



Update September 1 , 2011

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Go Western Newfoundland Annual General Meeting

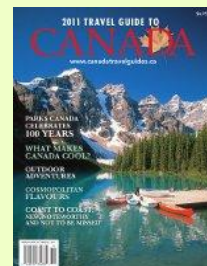


Go Western Newfoundland will be holding its annual general meeting on Friday September 30, 2011 between 1:30pm and 3:30pm at the Fisherman's Landing Inn, Rocky Harbour. We invite all tourism stakeholders in Western Newfoundland to attend. If you would like to be a part of tourism development in the region there will be several positions up for election on the WDMO board, please contact us for further information at

info@gowesternnewfoundland.com

Cooperative Advertising opportunity

The Travel Guide to Canada is offering tourism businesses in western Newfoundland the opportunity to participate in the destination program for all four of the 2012 Travel Guides to Canada editions. Participating businesses will be offered a group format style advertisement which will be supported by the Destination banner centred across the spread. Supportive editorial will be added to this feature. For more information contact: Val Saunders, Publisher: Phone: (905) 859-1372 E-mail: vsaunders@sympatico.ca The deadline for reserving space is November 21, 2011.



2011-2012 show participation

The WDMO will be participating in three upcoming shows this fall; Go Media Canada a business to business media show, the Cruise Exploration Forum and the Ontario Motor Coach a business to business trade show. Attendance at the two business to business shows will be in participation with the Department of Tourism Culture and Recreation. Planning for the 2012 show schedule is nearing finalization and the listing will be available to industry stakeholders in one of updates later this year. The WDMO will be participating in many business to business, trade and consumer shows in the coming year and there will be opportunities for local businesses to participate in some of these scheduled shows. For more information contact Laura Walbourne at laura@gowesternnewfoundland.com.

Snow West 2012 Planning Session



The WDMO is organizing a briefing and planning session for Snow West 2012. The meeting will be held at Marble Mountain on Thursday September 15, 2011 between 10.30am and 12.30pm. We welcome the input from organizations that participated last year and of course anyone who would like to be involved in 2012. Please contact us for further information at info@gowesternnewfoundland.com

FAM Tours

2011 is shaping up to be a banner year with 42 familiarization trips planned since April 1, 2011. We continue to welcome participation from industry stakeholders in particular accommodators, restaurants, attractions and activity providers, so if you would like to be included please contact us without delay. To participate, organizations should be current members and provide us with a preferential FAM tour rate. Most articles published as a consequence of media FAM tours also benefit from exposure through www.newfoundlandlabrador.com and the Department of Tourism's social media and e-marketing

channels. You can also follow the Go Western Newfoundland Facebook page (www.facebook.com/gowesternnewfoundland) as all FAM articles are posted here.

Below are details of the FAM tours that took place during August 2011:

Month	Name	Media Source / Company	Region toured	Notes / Comments
August	Lawrence Hill & Sarah Macwhiter	Globe & Mail	Gros Morne	Feature article on highlights in Gros Morne.
August	Jessica Wilson Travel Writer	Perceptive Travel Magazine	Southwest coast Gros Morne	Focus on women's outdoor adventure activities.
August	Conor Mehill Travel Writer	Cottage Life Magazine	Southwest coast Gros Morne	Exploration of cottage life in rural Newfoundland.
August	Mario Viboux Journalist	Sentier Chasse Peche, Quebec	Entire region	Angling experiences in Western Newfoundland.
August	Lucy Izon Blogger	Cool Canada	Gros Morne	Writers at Woody Point Festival & other activities.
August	Candace Walsh Travel Writer	Blogger	Gros Morne Humber Valley	Writers at Woody Point Festival and other activities.
August	Joan Niemeier Tour Operator	Wells Grey Tours	Humber Valley Gros Morne Northern Peninsula	Development of new touring program.

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Comments

If you have any comments or questions on the content of the Go Western Newfoundland Updates or perhaps there are items you would like to see then please feel free to contact us:

info@gowesternnewfoundland.co

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Membership

Participate in what's happening with tourism in the Western Region.

For further information

please visit:

www.westernnl.org

Archive copies of all updates are
available at www.westernnl.org

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You are receiving this email because you are a member of the Western Newfoundland Labrador Destination Marketing Organization or a registered tourism operator with the Provincial Government of Newfoundland & Labrador, Department of Tourism Culture and Recreation.

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