

Destination Dryden



2008

Dryden Marketing Association

Join Today!

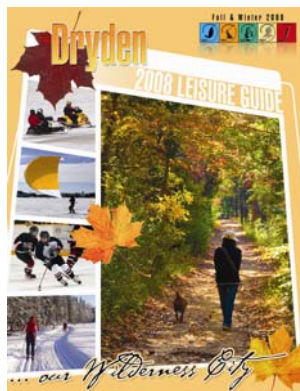
Marketing Partnership Benefits

The Dryden Marketing Association (DMA) is a non-profit corporation comprised of hotel/motel accommodation providers. Membership in the DMA is a cost-effective way to thoroughly market your business to visitors, tourism and convention planners.

The primary responsibility is to make consumers aware of the existence of their destination, and of what it has to offer in attractions, services, and value. This is achieved through media coverage, advertising, sponsorships and a variety of promotions.

Being a member of the DMA and a partner in the travel and tourism industry means an investment in your bottom line. For example, as a result of being a member, your business prospers directly from sales leads and marketing opportunities. Indirectly, you prosper from increased economic growth, which is crucial to the local economies and quality of life. By investing in our future, you invest in your own.

ADVERTISING BENEFITS



The Dryden Leisure Guide is just one of the first marketing products supported by the Dryden Marketing Association. The guides is one of the largest print advertising distribution media available in Dryden.

There are 10,000 guides printed and distributed to border crossings, visitor information centres and it also available online in PDF version on our partner websites at www.dryden.ca, www.freemap.ca, www.drydenobserver.ca and www.ckdr.net.

Another program that the Dryden Marketing Association is a partner is the Destination Dryden Ambassador program. Launched this year, the certified Ambassadors provide friendly and helpful assistance to visitors at the Visitor Information Centre and at community events. Services include hotel referrals and bookings, guided visitor tours and a detailed overview of what Dryden has to offer and linkages to other communities.



“destination marketing organization” A company or other entity involved in the business of increasing [tourism](#) to a [destination](#) or improving its public image.

2008 Program Outline

Destination Marketing



What is a Destination Marketing Fee (DMF)?

Most major North American cities collect a Destination Marketing Fee (DMF), which enables the tourism industry to collectively promote and improve a destinations attractiveness in the marketplace. The DMF is a \$1.00 per room night charge applied to short-term accommodation rentals less than 30 days duration to develop new markets and increase consumer awareness of a destination.

What's done with the revenue?

Dryden hotels and accommodation providers have formed the Dryden Marketing Association (DMA). The DMF funding will provide this association with the necessary funds to help tourism businesses develop and grow, providing a greater quality and diversity of experience and opportunities for visitors to our area. The DMF is a great resource pool for Dryden's tourism industry. The benefits of a DMF are a healthier and more vibrant tourist destination.

How does it benefit me?

The DMF opens up opportunities for better visitor guides and services; special package deals offered by DMA members; and special events that rely on DMF funds.

What should I see on my bill?

The following should be listed on your invoice:

DMF:	\$1.00 per paid room night
Goods and Services Tax:	5% on purchase and DMF
* Retail Sales Tax:	5% on purchase and DMF

Are there exemptions?

The DMF may be waived if a customer is affected by an existing corporate contract .

*The DMF is **exempt** from Retail Sales Tax (RST) up to June 30, 2010. That is, the 5% RST should not be charged for any rooms rented before that date.

Dryden Marketing Association

On May 1, 2007, members of the Dryden Marketing Association (DMA) implemented a Destination Marketing Fee (DMF). The fee is \$1.00 per night on the room only portion of the guest bill.

This amount is remitted by the participating hotel to be used by the Dryden Marketing Association to promote Dryden as a destination and to allow them to market themselves to potential visitors, tour operators and convention planners.

In Canada, a supplementary hotel tax is in place in British Columbia, Alberta, Quebec, Nova Scotia and Newfoundland. The Ontario Provincial Government in the last two budgets has exempted the DMF from Retail Sales Tax.

The hotel room taxes or fees have become an accepted method for funding destination marketing programs.

The DMA is currently preparing a three year strategic plan in partnership with the City of Dryden and all members will be able to participate in this process.

By becoming a member it will provide you with a Director's position on the Board and a voice in the development of Dryden's tourism planning process. A one-time membership fee of \$200.00 is all it costs.

At present, the DMA in partnership with the Dryden Development Corporation are have leveraged funding under

the Rural Economic Development Program to develop and implement a Tourism Strategy for the Greater Dryden area.

A Tourism Advisory Committee has been created to spearhead this project and the Dryden Marketing Association is playing a major role in the project and on the committee.

This will provide members with maximum exposure and market distribution.



The logo has been designed to compliment the City of Dryden's banner program and Branding initiative.

For More Information, please contact:

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Web Site Under Construction
www.destinationdryden.ca

CURRENT BOARD MEMBERS

- Sandra Boyko, President - Best Western Motor Inn
- Stan Wojtaszek, Secretary - Hide Away Motel
- Jordan Railian, Director - Riverview Lodge
- Rick Lindmeier, Director - Holiday Inn Express
- Hoa Nguyen, Director - Town & Country Motel
- John Carlucci - Regional Training & Cultural Centre
- Steve Herits - Pilot's Landing Bed & Breakfast