



## **KESWICK TOURISM ASSOCIATION TERMS AND CONDITIONS**

The Keswick Tourism Association (KTA), originally known as the Keswick-on-Derwentwater Publicity Association, was established in 1922 as a self-help group of accommodation operators who wished to provide visitors with information about vacancies in the area, and in 2004 became a Limited Company.

The Association has c. 400 trade members, including accommodation providers, retailers, restaurants, visitor attractions and outdoor activity providers and is funded almost totally by its members through subscriptions and advertising. It is a voluntary and independent trade association; electing its own volunteer Directors and employing two members of staff.

The aim of the Association is to promote and further the interests of Keswick and the North Lakes and its members and to assist members and visitors wherever possible.

KTA works in close co-operation with local and national organisations whose objectives are the advancement of tourism and tourist amenities.

The Association publishes the annual information and accommodation guide to Keswick, the Lake District. The print run for the guide is c. 40,000 and it is mailed to all responses to KTA's national advertising campaign, targeted to prospective customers in direct mail campaigns and mailed to all enquirers to the Keswick Tourist Information Centre. The guide is also distributed to the national network of Tourist Information Centres, other locations nationwide and is the prime marketing tool at national holiday exhibitions.

The Association also has its own websites [www.keswick.org](http://www.keswick.org) and [www.adventurekeswick.org](http://www.adventurekeswick.org) on which members have their own pages.

The KTA also established the Keswick Mountain Festival in 2007.

### **BENEFITS OF MEMBERSHIP**

- All members except Associate Members receive a line entry in the Keswick Holiday Guide.
- There is also an option of taking out a display advert in the Keswick Holiday Guide.
- Basic accommodation members have a thumbnail photograph, basic information, and a contact telephone number on [www.keswick.org](http://www.keswick.org).
- Basic business members have 35 words and a thumbnail photograph and contact details on [www.keswick.org](http://www.keswick.org) and activity members also appear on [www.adventurekeswick.org](http://www.adventurekeswick.org)

- Enhanced members have a thumbnail entry as per Basic Members, and their own website page with unlimited number of words, up to 12 photographs, use of the Special Offers and Late Availability sections, video.
- Members can join the Cumbria Destination Management System (DMS), supplied by Guestlink, to update their accommodation availability on [www.keswick.org](http://www.keswick.org) and to make this information available both to Keswick Tourist Information Centre and other centres using the DMS.
- Members can borrow images from our flickr library for use in flyers, brochures and websites.
- Members can seek business, legislative and marketing advice through KTA office.
- Members receive e-newsletters throughout the year and printed newsletters twice a year.
- Business members can benefit from the distribution of their leaflets in response to enquiries through the website and KTA office.
- KTA Limited will act and support as appropriate, to safeguard the interests of our members.
- Businesses can also advertise in Discover Keswick leaflet.
- Members can purchase framed photographic prints by Stuart Holmes Photography at a discount.
- Members can receive a Hotel/Guest Photography discount package deal with Stuart Holmes Photography

### **Condition of Entry to Keswick Tourism Association and Code of Conduct**

1. The acceptance of an application for membership of the Keswick Tourism Association shall be at the sole discretion of the Board of Directors of the KTA.
2. Full membership of Keswick Tourism Association is available to businesses based in Keswick and the Northern Lakes whose primary purpose is to provide goods or services to visitors to the area.
3. Associate membership of Keswick Tourism Association is available to businesses whose primary purpose is to supply goods and services to tourism businesses based in Keswick and the Northern Lakes. Associate Members will feature on the website but not in the Keswick Holiday Guide.
4. All accommodation businesses must hold a valid Quality Cumbria, Visit England, AA inspection or have signed up to the Keswick Tourism Quality Accommodation Charter
5. All members must have Public Liability Insurance.
6. Members must have a complaints handling procedure. Any complaint received either directly or through Keswick Tourism Association must be investigated and a reply in writing made promptly and courteously.
7. In the maintenance and operation of their business and premises members must comply with all statutory legislation that may be in force and which may be varied from time to time. All rules, Regulations, legislation and directives whether or government or other relevant recognized body must be strictly adhered to.

8. Members must maintain the buildings, their fixtures, fittings and décor in sound and clean condition and fit for the purposes intended. Members are encouraged to achieve and maintain the highest possible standards of presentation of their premises.
9. Members must describe accurately to all visitors and prospective visitors the amenities, facilities and services provided by the establishment. In the case of accommodation visitors must be allowed to inspect the facilities, if requested, prior to booking. If the accommodation offered is outside the main establishment this must be pointed out at the time of booking.
10. Members must make it clear to visitors exactly what is included in all prices quoted for Accommodation, meals and refreshments, any service charges, supplements or taxes and details of any other additional charges should be made clear. Members should provide each visitor, on request, with details of payments due and a receipt if required.
11. Members should adhere to, and not exceed, prices quoted for accommodation or other services current at the time of booking.
12. Members must deal promptly and courteously with all enquiries, reservations and correspondence from visitors.
13. A cancellation policy statement should be available at the time of any booking either on the website or in written form or given over the telephone in respect of a telephone booking.
14. No member will treat any individual or organisation, whether a customer or not, with less favourable treatment or consideration on the grounds of race, colour, religion, nationality, sexual orientation, gender, age disability or mental status. A member shall use its reasonable endeavours to meet any special needs a visitor may have.
15. The Board of Directors reserve the right to terminate the membership of any member who is in breach of any part of this Code or who is accused of misconduct or any act that is considered by the Board to bring the KTA into disrepute.
16. Where a member ceases to be a member of the KTA for any reason all display signs and printed material making reference to KTA membership and/or bearing the KTA logo must cease to be used immediately.