



## **The On-line Register & New NSBBA Website**

### **Background:**

At the NSBBA AGM on November 4, 2006 a motion was put to the floor that the Association should cease publishing the printed version of the NSBBA Register and move to an enhanced electronic marketing website. The motion was discussed and then a vote took place on that motion. It was unanimously supported with just one abstention and nobody voting against the motion.

### **Committee:**

An Online Register Committee was formed at the AGM and has met several times since.

Anne McDonah from the Belgravia Bed and Breakfast is the voluntary Online Register Committee Chair. Her email is: **belgravia@eastlink.ca** or **phone: (902) 893-7100**. As the project progresses, Anne will periodically send information to those who have signed up for a detailed listing on the new website and to collect additional listing information from you.

### **Website content:**

It is intended that this website will feature NSBBA members' properties, with pictures, descriptions, and some information about the host(s). There will be links to the member's own website, as well as information about the various trails and on Nova Scotia itself to help with trip planning. Instead of using the Dept. of Tourism's professional photos, we are hoping to use photos submitted by members, giving credit to those operators. The committee is currently discussing if each member's individual page will be password protected so that it can be edited and kept current by the individual operator or whether a committee would be set up to regularly make changes. The committee welcomes your input on this.

### **Purchasing a listing:**

As with the former printed Register, you must be a member in good standing of NSBBA & TIANS (Tourism Industry Association of Nova Scotia) to be eligible for inclusion on the website, which incurs annual membership fees. Please contact the TIANS office if you are unsure of your membership status.

We are offering an “early bird incentive” to those operators who wish to be in on this exciting project from the beginning – **sign up before January 31, 2007 and pay just \$80 + HST for one year of advertising.** From February 1, 2007, the price will go up to \$90 + HST for one year of advertising.

If you are ready to sign on and if your membership is in good standing with TIANS and the NSBBA, please print the order form and send it to us with your payment. The form can be printed from the TIANS website: <http://www.tians.org>. Choose “Strategic Alliances” from the menu then “NSBBA”.

Our electronic Register has the possibility of getting to over 40 million potential guests over the next few years. What distribution did the printed Register get? If every copy got distributed to a visitor there would have been about 41,000.

The Return on Investment (ROI) of the website has the potential after three years to be in the vicinity of 18:1. What does that mean? For example, if you pay out \$100 you have the possibility of realizing \$1800 on that investment; not bad eh?

The expected launch date for the website is Spring 2007 once we have received enough listing orders to proceed.

Please note: NSBBA members who choose not to participate in this opportunity will be represented in some way on the website, but those who do not buy an enhanced listing will just be able to display the basic contact information; similar to if you chose not to participate in the former printed register.

Regards,

The NSBBA On-line Register Committee