



membership and golakes website

Booking form 2009/10

Putting you in the tourism picture

Thank you for your interest in membership of Cumbria Tourism and advertising on our consumer-facing website Golakes.co.uk.

Our mission is to create a world class visitor experience and our members are key to ensuring we achieve this goal. With over 3,300 current members we are proud to have the biggest membership of any region in the Northwest, and welcome any tourism business or individual who would like to support tourism in Cumbria to join us.

This form 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

As well as being able to join membership of Cumbria Tourism at any time of the year, you can also advertise on our website Golakes.co.uk, which offers an excellent way to promote your business to Cumbria visitors.

Golakes has over 3.3 million users a year and really is Cumbria's most comprehensive tourism website. It has taken £2.5 million in total bookings and proves to be a very cost-effective way to advertise your business, with a yearly fixed fee and no commission to pay.

We look forward to welcoming you as a member of Cumbria Tourism and helping you develop your business.

Why become a member?

Communication

- Hear from inspiring keynote speakers at our members' meetings
- Keep abreast of the latest tourism news with our quarterly members' magazine – Viewpoint
- Sign up to email updates
- Have access to the member-protected area of www.cumbriatourism.org

Promotion

- Opportunities to advertise your business in our wide-ranging marketing campaigns, by featuring in our printed and/or online guides
 - Reach 3.3 million potential visitors by advertising on our consumer-facing website Golakes.co.uk
 - Sign up to our monthly e-newsletters and highlight your special offers to potential visitors (sent to 981,000 contacts a year)
 - Partake in our business-to-business advertising opportunities
- (NB: Members receive preferential rates on advertising fees)
- Host press trips and enjoy free editorial coverage
 - Improve your promotional materials and websites using our free photo library

Support

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

Development

- Advice on raising business quality standards
- Tap into our extensive visitor and business research
- Opportunities to update your knowledge and skills through practical workshops

Cost savings on:

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

Accommodation

Basic membership fee: £81.00

All accommodation membership fees are subject to the basic charge of £81 plus a supplement where applicable, and as shown below. If your accommodation business has just 1 room, 1 unit or 1-10 pitches then only the basic membership fee is due. All rates are exclusive of VAT.



Serviced Accommodation (Guest Houses, B&Bs, Hotels, etc.) having:
 up to 5 rooms @ £4.50 per room
 6-10 rooms @ £6.80 per room
 11 or more rooms @ £8.90 per room

Self-catering Accommodation having:
 2 or more units @ £8.90 per unit

Caravan & Camping sites having:
 11 or more pitches @ £1.80 per pitch (*static caravans/pods/yrts will be charged as self-catering units*)

Non Accommodation

Visitor Attractions – number of visitors per year

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

Retail Outlets – number of staff

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



Recreation – number 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

Restaurants, Cafés & Public Houses – number of covers

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



Professional Services – number of staff

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

Activity Holidays – number of staff

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

Taxi, Car Hire, Tours & Transport – number 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 available on www.cumbriatourism.org in the Membership section

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 Cumbria Tourism (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, ie 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 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.

Why advertise on Golakes?

- ★ Cumbria's most comprehensive tourism website
- ★ 3.3 million users (June 08-June 09)
- ★ £2.5 million total bookings
- ★ Nominated for Travelmole Tourism Website of the Year 2009



Golakes.co.uk costs (12 months)

Accommodation

For serviced accommodation businesses with 20 or more bedrooms there is an additional supplement of £225.

Platinum web

Cost: £700 + VAT (available to properties with a current national assessment)

Includes:

- 8 images
- Priority listings
- Commission-free online reservations/bookings
- Bookable through visitbritain.com and visitengland.com
- Video to be created and featured on web entry*
- Contact information
- Facility to add special offers
- Directions to property
- 200-word description
- Online availability chart

For more information visit www.cumbriatourism.org/video



Gold web

Cost: £320 + VAT (available to properties with a current national assessment)

Includes:

- 6 images
- Priority listings
- Commission-free online reservations/bookings
- Bookable through visitbritain.com and visitengland.com
- Contact information
- Directions to property
- 200-word description
- Online availability chart
- Facility to add special offers



Silver web

Cost: £280 + VAT (available to properties with a current national assessment)

Includes:

- 4 images
- 200-word description
- Priority listings
- Online availability chart
- Contact information
- Facility to add special offers
- Directions to property



Bronze web

Cost: £100 + VAT (available to properties with a current national or Quality Cumbria assessment)

Includes:

- 2 images
- 200 word description
- Contact information
- Facility to add special offers
- Directions to property



Non accommodation

Enhanced web

Cost: £117 + VAT

Includes:

- 2 images
- 200 word description
- Priority listings
- Online ticketing (5% commission)
- Contact information
- Opening times
- Admission prices
- Directions
- Facility to add/update event information*



- Optional video £300 + VAT. Video to be created and featured on Golakes.co.uk **

Basic web

Cost: £74 + VAT

Includes:

- 1 image
- 50 word description
- Contact information
- Opening times
- Admission prices
- Facility to add/update event information*



* Cumbria Tourism retains editorial control of event information on Golakes.co.uk

** For more information visit www.cumbriatourism.org/video

Booking form

Return to: **Cumbria Tourism, Windermere Road
Staveley, Cumbria, LA8 9PL**

Business contact details

Contact name:
Business name:
Business address:
..... Postcode:
Telephone: Fax:
Email:
Web:
Mailing address (if different from above):
..... Postcode:

Brief description of your
business:

Number of rooms/units/
staff/covers/visitors
(please circle):

Declaration

I have read and accept the Cumbria Tourism Code of Conduct and Conditions of Advertising and understand that entry on to Golakes.co.uk means an agreement to pay 10% of the value of the full stay on bookings made through networked TICs.

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

Applications 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.

Payment details

Membership cost £.....

Golakes cost £.....

Accom: Platinum / Gold / Silver / Bronze

Non-accom: Basic / Enhanced

(please circle)

*Web supplement (if applicable) £.....

Subtotal £.....

+ VAT £.....

TOTAL £.....

*For serviced accommodation with 20 or more rooms there is an additional charge of £225 + VAT. This applies to all levels of web entry.

Payment must be made at time of application.

Our VAT number is 334 975 625

How to pay

Cheque

Made payable to 'Cumbria Tourism'

I enclose a cheque for: £.....

Credit/debit card

Please debit my card as follows (please circle)

Visa/Mastercard/Delta/Switch/Maestro

Card No:

□□□□ □□□□ □□□□ □□□□

Start date: □□□□ Expiry date: □□□□

Last three digits of security code □□□

Issue No: (Switch only) □□

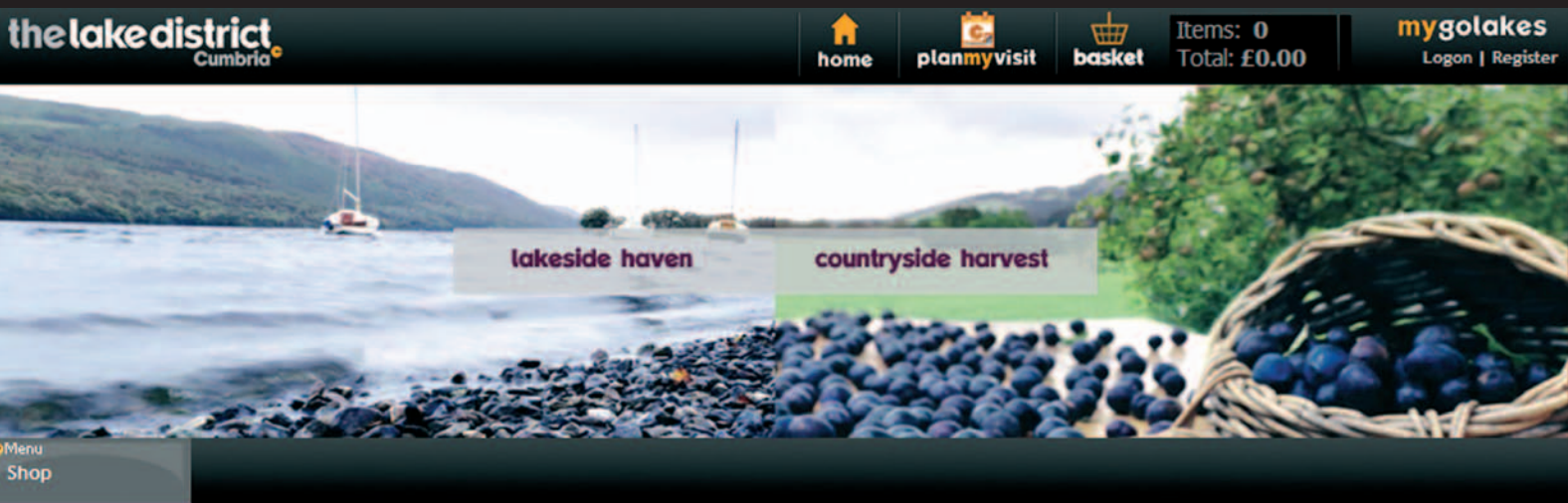
Cardholder's name:.....

Signature:.....

Online

Book and pay online by credit/debit card at
www.cumbriatourism.org/onlinesignup

Golakes add-ons



Visited: [eShop](#) > [Browse eShop](#)

Eshop home

- > Attraction Passes
- > Books & Guides
- > DVDs
- > Event Tickets
- > Experiences
- > Maps
- > Theatre & Film
- > Tours
- > Wainwrights

Eshop search

- > Delivery
- > Eshop terms

Theatre & Film

all Theatre & Film
Film
Music
Talk
Theatre

 The Three Musketeers Thursday 29 October 2009 £7.00-£10.00 More Info >	 How The Other Half Loves Monday 28 September 2009 to Saturday 3 October 2009 £7.00-£20.00 More Info >	 Talent Saturday 29 August 2009 to Saturday 12 September 2009 £18.00-£20.00 More Info >	 Spiers & Boden Sunday 20 September 2009 £7.00-£14.00 More Info >
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E-shop (main picture above)

E-shop gives you the opportunity to sell tickets, products and other items on Golakes.co.uk. It also highlights your product using our innovative cross-selling function.

E-shop is especially useful for small events, attractions and retailers. If you don't have your own card payment facilities, we can take secure payment for you.

Commission rates vary between 5-10% depending on customer payment options.

Adspots

Adspots are targeted adverts on a selection of prominent Golakes.co.uk pages. They offer quick, measurable and highly affordable exposure to our visitors and are available for as little as one week.

Prices start from £50 + VAT per week. Cost depends on adspot placement and duration.



For more information, contact the E-tourism team on 01539 822222.



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 Trade Descriptions Act.

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.

All bookings taken online through the website are automatically subject to terms and conditions as detailed at www.golakes.co.uk.

Accommodation providers must have a valid and current quality assessment to advertise with Cumbria Tourism. If an advertiser's assessment expires during the lifetime of the advertisement, listings will be removed from Golakes.co.uk without a refund.

Cumbria Tourism

Windermere Road
Staveley
Cumbria LA8 9PL

tel: 01539 822222

fax: 01539 825079

email: info@cumbriatourism.org