

# You Are Invited to Join the Northfield Area Tourism and Business Association (NATABA)

Since 2009, tourism-oriented businesses and organizations in the Upper Pioneer Valley, and those with a commitment to the overall economic development of the region, have joined together to:

- a) Create a destination marketing organization (DMO) for tourist-oriented organizations along the Massachusetts border with New Hampshire and Vermont, and along the Connecticut River/I-91 corridor in the Upper Pioneer Valley;
- b) Develop a strong regional brand that attracts visitors and strengthens the local economy by encouraging tourism and new business development in the region;
- c) Design marketing strategies, manage a collective electronic, print and social media presence, devise seasonal events, encourage cross promotion among members, and drive new market development;
- d) Identify cooperative advertising opportunities;
- e) Promote "buying local" of goods and services from businesses and organizations serving residents,
- f) Foster communication and share information and resources among individual organizations in monthly membership meetings that feature speakers on topics of interest.

If you offer a good or service to the travelling public, you will want to join NATABA!

To participate, purchase space in our area print brochure every two years and on our companion website: [www.visitnorthfieldarea.com](http://www.visitnorthfieldarea.com) at any time. The fourth edition of the brochure is currently in print, with the next edition under development in spring 2018. However, in between publications, we encourage organizations to purchase a listing in our companion website in order to benefit from web exposure, social media outreach, and a new online newsletter we will launch in May 2017. We also encourage new members to pick up copies of the print brochures for display in their locations.

In both print and electronic form, NATABA promotes the five major attributes of our beautiful region:

- History
- Arts & Culture
- Education
- Outdoor Recreation, and
- Agriculture

The brochure and website guide the visitor through our tourist and community-oriented amenities via six major categories and a map:

- Food
- Lodging
- Shops & Galleries
- Things to Do
- Education
- Business and Community Services
- About Us

Options range from being featured on the home page to being listed in up to two major categories as appropriate. Members will receive notices about monthly meetings where the business of the organization is accomplished. Like any membership organization, the more often you attend, the more promotional opportunities you will hear about and can choose to benefit from.

## How to Participate

Complete the attached advertising contract and return to: NATABA, c/o Joan and Steve Stoia, 94 Main Street, Northfield MA 01360 (413-498-5921), [info@thecentennialhouse.com](mailto:info@thecentennialhouse.com). Online participation is welcome any time. Make checks payable to: NATABA.

*Thank you for your interest in regional tourism!*