your organization for distribution at various shows and events that the Western DMO attends.

Organizations seeking membership with the Western DMO must comply with Newfoundland and Labrador Tourism Board's minimum standards, as set out in the Tourism Assurance Plan (TAP). For more information on TAP, please visit [uncommonpotential.com](http://uncommonpotential.com) or contact Mark Lamswood at 709-639-9624 or [mark@gowesternnewfoundland.com](mailto:mark@gowesternnewfoundland.com).



## 4. Membership Application Form

Organization Name:		
Sector: (ex. Accommodator, Boat Tour Operator, Community Organization)		
Contact Person: (First and Last Name)		
Physical Location:		City/Town:
Mailing Address:		City/Town:
Business Telephone:	Other Telephone:	Postal Code:
Fax:	Email:	*Would you like to be added to our emailing list? Yes                  No
Website: http://	Facebook: facebook.com/	Twitter: twitter.com/
YouTube: youtube.com/	Others:	
Does this organization have a listing or listings in the official Traveller's Guide? Yes                  No                  Not Sure		
Does this organization meet the minimum standards of the Tourism Assurance Plan (TAP)? Yes                  No                  Not Sure		
Which of the following best describes this organization?      For Profit                  Not For Profit		
Additional Comments:		
Signature:		Date:

\*Please note that by indicating 'Yes', you are giving the Western DMO express consent to add your email address to our emailing list and to receive our monthly tourism industry newsletters and occasional important updates.



Please return your application form by mail, fax or email. Membership is valid upon the Western DMO receiving a completed and signed application form, as well as payment in full. Membership is renewed on an annual basis one year from the date joined.

Western DMO membership is \$50 for non-profit organizations and \$100 for all others, HST exempt. Payment can be made by credit card by calling 709-639-4787 or using the form below, or by mailing cash or cheque made out to Western NL DMO to:

Western NL DMO  
Suite 303, Millbrook Mall  
2 Herald Avenue  
Corner Brook, NL A2H 4B5

**Credit Card Payment Form**

Name on Card: \_\_\_\_\_ Payment Amount: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

CVV #: \_\_\_\_\_ Cardholder Signature: \_\_\_\_\_

## 5. Getting in Touch

The Western DMO office is housed in Corner Brook's Millbrook Mall, and is open from 8:30am to 4:30pm Monday to Friday, except on public holidays.

Western NL DMO  
Suite 303, Millbrook Mall  
2 Herald Avenue  
Corner Brook, NL A2H 4B5  
Fax: 709-639-9555  
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### *Staff Contacts*

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