

**Non-accommodation  
businesses**

**Cumbria Tourism**   
At the heart of our visitor economy



## **Membership and Golakes booking form 2010/11**

Cumbria Tourism's mission is to create a world class visitor experience and our members are key to ensuring we achieve this goal.

With more than 3,200 current members we are proud to have the biggest membership support of any tourist board in the Northwest, and welcome any business or individual who would like to support tourism in Cumbria to join us.

This booklet gives you a brief overview of some of the support and opportunities we offer, however more detailed information can be

found on our industry website  
[www.cumbriatourism.org](http://www.cumbriatourism.org)

As well as being able to join membership of Cumbria Tourism at any time of the year, our visitor website [golakes.co.uk](http://golakes.co.uk) offers an excellent way to promote your organisation to visitors.

Golakes has over 4.1 million users a year and is Cumbria's most comprehensive tourism website. It has taken £2.9 million in total bookings over the past year and is proven to be a very cost-effective way to advertise your business.

# Why become a member?

## Discounts – Save money on:

- Banking
- Credit/debit card processing
- Insurance
- Accountancy

## Communication

- Hear from inspiring speakers and network at our member meetings
- Read the latest tourism news in 'Viewpoint', our quarterly members' magazine
- Receive regular e-newsletter updates
- Access the member-protected area of our website [www.cumbriatourism.org](http://www.cumbriatourism.org)

## Promotion

- Opportunities to advertise your business in our wide-ranging marketing campaigns, by featuring in our printed and online guides
- Reach 4.1 million potential visitors by advertising on our consumer-facing website [Golakes.co.uk](http://Golakes.co.uk)
- Highlight your special offers to visitors through our themed and generic e-newsletters

- Participate in business-to-business promotional opportunities
- (NB: Members receive preferential rates on advertising fees)*
- Host press trips and enjoy **free** editorial coverage
  - Enter our successful Cumbria Tourism Awards
  - Have access to thousands of **free** images through our photo library

## Support

- We represent your business and the tourism industry at a local, regional and national level
- Receive **free** specialist business and marketing advice
- Obtain **free** access to legal and business development helplines

## Development

- Obtain **free** advice on raising business quality standards
- Tap into our extensive visitor and business research
- Update your knowledge and skills through practical workshops

**Visit [www.cumbriatourism.org](http://www.cumbriatourism.org) for comprehensive information on the work we do and the benefits of being a member of Cumbria Tourism.**

## Membership costs (12 months)

*All rates are exclusive of VAT.*

### Visitor attractions – no. of visitors per year

- 1-10,000: £81.00
- 10,001-25,000: £133.75
- 25,001-50,000: £217.15
- 50,001-100,000: £333.05
- 100,001-200,000: £447.95
- >200,000: £644.45

### Restaurants, cafes & public houses – no. of covers

- 1-50: £81.00
- 51-99: £113.80
- >99: £179.25

### Retail outlets – no. of staff

- 1-5: £81.00
- 6-20: £113.80
- >20: £133.75

### Professional services – no. of staff

- 1-5: £81.00
- 6-10: £113.80
- >10: £179.25

### Activity holiday – no. of staff

- 1-5: £81.00
- 6-10: £133.75
- >10: £217.15

### Recreation – no. of admissions per year

- 1-10,000: £81.00
- 10,001-25,000: £133.75
- 25,001-50,000: £217.15
- >50,000: £333.05

### Taxi, car hire, tours & transport – no. of staff

- 1-5: £81.00
- 6-10: £113.80
- 11-20: £133.75
- >20: £217.15

**Need help calculating your membership fee? Use the online calculator in the Membership section of [www.cumbriatourism.org](http://www.cumbriatourism.org)**

Please note that while every care has been taken to ensure that the information contained in this booklet is accurate, we cannot accept any responsibility for any omission or inaccuracies that might arise.

# Why advertise on Golakes.co.uk?

- The official tourism website for Cumbria
- Over 4.1 million users (July 09-June 10)
- £2.9 million online bookings/reservations (July 09-June 10)
- Eshop orders over £30,000 (July 09-June 10)
- By advertising you are part of a national destination promotion campaign



## Golakes.co.uk costs (12 months)

### Basic: £89 + VAT

- 1 image
- 50 word description
- Contact information
- Email address and reciprocal web link
- Display of up to 5 items e.g. café, shop, cinema
- Opening times
- Admission prices
- Facility to add/update event information

### Enhanced: £140 + VAT

- 2 images
- 200 word description
- Priority listing
- Online ticketing (5 or 10% commission)
- Contact information
- Email address and reciprocal web link
- Display of up to 5 items e.g. café, shop, cinema
- Opening times
- Admission prices
- Directions
- Facility to add/update event information
- Ability to show video\*

Those wishing to display more than 5 items on the website will be charged £25 + VAT per extra item. Please note non-accommodation listings will be randomised. There is a supplement for non members – please call for details.

### \*30 second video: £350 + VAT

New film shot and edited by Red Onion. For more information visit [www.cumbriotourism.org/video](http://www.cumbriotourism.org/video)

### E-shop

E-shop gives you the opportunity to sell your attraction/event tickets online on

[www.golakes.co.uk/eshop](http://www.golakes.co.uk/eshop). It also highlights your product when the customer is booking accommodation using our innovative cross-selling function. E-shop is especially useful for small events and attractions. If you do not have your own card payment facilities Cumbria Tourism can take secure payment for you (10% commission). Alternatively, you can manage payments yourself (5% commission).

### Adspots and banner ads

Adspots and banner adverts are available on a number of pages across the website. For information on prices and availability please go to [www.cumbriotourism.org/adverts](http://www.cumbriotourism.org/adverts)

### Overnighter scheme

The Overnighter scheme allows attractions, activity and event providers the ability to give their visitors access to book accommodation online whilst visiting their website. The main objective of the project is to encourage day visitors to stay overnight by adding a branded booking area to their website which fits in with their 'look and feel'. The information in the system is updated by the accommodation providers themselves with the latest prices and availability. The providers manage the bookings as they would normally.

The accommodation provider agrees to a 10% commission charge on all bookings through the Overnighter scheme (the same commission that Tourist Information Centres take), to which the attraction will receive 5%. This is a great way of offering your customers the opportunity to stay in the area longer and rewarding you for signposting them. That's all there is to it! If you would like to sign up, please contact the E-Tourism Team on 01539 822222.

# E-newsletter advertising opportunities

From the end of September 2010 the format of our e-newsletters will be changing to make it easier for you to get your message out to thousands of contacts all interested in the Lake District, Cumbria. We have a schedule of e-newsletters issued throughout the year with either generic news about the area or more targeted 'themed' news to our segmented databases.

## Generic e-newsletter

- Goes out to approx 100,000 contacts featuring general news and special offers

## Adventure Capital e-newsletter

- Goes out to approx 20,000 outdoor enthusiasts, featuring outdoor specific news and offers

## Culture e-newsletter

- Goes out to approx 23,000 culture vultures, featuring culture specific news and offers

## Taste District e-newsletter

- Goes out to approx 16,000 'foodies', featuring food & drink specific news and offers

## Beyond the Lakes e-newsletter

- Goes out to approx 14,000 contacts looking for places off the beaten track. Each edition will focus on a different area

## Caravan, Camping & Holiday Homes e-newsletter

- Goes out to approx 9,000 campers featuring specific news and offers

## Each e-newsletter will feature:

### ■ Premium advertising spots

Eight bookable advertising slots consisting of 50 words of copy and a 300x225 pixel landscape image.

- This advert will click through to either your Golakes entry (for a general advert) or a special offer page
- Offers can either be bookable online or an enquiry form sent directly to you
- For non-accommodation a voucher can be downloaded
- Any offers will also feature on the Golakes mobile site
- For an extra fee this advert can link directly through to your own website

### ■ Standard advertising slots

A promoted link through to an exclusive online special offer system where your offer can feature:

- Searchable offers
- Offers can either be bookable online or an enquiry form sent directly to you
- For non-accommodation a voucher can be downloaded
- Offers will also feature on the Golakes mobile site

### ■ Data capture opportunities

One prize draw slot is available, where advertisers can promote a prize draw asking contacts to opt-in for further information.

- The data can be captured on advertisers' own site or a data capture page can be set up on the Golakes website and opted-in data passed on

**For more information, booking details and prices visit**  
[www.cumbriatourism.org/enews](http://www.cumbriatourism.org/enews)

# Booking form

## ■ Business contact details

Contact name: .....

Business name: .....

Business address: .....

..... Tel: .....

Email: ..... Web: .....

Mailing address (if different from above): .....

Type of business: ..... No. of staff/covers/visitors (please circle): .....

## ■ Payment details

Membership cost                      £.....                      Subtotal                      £.....

Golakes cost (tick below)                      £.....                      + VAT                      £.....

Basic (£89 + VAT)                     

Enhanced (£140 + VAT)                     

Extra items (£25 + VAT) (insert number)                     

30 second video (£350 + VAT)                     

**Total                      £.....**

Payment must be received before the advert will be published on the website.

**Our VAT number is: 334 975 625**

## ■ How to pay

### Cheque

Made payable to 'Cumbria Tourism'.

### Credit/debit card

Please debit my Visa/Mastercard/Delta/Switch/Maestro card (please circle)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Start date:       Expiry date:

Security No. (Last three digits on reverse):       Issue No. (Switch only):

Cardholder's name: ..... Signature: .....

### Online

Book and pay online by credit/debit card at [www.cumbriatourism.org/onlinesignup](http://www.cumbriatourism.org/onlinesignup)

### BACS

Barclays Bank – account number: 20868213 sort code: 20-45-28

Please state business name when making payment

# Declaration

I have read and accept the Cumbria Tourism Code of Conduct and Conditions of Advertising.

It is expressly hereby agreed that no liability of whatsoever nature shall attach to Cumbria Tourism (whether under statute or under common law) in connection with any entry as it appears in web form or for any error in or omission there from or for any other reason in connection with its appearance or non-appearance on the website save where, by reason of default of Cumbria Tourism, any error or omission occurs in relation to any entry on the website, in respect of which the applicant has paid a fee to Cumbria Tourism, in which case Cumbria Tourism's total liability (under statute and common law) shall be limited to refund of the fee and no liability shall attach to Cumbria Tourism in respect of any other loss or consequential loss of whatsoever nature arising.



Name (block letters) .....

Business name .....

Signature .....

Date .....

*Bookings cannot be accepted without a date and a valid signature.*

## Change of ownership

I also agree and accept that the financial liability of placing an advert remains with me should the business be sold to a third party.

Return completed form to:

**Cumbria Tourism**  
**Windermere Road**  
**Staveley**  
**Cumbria, LA8 9PL**

Contact:

**tel:** 01539 822222

**fax:** 01539 825079

**email:** [info@cumbriatourism.org](mailto:info@cumbriatourism.org)

**web:** [www.cumbriatourism.org/onlinesignup](http://www.cumbriatourism.org/onlinesignup)

# Conditions of advertising

Cumbria Tourism reserves the right to refuse, amend, withdraw or otherwise deal with all advertisements submitted at its discretion. All advertisements must comply with the British Code of Advertising Practice and must in no way contravene the Consumer Protection Act for Unfair Trading Regulations 2008.

The advertiser will indemnify Cumbria Tourism, and agents acting on its behalf, against any damage, loss or expense from whatever cause which may be incurred as a direct or indirect consequence of the advertiser's announcement.

To advertise you must be a member of Cumbria Tourism or have paid the non-member advertising supplement.

Cumbria Tourism, or agents acting on its behalf, will not be liable for any loss or damage, consequential or otherwise, occasioned by error, late publication or the failure of an advertisement to appear from any cause whatsoever.

Cumbria Tourism will not be liable for any claim whatsoever in respect of legislation in connection with the European Community Package Travel Directive. Cumbria Tourism features advertisements in good faith but cannot assume any responsibility in respect of individual package organisers or retailers.

Web advertisers are ultimately responsible for checking the website to verify the accuracy of their web adverts.

Advertisers are reminded that the quality of material supplied for advertisements cannot be improved upon and inferior material will be reflected in the quality seen on the website.

All claims in respect of error, omission or faulty reproduction must be made to Cumbria Tourism in writing within 30 days of entries being uploaded to the website.

The financial liability of placing the advert remains with the advertiser should the establishment or attraction be sold to a third party.

The contents of the website are available to any user and/or visitor for personal reference only and may not be reproduced in any manner whatsoever either in whole or in part without the prior written permission of Cumbria Tourism, its authorised agents or representatives.

The use of the website is at the visitor's or user's own personal risk. Cumbria Tourism does not warrant the content, accuracy or veracity of any material or other information on the website nor does it warrant that the website is free from errors, faults, viruses or other computer or data-corrupting or data-damaging material.

Cumbria Tourism makes no guarantee of revenue to the advertiser as a result of placing any advert.

Descriptions of, or references to, products, services or publications within the website do not constitute or imply their endorsement or recommendation in any way by Cumbria Tourism, its employees or contractors. No reference in the website to any specific product, process, or service by trade name, trademark, manufacturer, or otherwise shall be used for advertising or product endorsement purposes.

# Code of conduct

## All Commercial Members ('members') of Cumbria Tourism ('CT') agree to abide by the following conditions:

1. It shall be at the sole discretion of the Commercial Members' Committee to approve any application for commercial membership of CT.
2. Any unsuccessful applicants may appeal to the Chief Executive of CT. In such circumstances, the Chief Executive will make a formal report to the Board of Directors of CT.
3. Members must at all times maintain the highest possible standards of courtesy, friendliness and service appropriate to their business or type of establishment.
4. Members at all times must provide accurate information to all visitors or other users of the facilities, amenities and/or other services provided by the establishment or business at all times, whether by advertisement, brochure, word of mouth or other means. In the case of accommodation, members must allow visitors to inspect the facilities if requested before booking, and to advise when accommodation is offered which is outside the main establishment (for example an annexe not attached to the main building or by boarding out), and to indicate the location of such accommodation and any difference in comfort of the amenities from accommodation in the main establishment.
5. Members must make it clear to all clients, customers and visitors or other users of the facility, amenity or other services, exactly what is included in all prices quoted, i.e. accommodation, taxes, meals, admission charges, other surcharges, postage, carriage, etc., in accordance with nationally accepted practices in operation at the time. Particularly in the case of attractions or accommodation, details of charges or additional services or facilities should be made clear from the outset.
6. Members who are also members of any national or local trade or professional association or other body recognised by CT, will adhere to the code of conduct laid down for that body. If a member is not a member of such a recognised trade or professional body, then they will operate so as to fully conform to the spirit of such codes of conduct where appropriate for their business.
7. Members must clearly display a statement of their cancellation policy which should be disclosed either on the website or in written form at the time of any booking, or verbally for a telephone booking.
8. Members should adhere to and not exceed the price quoted at the time of booking for accommodation or other services. If there should be a need to increase the price the customer should be informed immediately and should be given the right to cancel.
9. Members must deal promptly and courteously with all correspondence and other contact from customers, clients, visitors and CT.
10. Members must have a complaints handling procedure. This must be provided in written form on request. Any complaint received must be investigated and dealt with promptly and courteously and any outcome together with information in regard to furthering the complaint to CT must be communicated in writing to the person making the complaint as soon as possible.
11. Any individual or organisation who may be dissatisfied by how their complaint was dealt with may lodge a complaint with the Chief Executive or the Chair of CT. Where the Chief Executive feels it is necessary to intervene, the Chief Executive or his or her Deputy or the Chair of the Commercial Members' Committee or all, will endeavour to resolve such complaints upon mutual agreement. If, in the opinion of the Chief Executive this does not resolve satisfactorily, they will submit a report to the Board of Directors which will, at its sole discretion, be at liberty to recommend expulsion from membership. The same will apply if, for any other reason, the Chief Executive regards continued membership as inappropriate.
12. If a Member is accused of misconduct or of any act or omission that is considered by the Chief Executive to bring CT into disrepute, the member will be notified by the Chief Executive of the circumstances at the address shown on the membership record and advised that the matter is to be placed before the Board of Directors specifying in writing the day, time and place of the meeting and giving at least 14 days' notice of the meeting and advising the member of their right to be present to make their representation to the Board of Directors in person or in writing. At the meeting the Board of Directors after consideration of the facts and evidence submitted shall vote on a resolution for expulsion of the member. The concurring vote of not less than two-thirds of the Board of Directors members present shall confirm the expulsion of the member. On expulsion from the membership all membership benefits shall terminate immediately and CT shall not be liable for any loss caused to that person or organisation by the termination. The member shall not be entitled to any refund of membership fees. Any individual or organisation expelled from membership shall not be re-admitted except by resolution of the Board of Directors passing with a concurring vote of two-thirds of the Board of Directors of members present.
13. Where a member for whatever reason ceases to hold membership of CT all relevant display signs and printing must be removed without delay.
14. Members undertake to maintain and operate their businesses and premises in accordance with all statutory requirements that may be in force which may vary. Members must comply with all rules, regulations, legislation and directives imposed either by the Government or by a recognised relevant body.
15. Members must use their best endeavours to ensure that all staff have full knowledge of, and participate fully with, satisfying this code of conduct.
16. Through continuous training and development members will strive to achieve excellence in all areas and endeavour to exceed customer expectations wherever possible.
17. Should a business change ownership, CT must be notified within 15 working days of the transfer. The notification must include the name of the individual or organisation, and contact name and details of the new owner, and the date of the transfer.
18. Members should use their best endeavours to ensure that any requirements of any visitors who may have disabilities or special needs are satisfied and where appropriate make suitable provisions.
19. No member will treat any individual or organisation, whether a customer or not, with less favourable treatment or consideration on the grounds of race, colour, religion, nationality, ethnic origin, sexual orientation, gender, age, disability, mental status nor will the individual or organisation be disadvantaged by any treatment that cannot be justified as necessary on operational grounds.
20. Members agree to be bound by this code of conduct which may be varied from time to time.