

SIX TIPS FOR MAXIMIZING YOUR ALLIED MEMBERSHIP WITH THE:



1. **Get a toll-free 1-800 number**, if you do not already have one. Our accommodation members are located all over Ontario. Many of them resist calling long-distance if they will incur a long-distance charge. They do, however, react very favourably to the convenience of toll-free numbers. When an Allied Member does not have a toll-free number, accommodation operators tend to call local suppliers.
2. **Grab all the publicity you can.** There are numerous avenues available to you to publicize your products and services to our accommodation members:
 - a. Advertise in our quarterly ACCOMMODATOR magazine and/or annual Buyers' Guide. Attractive rates!
 - b. Exhibit at our annual SAXibition (Super Accommodation eXhibition), a show specializing in the accommodation industry. Buyers from all types of properties attend: hotels, motels, inns, bed & breakfasts, lodges, resorts. Next SAXibition Show: March 4-6, 2012. Location: inside the CRFA Show, Direct Energy Centre, Exhibition Place, Toronto.
 - c. Sponsor an event at SAXibition 2012 on March 4-6, or our 2012 OAA Annual Meeting on March 5.
 - d. Piggyback your flyer with one of our quarterly mailings to all members.
 - e. Write a one-page article (700 words) in your area of expertise for our ACCOMMODATOR magazine. This article would be printed with full credit to you and your company. Or write a 400 word *Allied Member Spotlight* article, describing your company. Contact ACCOMMODATOR Editor, Bruce Gravel, for details.
 - f. Hot-link your home page to the OAA Website, via your listing in our site's Buyers' Guide section.
 - g. Place a banner ad in the Members Area on OAA's Website.
3. **Offer periodic specials** to our accommodation members, which can be publicized by any of the above-noted methods. Even better: Offer year-round members-only Special Discounts. These are publicized in a prominent special section of our annual Buyers' Guide, published each Fall.
4. **Free sales force.** OAA staff at the association office in Peterborough are a powerful adjunct to your own sales force. Send us a small quantity of your brochures. We constantly receive telephone enquiries from accommodation members about sourcing products and services. We only refer them to Allied Member companies! The more we know about you, the better we can do this.
5. **Gear your sales efforts to the small, independent owner/operator.** You are not dealing with large corporate hotels. You are dealing with the true independent entrepreneur, most often a husband-wife team, who own and operate their own accommodation business. Our members are very bottom-line conscious. They expect quality and value proportionate to the money spent. They appreciate good service, particularly prompt delivery.
6. **Give it time.** Unless you aggressively promote your products and services, our members will take some time to warm up to you if you are a new Allied Member. This warm-up period usually takes two years. Allied Members that only rely upon their free listing in our annual Buyers' Guide, report that it is only in the second or third year of their Allied Membership that they start receiving significant orders from our accommodation members. Our best advice: speed this up by advertising and marketing yourself aggressively.

See over for a Checklist of your Allied Member Benefits ...



CHECKLIST OF YOUR ALLIED MEMBER BENEFITS

- ✓ **NEW! 1.58%** Qualified and **1.69%** for all Non-Qualified transactions for Visa and MasterCard, and **5¢** Debit Card rates, with Canada Bankcard Systems. Call Moise Botbol at 1-877-261-9755 and identify yourself as an OAA Allied Member. Email: moise@canadabankcard.com
- ✓ \$300 discount off SAXibition Trade Show booth fees, and special Allied recognition at the Show.
- ✓ Your free listing in our annual Buyers' Guide, sent to all members each Fall.
- ✓ Your free listing in the protected member-only Buyers' Guide section of our busy OAA Website: www.oaa.travel. Just click on the Members Area button, create your own User Name and Password. Then click on the Buyers' Guide.
- ✓ Piggybacking your flyer with our quarterly mailings for just \$395, plus HST. We also make it easy for you to do your own direct mailings.
- ✓ Participate at no charge in our *Allied Members Spotlight* feature in our quarterly ACCOMMODATOR magazine. A 400-word feature on your company! Contact Editor Bruce Gravel for details.
- ✓ Affordable advertising rates and space priority in our quarterly ACCOMMODATOR magazine.
- ✓ Supplier Referral Centre: OAA staff only refer operator product/service enquiries to Allied Members. We regularly encourage our innkeeper members to *Call an Allied First* when shopping.
- ✓ 2¢/litre discount on gasoline/diesel at Petro Canada, 10% discount on car wash, and 5% discount on parts and labour.
- ✓ Fixed-rate group contract Electricity or Natural Gas Program with Superior Energy Management.
- ✓ Long-distance savings with Primus Canada Inc.: 3.5¢ a minute!
- ✓ Discounts off NEBS Business Forms products, even custom orders. When ordering, you must quote the OAA Perfect Partner [#99778](http://www.oaa.travel) to get your discount.
- ✓ Discounts on accommodation for your company's representatives staying at participating member inns (our PRAMO program).
- ✓ Up-to-date accurate accommodation industry statistics and trends.

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