



Membership & Golakes booking form 2011/12

Be part of the tourism industry's winning team in 2012

Join Cumbria Tourism to contribute to and be partner in the largest tourism marketing campaign for the county. Membership gives your business numerous marketing and PR opportunities as well an extensive range of special benefits we've negotiated for you.

The low credit card rates alone can soon recover the costs of CT membership, but be sure to utilise all that's on offer to benefit your business.

Our Golakes.co.uk website continues to go from strength to strength and with over 4.3 million users a year it's an advertising opportunity not to be missed.

Cumbria Tourism remains the voice of tourism in Cumbria and continues to lobby local and central Government for improved conditions to enable our businesses to grow.

All these benefits represent an excellent package and an essential investment for your business. It is our mission to continue to strive to provide excellent value for money and support for all visitor dependent businesses in Cumbria.

Join Cumbria Tourism today.

Cumbria Tourism^c
At the heart of our visitor economy

Why become a member?

Support

- We provide strategic leadership for the tourism industry in Cumbria
- 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

Promotion

- We promote the Lake District, Cumbria as a leading destination to national and international visitors.
- Opportunities to advertise your business in our wide-ranging marketing campaigns, by featuring in our printed and online guides
- Reach 4.3 million potential visitors by advertising on our visitor-facing website Golakes.co.uk
- Highlight your special offer to visitors through our e-newsletters
- Get involved in our social media activity including Facebook and Twitter
- Participate in business to business promotional opportunities
- Subscribe to our bespoke PR and web services – tailored to your specific requirements

- Preferential rates on all promotional 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

Discounts – Save money on:

- Banking
- Credit/debit card processing
- Insurance
- Accountancy
- Web design and search engine optimisation

Communication

- Hear from inspiring speakers and network at our member meetings
- Read the latest tourism news in 'Viewpoint', our members' magazine
- Receive regular e-newsletter updates
- Access the member-protected area of www.cumbriatourism.org

Development

- Obtain **free** advice on raising business quality standards
- Tap into our extensive visitor and business research

Visit www.cumbriatourism.org to find out more about the work of Cumbria Tourism.

Membership costs (12 months)

All accommodation membership fees are subject to the basic charge of £85 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.

Our VAT number is 334 975 625

Basic membership fee: £85

Serviced accommodation (guest houses, B&Bs, hotels, etc.) having:

Up to 5 rooms @ £5 per room

6-10 rooms @ £7 per room

11 or more rooms @ £9.50 per room

Self-catering accommodation having:

2 or more units @ £9.50 per unit

Caravan & Camping sites having: *

11 or more pitches @ £2 per pitch

(*static caravans, yurts and camper vans will be charged as self-catering units)

Need help calculating your membership fee? Use the online calculator in the Membership section of www.cumbriatourism.org

Why advertise on Golakes.co.uk?

- The official tourism website for Cumbria
- Over 4.3 million users (July 10-June 11)
- Cost-effective advertising channel
- No price increase this year!
- Quality Cumbria assessed businesses will now show alongside nationally assessed businesses
- By advertising you are part of a national destination promotional campaign



Golakes.co.uk costs (12 months)

Bookable Basic: £50 + VAT

- Online bookability (10% commission – inclusive of VAT at the prevailing rate)
- Priority listing
- 4 images
- 200 word description
- Online availability chart
- Contact address and phone number
- Facility to add special offers
- Bookable campaign special offers
- Directions to property

Bookable Enhanced: £200 + VAT

Same as Bookable Basic plus:

- Email address and reciprocal web link
- 6 extra images including image gallery

Non-Bookable Basic: £250 + VAT

- Online availability chart
- 4 images
- 200 word description
- Contact address and phone number
- Facility to add special offers
- Directions to property

Non-Bookable Enhanced: £400 + VAT

Same as Non-Bookable Basic plus:

- Email address and reciprocal web link
- 6 extra images including image gallery

In order for your bookable entry to show on Golakes you will need to join Guestlink Affiliates (there is no set up fee). You can sign up online for this service. The 10% commission will be taken after the customer has stayed. Commission will only be taken on confirmed Golakes bookings.

“Golakes has always been our number one place to advertise and the results speak for themselves. The site is stylish and well laid-out and very much reflects the image of the Lake District that we want to project. It has succeeded in bringing in many thousands of pounds worth of bookings for The Boundary as well as directing many more people to our own website for more information.”

Steve Thomas, owner of the 5-star Boundary B&B in Windermere, who has advertised on Golakes since launching the business in 2008.

**All businesses must hold a valid QC, AA or VE assessment to advertise.
Bookable entries will be listed above non-bookable entries.**

Please note that those taking online bookings must update their availability on Guestlink regularly. Those not updating within 60 days will automatically be removed until their next update.

Booking form

■ Business contact details

Contact name:

Business name:

Business address:

..... Tel:

Email: Web:

Facebook: Twitter:

Mailing address (if different from above):

.....

Type of business: No. of rooms/units/pitches (please circle):

■ Payment details

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

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

Bookable Basic (£50 + VAT)

Bookable Enhanced (£200 + VAT)

Non-Bookable Basic (£250 + VAT)

Non-Bookable Enhanced (£400 + 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)

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

BACS

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

Please state business name when making payment

Direct Debit

Sign up to Direct Debit by completing the form opposite

Declaration

I have read and accepted the Cumbria Tourism **Code of Conduct** and **Conditions of Advertising** and understand that taking a bookable entry on Golakes means an agreement to pay 10% commission on the whole stay on any booking made through www.golakes.co.uk.

I understand that I may not cancel because of incorrect pricing any bookings made through www.golakes.co.uk and that keeping my prices accurate is the responsibility of me the Advertiser.

I agree to use the special offers functionality to promote special breaks and added-value, not to direct potential customers away from www.golakes.co.uk.

I understand that misuse of the system may result in my entry being removed without warning.

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.

• **The Conditions of Advertising can also be viewed at www.cumbriatourism.org/terms**

Name (block letters)

Business name

Company registration No. (if applicable)

Signature Date

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



Return completed form to:

Cumbria Tourism
Windermere Road
Staveley
Cumbria, LA8 9PL

Contact:

tel: 01539 822222

fax: 01539 825079

email: info@cumbriatourism.org

web: www.cumbriatourism.org/onlinesignup

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 Managing Director of CT. In such circumstances, the Managing Director 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 Managing Director or the Chair of CT. Where the Managing Director feels it is necessary to intervene, the Managing Director 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 Managing Director 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 Managing Director regards continued membership as inappropriate.
12. If a Member is accused of misconduct or of any act or omission that is considered by the Managing Director to bring CT into disrepute, the member will be notified by the Managing Director 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 fourteen 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 the 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.

Conditions of Advertising

Terms and conditions for advertisement by the Advertiser on the Website

1. These terms and conditions are referred to as “the Conditions of Advertising” in the declaration forming part of the Golakes booking forms.
2. The “Website” means www.golakes.co.uk provided that Cumbria Tourism “CT” reserves the right to change the URL of the particular Website from time to time and the definition of “Website” includes any replacement URLs during the term of the agreement.
3. The “Term” means the period from the date of the contract through to the following 30 September.
4. “Advertisement” means an advertisement published or proposed to be published on the Website under the contract made between the person or body intending to place the advertisement (“the Advertiser”) and CT.
5. The fees payable for the contract shall be as shown in the relevant Golakes booking form.
6. In order to advertise, the Advertiser must be a commercial member of CT or have paid the non-member advertising supplement at the rate from time to time in force.
7. It is agreed that the Advertiser is solely responsible for checking the Advertisement upon the Website to verify the accuracy of the Advertisement.
8. The Advertiser is reminded that:
 - i) the quality of material supplied for by the Advertiser cannot be improved upon and inferior quality will be reflected in the quality seen on the Website; and
 - ii) all Payments due under the contract remain the personal responsibility of the Advertiser throughout the Term even though the Advertiser’s business may be sold during the Term.
9. CT reserves the right to refuse amend withdraw or otherwise deal with all advertisements submitted at its entire discretion. An Advertisement or requested amendment to an Advertisement will not be published on the Website if it is not delivered in accordance with the terms of the agreement and approved by CT.
10. CT and any person acting on its behalf shall 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.
11. CT reserves a final right to reject or cancel any Advertisement or remove any Advertisement from the Website at CT’s sole discretion and without liability to the Advertiser.
12. The Advertiser shall provide the Advertisement a reasonable period before the planned publication date and accepts that CT shall have no responsibility for any delay in the actual publication date caused by circumstances outside CT’s control.
13. 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 CT.
14. The use of the Website is at the visitor’s own risk. CT 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.
15. CT makes no guarantee of revenue to the Advertiser as the result of placing the Advertisement.
16. 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 CT.
17. No reference in the Website to any specific product process or service by tradename trademark manufacturer or otherwise shall be used for advertising or product enforcement purposes.
18. The Advertiser shall indemnify CT against any claim costs and demands whatsoever arising out of legislation made under or in connection with any European Community Package Travel Directive.
19. CT shall not be liable for any changes deletions from or delay in publication or withdrawal of any Advertisement if any relevant authority (such as the ASA) requires such action.
20. CT reserves the right to vary the content layout and format of the Website.
21. CT shall have absolute freedom in the Advertisements it can allow onto the Website. The Advertiser acknowledges that CT gives the Advertiser no protection against proximity of competitive products.
22. The Advertiser licences CT to use the Advertiser’s name trademarks and/or logos for the purpose of enabling CT to perform its obligations under the relevant contract.
23. The Advertiser agrees that the Advertiser will not do anything which may cause potential customers using the Website to place bookings or purchase products from the Advertiser other than through the Website.
24. The Advertiser warrants that the Advertisement (and where applicable the Advertiser’s website if linked to the Website):
 - i) will not infringe the rights (including intellectual property rights) of any third party or infringe any other agreement or arrangement;
 - ii) will not be defamatory or derogatory to any third party or be offensive;
 - iii) will not be prejudicial to the image of CT or the website;
 - iv) will comply with the UK Code for non-broadcast Advertising, Sales Promotions and Direct Marketing (the CAP code) and all applicable laws and relevant regulatory provisions (including the Consumer Protection from Unfair Trading Regulations 2009) and any guidelines issued by CT and notified to the advertiser;
 - v) is free from any viruses and will not cause an adverse effect on the operation of the website or otherwise prevent the website being available to customers.
25. The Advertiser warrants that the Advertiser has obtained all necessary rights consents licences and clearances in relation to the publication of the Advertisement and has complied with all guidance of relevant and regulatory bodies.
26. The Advertiser warrants that the Advertiser is properly registered and will comply with all data protection legislation including any directions issued by the Information Commissioner, particularly in relation to obtaining storing and the use of personal data derived from viewers of the Advertisement or customers that will be tracked to assess page impressions or revenues and that the Advertiser has complied with all information requirements and other requirements of the EU E-Commerce directive.
27. The Advertiser will indemnify CT against all liability in respect of any breach non-performance or non-observance by the Advertiser of any material warranties or obligations or representations contained in the Advertisement.
28. The applicable law to be used to determine any disputes arising out of the contract shall be the law of England and Wales.