



Keeping INN Touch

Innkeepers Guild Newsletter - Over 50 years of Professional Innkeepers and Quality Properties

President's Message

December 3, 2008

"Innkeepers Guild Online" - The New Web Site is Launched

View the new web site at: www.innkeeperguild.com

This site has been designed -
First - to promote YOUR property,
Second - to promote the Innkeepers Group of properties,
Third - to give members better tourism business information,
Fourth - to bring the "Innkeeper" properties closer together.

On the Home page, you will see two main menus - A TRAVEL GUIDE, and now, a TRIP PLANNER - currently in development. These are designed to make it as easy as possible for potential guests to see your property and your area.

The Travel Guide will guide travellers to your property - it starts with a map, then shows the province, shows a "region" or "trail", and then will show a list of individual properties.

The Trip Planner will guide travellers to your tourist area and your location - it starts with a map, then provincial links, then region or trail links. This planner will mainly feature only those locations where a member property is located, or a key location nearest a member property. Each member will have the choice of what amenities, attractions, events, and resources that he or she wants to see advertised for their property, city, town, village, or area. For example, if you want to promote a museum, then you simply provide the web site link to that museum. If you want to promote a festival, then supply the link for that festival.

Although there will be some duplication of information in the Guide and the Planner, it will make it simpler for the site visitors, and may mean we can attract their attention and help boost your business by connecting them to travel resources in your community.

Innkeepers Guild has designed this site to increase the visibility of your property as well as promote the Innkeepers group of properties so it is easier to make referrals. Your membership includes your listing on this site. In terms of cost, this listing is by far the most cost effective compared to any other tourism association.

On the next page you will see a reminder on how you can update your property listing. There are still some properties where the listing was "lost" in the site hand over, so please double check, if you need help, just contact - info@innkeeperguild.com

This new web site will evolve with several future improvements. You will be receiving up-to-date tourism business, financial, and economical information. Check the "Press Archive" on the Home page. This is our "media watch" designed to provide current and past articles. If you have an article that you want included, please send it by email to info@innkeeperguild.com

Soon you will see other such menu items added for "Tourism Statistics", "Tourism Issues" and "Government & Industry". As well, Members will be able to use their password to access our internal Innkeepers Guild "Innkeepers Meetings". Next we will work on how we can improve marketing the Innkeepers Guild brand for the 2009 season.

If you have any suggestions, please send them to admin@innkeeperguild.com or leave a message at 1 (888) 280-0885.

Peter Sheehan
President

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Property Listing Update Options

Option 1 – Through the Innkeepers Web Site

1. Updating your listing can now be done through the Innkeepers Web Site located at: <http://www.innkeeperguild.com>
2. The forms that allow you to do the update are located in a secure folder. You must have a username and password to gain access to these pages. To obtain a username and password send an email to: <mailto:info@innkeeperguild.com?subject=Username/Password Request>
3. When you receive your username and password, go to: <http://www.innkeeperguild.com> In the “Quick Links” menu, click on the “Update My Listing” button, Enter your username and password.
4. In the “Member Services” menu you can choose to either: “Update My Contact Information”, “Update My Property Profile”, or “Upload Property Photos” – click on the appropriate link, fill out and submit the form. The information/photos will be used to update your listing.

Option 2 – Send an Email

1. Go to <http://www.innkeeperguild.com> - view your listing, decide what needs to be updated.
2. Send an email containing the new information and or photos to: <mailto:info@innkeeperguild.com?subject=Property Listing Update>
This method is recommended for minor changes or as an alternative photo mail-in method.

Option 3 – Send the Update by Mail

1. Go to <http://www.innkeeperguild.com> - view your listing, decide what needs to be updated.
2. Send a letter containing the information to: Property Listing Update
5 Sibley Street
Waverley, NS,
B2R 1G9

Publication Info

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