

The Dude Ranchers' Association

Est. 1926



Invitation for Membership

Greetings from the Dude Ranchers' Association!

We feel in order to maintain our validity as an industry, it is important to continue to reach out to non-member ranches whom we feel offer a quality experience. In doing so, we would like to extend an invitation to your ranch to apply for membership into the DRA. Currently we are offering a great discount on membership application fees. Normally our application fees total \$1,000, but if you apply prior to April 1, 2019 application fees will be waived! Any application received after April 1, 2019 and before August 31, 2019 will be \$500, still only half of normal cost!

Within this packet of information, you will see our main focus is marketing the dude ranch experience. We also find ways to assist our members with other benefits such as the possible financial savings through our Horse Safety Insurance Program. The potential savings with this program alone, could easily pay for your yearly dues. Also included in this packet are the benefits and requirements of full membership.

Join the Association that the public, media and travel agents have come to know and respect as the leading authority of dude ranch vacations. Membership in the Dude Ranchers' Association identifies a ranch as meeting the highest standards of the dude ranch industry.

Please do not hesitate to contact me at 866-399-2339 if you have any questions!

Bryce Street

www.duderanch.org

info2@duderanch.org



Marketing Benefits & Highlights

Benefits of DRA Marketing Efforts:

- Listing on the DRA website, www.duderanch.org, which receives approximately **454,000** unique visitors per year.
- Featured social media networking: DRA Blog, Twitter, Facebook, Pinterest & Email Marketing (see stats below).
- Listing on the Dude Ranch Foundation website at www.duderanchfoundation.org.
- Receive qualified leads from our website that ranks #1 with the top search engines for the terms "dude ranch" and "dude ranch vacations".
- Listing on DRA printed marketing material which is sent via regular mail to approximately 40,000 potential guests annually.
- Eligible to participate in print and internet co-op marketing.
- Having your brochures in the DRA Heritage Center located in the tourist town of Cody, Wyoming, the East entrance to Yellowstone National Park.
- Press trip opportunities.
- Receive on average 45 qualified and vetted leads a week.

DRA Marketing Highlights:

2018 DRA Marketing Budget

Total DRA Budget	\$285,600
Spent on Marketing	\$168,000
<i>(59% of the entire budget)</i>	
Co-op Marketing	\$142,000
Specialty Marketing	\$18,000
Co-op + Specialty + DRA =	
Total Spent on Marketing	
\$328,000	

2018 Social Media, Blog & Email Marketing Statistics

Platform	Followers/Viewers
Facebook	30,369
Pinterest	1.1 Million
Twitter	4,181
Instagram	2,105
 Blog	 183,859 Page Views
Email Marketing	1,078 Subscribers

Requirements for Membership

A member ranch must meet the following requirements:

1. A permanent location physically located in a state West of the Mississippi River or in the Canadian provinces of Alberta or British Columbia.
2. A dude ranch shall exemplify the Western ranch ideal of personal, homelike hospitality and atmosphere.
3. A dude ranch shall operate primarily on the American Plan.
4. A dude ranch should be horse oriented:
 - Horses must be available to accommodate wranglers and guests who choose to ride.
 - Western riding instruction must be available.
 - Stock must be well cared for and equipment in good repair.
 - Available deeded and/or leased acreage must be of adequate size to accommodate a horse program that meets Association requirements.
5. A dude ranch facility must be adequate to accommodate guests in a comfortable manner:
 - Accommodations must be clean and in good repair.
6. A dude ranch's promotional material should represent the facilities and activities accurately and honestly.
7. A dude ranch must keep on record with the Association a statement of current ownership, management and capacity. Any changes must be reported immediately.
8. A new ranch should have TWO YEARS previous operating history as a dude ranch immediately prior to application in the DRA. An applicant ranch will operate the first guest season following application under the suggested guidelines of the DRA.
9. During the 8 week minimum dude ranch season a DRA ranch will:
 - Operate on the American plan.
 - Offer a quality guest experience.
 - During the primary dude ranch season transient trade should not disrupt or detract from the dude ranch guest experience.
 - Emphasis should be on a week stay.
10. A new DRA ranch must have the word "Ranch" or "Rancho" in its name.

Statement of Explanation:

One continuous goal of our Association is to foster sound ethical business practices and a quality guest ranch experience. The membership of the association recognizes that our ranches are diverse and that the business operations are varied.

Financial Requirements:

If application is received by April 1, 2019 there will be **no** application fee. If received after 4/1/19 and before 8/31/19 the fee will be \$500.

Annual Dues:

Fiscal year begins September 1 each year; dues are calculated based on capacity.



APPLICATION FOR MEMBERSHIP

The Dude Ranchers' Association

866.399.2339 ~ info2@duderranch.org ~ PO Box 2307 ~ Cody, WY 82414

Ranch Information

Date of Application: _____

Name: _____

Mailing Address: _____

State your ranch is located (if different from mailing address) _____

Phone: (____) _____ Cell: (____) _____

Website: _____

Email For Inquiries: _____

Email(s) for Newsletter and Office Information: _____

Owner's Information

Manager's Information

Name: _____

Name: _____

Address (if different from the ranch):

Address (if different from the ranch):

Phone: (____) _____

Phone: (____) _____

Cell: (____) _____

Cell: (____) _____

What is the background of owner/manager in the Dude Ranch business? _____

In your opinion, what is it that makes a Dude Ranch?

How long has the ranch been a dude ranch? _____

Is there a DRA member with whom you are acquainted? Yes No

If so, who? _____





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About the Ranch

Nearest airport: _____ Miles from ranch: _____ Elevation at lodge: _____

Capacity of Ranch: _____ Brands: _____

What are the dates for your primary dude ranch season (8 weeks)? _____

Other periods you are open: _____

What is the length of your traditional stay during the prime dude ranch season? _____

What is your peak season all-inclusive weekly base rate (per person, double occupancy)? _____

Do you offer a three night package? Yes No Rate: _____

Are your rates all-inclusive? Yes No (lodging, food, most activities and horseback riding)

If not, list any extra charges: _____

What is the minimum age for riding on the trail? _____

Does your ranch offer meals, drinks, or rides to non-guests during your prime season?

Advertising (media or on signs)? Yes No

Number of acres accessible by horseback: _____

Leased acres _____ Approximate # of acres permit covers _____ Owned acres: _____

How many horses in guest string? _____

When the ranch is full, is a horse be available for each guest to ride on any given ride? Yes No

Application Inclusions

Please enclose the following:

In-room information sheets

Proof of insurance

Copy of land permits if applicable

Horse program information

Recent photos and articles written about your ranch

No application fee (if received before 4/1/2019)

\$500 application fee if received after 4/1/19 & before 8/31/19

Signed: _____ Date: _____

Printed Name & Title (Owner / Manager): _____

