

---

---

# Viking Trail Tourism Association

## Newsletter

April 2013 - Volume II

---

---

### **VTTA Launching New Website!!**

Exciting things are happening! The Viking Trail Tourism Association will be launching its new website on **April 11<sup>th</sup>, 2013**. To view it go to [www.vikingtrail.org](http://www.vikingtrail.org) and while you are there make sure to subscribe to our newsletter to get regular updates on the associations activities and to know what's happening along the Viking Trail!! Want a VTТА link on your website? Just let us know!! We would also like to acknowledge and thank **Glacier Cove Designs** ([www.glaciercove.com](http://www.glaciercove.com)) for making this new website possible. Glacier Cove was a great company to work with.

### **VTТА Membership**

What are some of the benefits of being a member of the Viking Trail Tourism Association?

- Member to member incentives
- Presence on new VTТА Website
- Regular Updates & Communication on the associations activities and what's happening in the region
- Regional training partnerships
- Exclusive VTТА member partnership opportunities
- FAM tour partnerships

To be involved, become a VTТА member today. To join, contact the office at 861-2288 or [info@vttanf.ca](mailto:info@vttanf.ca).

### **Iceberg Festival June 7-16, 2013**

The 5<sup>th</sup> Annual Iceberg Festival will take place June 7-16<sup>th</sup>, 2013 with events being planned in a number of different communities in the region. This year's schedule of events will be posted in early April and promises to have something for everyone. The Iceberg Festival Committee will be looking for volunteers to help with certain events, if you are interested in helping please contact the VTТА Office at [info@vttanf.ca](mailto:info@vttanf.ca). For up to date information about the Iceberg

Festival you can visit [www.theicebergfestival.ca](http://www.theicebergfestival.ca) or visit their Facebook page and be sure to like it.

### **VTТА Attended the Toronto Outdoor Adventure Show**

The VTТА and its Partners were represented at the recent Toronto Outdoor Adventure Show February 20-22, 2013. There was a Newfoundland & Labrador delegation there and the response from consumers looking for information about our region was astounding. This is no doubt a great sign for the growing tourism industry in our area and in the province.

### **VTТА Attending the Saltscapes Expo Show – April 26-28, 2013 in Halifax, NS**

For the very first time, the VTТА will be represented at the Saltscapes Expo in Halifax next month. This is a consumer show and it sees approximately 29,000 visitors over a 3-day period. The VTТА will be there promoting its Levy Partners, its members and everything there is to see and do along the Viking Trail!

### **Saltscapes Magazine Advertisement**

In conjunction with its attendance at the Saltscapes Expo in Halifax next month the VTTA has purchased a ½ page ad in the Saltscapes Magazine. This ad is a partnership between the VTTA Levy Partners and the magazine will be out during the show. Another way we are promoting our region and our partners.

### **VTTA Levy Partners**

We are always interested in developing more partnerships with towns and accommodators along the Viking Trail. Are you interested in becoming a VTTA Levy Partner so that you have the advantage of being a part of our regional marketing initiatives? Contact the VTTA office and we would welcome the opportunity to come and meet with you. Call the office at (709) 861-2288.

### **Tourism Assurance Program (TAP)**

The Province of Newfoundland & Labrador has introduced the new Tourism Assurance Program (TAP). There will be five minimum standards that all businesses and organizations will have to meet by May 2014. 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](mailto:info@gowesternnewfoundland.com).

### **Facebook & Twitter**

The VTTA continues to be active using social media such as Facebook and Twitter. We strongly encourage our partners and members to submit information to the office about what is happening in your areas such as events or festivals, something new that's happening at your business, if someone wins an award etc. Send it along to the VTTA Office and we will get it up on Facebook & Twitter and it will also

appear in the newsfeed on the new VTTA Website.

### **Booking.com**

Accommodators on the Viking Trail should look at this online reservations company. They are looking for more presence from our region for their website. To be listed with them is free and the only way any funds are exchanged is if someone books a room through their site, then a commission gets paid. Several properties have already signed up and have received numerous bookings just from being on this site. If you would like more information about how to become involved please contact the VTTA Office at 709-861-2288.

### **Acknowledgements**

The VTTA would like to acknowledge its members, levy partners, other regional partners and organizations on the peninsula and in the entire province for continuing to support our initiatives.

If you have any questions on anything above please contact the VTTA office;

**Tel: 709-861-2288**

**Fax: 709-454-8899**

**Email: [info@vtta.nf.ca](mailto:info@vtta.nf.ca)**

**Website: [www.vikingtrail.org](http://www.vikingtrail.org)**



[www.vikingtrail.org](http://www.vikingtrail.org)



[www.theicebergfestival.ca](http://www.theicebergfestival.ca)