

Go Western Newfoundland offers a suite of Market Readiness Programs to assist tourism stakeholders in making the most of their overall presence on the official NL Tourism website www.newfoundlandlabrador.com. More details on each of these programs are provided below.

1. NL.com Business Listing Enhancement

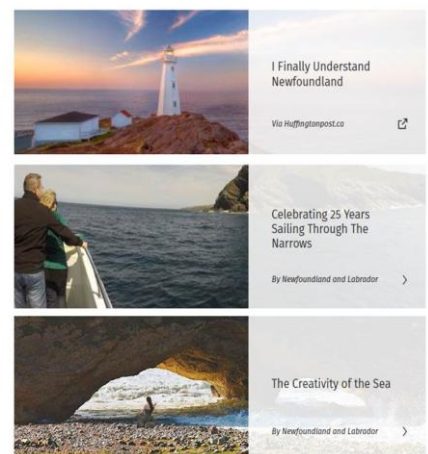
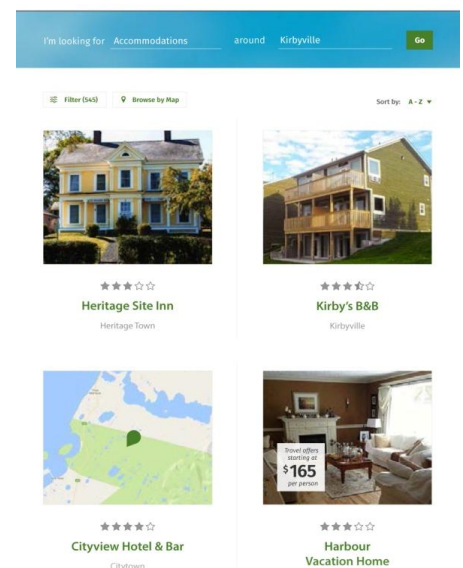
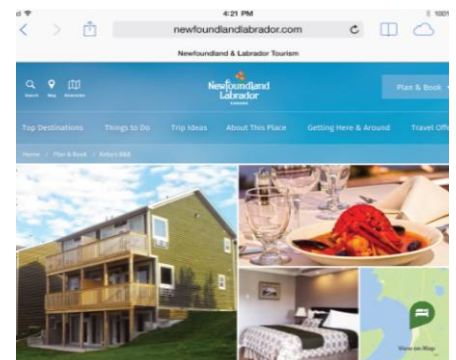
- **\$150 per business listing**

All TAP (Tourism Assurance Plan) complaint operators are able to obtain a free business listing on NewfoundlandLabrador.com and in the Official Travellers Guide. With over 2 million visitors to this site each year, it is important that your business listing make a great first impression on potential customers. Following the guidelines set by the TDMS Quick Reference Guide (NL tourism), we will work one on one with the operators to enhance their business listing and encourage more tourists to book or visit your establishment.

2. Photography

- **\$350 per operator session**

The new look NewfoundlandLabrador.com provides operators the opportunity to upload five images to your business listing, including one hero image. The hero image is also used in the Plan & Book search results page - see example to right. It is easy to recognize the impact that having a clear, professional image can have on your first impression to potential visitors planning their visit to Newfoundland and Labrador.



3. Travel Stories on NewfoundlandLabrador.com

- **Starting at \$250 per mention**

Go Western Newfoundland will be creating stories or articles for the newly designed western regional page on NewfoundlandLabrador.com. These articles will tell stories about special travel experiences in our region. Within these stories there are opportunities for participating businesses to purchase business name mentions and direct links to their NL.com listing. On the regional page, the list of articles appears similar to the example shown to the right.