



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

2020 Membership Application Package

Important Update about Memberships During the Ongoing COVID-19 Crisis

ITAC is a member-driven organization, and it is with your participation that we can continue to champion your voices. As the COVID-19 crisis continues to unfold, it is imperative that our communities, businesses, and the Indigenous tourism industry remain united.

To help support our members during these uncertain times, **we are waiving the \$99 membership fee for 2020-21** for Indigenous-owned tourism businesses or Indigenous-lead tourism organizations. **We are also waiving the \$199 Marketing Upgrade fee** for those members who are export-ready and meet all of our eligibility requirements.

ITAC Membership Requirements

All ITAC members must complete only the section which matches the category you are applying for. Your membership will be evaluated by ITAC staff and confirmed by email.

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ITAC Voting Members

Membership Type 1: Market-Ready Indigenous Tourism Experiences Requirements

- Completed Membership Form
- A completed and signed Market-Ready Criteria Checklist
- 300-word description of experience
- A minimum of 5 high-resolution rights-free images
- Marketing plan (if available) or markets of interest

Membership Type 2: Indigenous Tourism Associations Requirements

- Completed Membership Form
- 300-word description of experience
- A minimum of 5 high-resolution rights-free images
- Marketing plan (if available) or markets of interest
- Membership list and identified process which aligns with ITAC
- Most recent annual report
- Proof of liability insurance
- Bylaws, proof of Indigenous ownership or control
- Completed Market-Ready Criteria Checklists for at least 2 member tourism businesses

Optional Marketing Upgrade Requirements

- A completed and signed Export-Ready Criteria Checklist (Indigenous Associations must submit a minimum of 2)
- 300-word description of experience
- A minimum of 8 high-resolution rights-free images
- Marketing plan (if available) or markets of interest
- Receptive tour operator relationships (by market)
- Published rates (online or printed)

Non-Voting Members

Membership Type 3: Non-Market-Ready Indigenous Tourism Experiences Requirements

- Completed Membership Form
- 100-word description of experience
- A minimum of 1 high-resolution rights-free image

Membership Type 4: Industry Partners Requirements

- Completed Membership Form
- 100-word description of business

ITAC Market-Ready Criteria Checklist

Must be completed and accompany membership application for
Type 1: Market-Ready Indigenous Tourism Experiences, Type 2: Indigenous Tourism Associations and Type 3: Non-Market-Ready Indigenous Tourism Experiences

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Business Name

1. Do you maintain a staffed business location with a set schedule of operating hours?

Yes No N/A

2. Is your business available by email or telephone year-round? If you are seasonal, do you provide an automated response through voicemail or email?

Yes No N/A

3. Can your business/operation be reached 24-hours a day, 365 days a year by website, phone, fax or e-mail? (Not to directly speak to someone but to have access to information and to be able to leave messages, send bookings, etc.)

Yes No N/A

4. Do you return messages within 24 hours during standard business hours?

Yes No N/A

5. Do you have a website where visitors can obtain information? This website should have all key information on operating hours, location and instructions on how to get there (i.e. Google Maps links)

Yes No N/A

6. Do you offer a quality experience to visitors?

Yes No N/A

7. How do you know that you offer a quality experience? (Check all that apply)

- Increase in visitors
- High repeat visitation
- Direct feedback (calls, emails, etc.)
- Guestbook (comments)
- Visitor feedback forms
- Visitor/customer surveys
- External/independent review
- Industry accreditation and standards
- Industry support and partnerships
- Industry awards and recognition
- Other

8. Do you have alternate plans if there is bad weather or a community emergency? This is very important for outdoor, adventure and winter-based experiences.

Yes No N/A

9. If your tourism experience requires special equipment or training do you provide it? (i.e. safety equipment, lifejackets, camping equipment, hats, gloves, etc.)

Yes No N/A

10. Have you maintained good standing of all applicable business licenses, insurance, and legislative requirements?

Yes No N/A

11. Please list the licenses and permits you hold:

12. Are your operating hours clearly posted for visitors on site and for trade on your website and materials? Do you follow those operating hours consistently?

Yes No N/A

13. Do you have branded on-site signage?

Yes No N/A

14. Are you tracking, measuring and evaluating results to ensure a consistent level of customer satisfaction? Tracking and evaluation can help identify who your visitors are, their level of satisfaction and the economic impact in the community.

Yes No N/A

15. Do you have promotional materials that present the product (experience), the price, dates and key reasons to visit?

Yes No N/A

16. Please rate the amount of Indigenous culture included in the overall experience (1 = low, 5 = high):

1 2 3 4 5

17. Please rate the level of physical activity required:

- Low
- Moderate
- High

18. In which months are your experience(s) available? (Check all that apply)

- | | |
|-----------------------------------|------------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> July |
| <input type="checkbox"/> February | <input type="checkbox"/> August |
| <input type="checkbox"/> March | <input type="checkbox"/> September |
| <input type="checkbox"/> April | <input type="checkbox"/> October |
| <input type="checkbox"/> May | <input type="checkbox"/> November |
| <input type="checkbox"/> June | <input type="checkbox"/> December |

I certify these statements to be true to the best of my knowledge. I also certify that I have read and adhere to the Member Code of Ethics as noted in the Indigenous Tourism Association of Canada Bylaws.

Name: _____

Signature: _____

Date: _____

ITAC Export-Ready Criteria Checklist

Must be completed and accompany membership applications for ITAC Voting Members requesting the optional Marketing Upgrade.

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Business Name

- | | | |
|---|--|---|
| <p>1. Do you have a pricing structure with published rates that leaves room for commissions, net rates and other discounts that support industry partners at the various levels? (a minimum of 10% to 30%)</p> <p>Yes No N/A</p> | <p>6. Are facilities frequently and regularly cleaned?</p> <p>Yes No N/A</p> | <p>11. Do you understand your current and potential target markets? Can you offer experiences that meet their expectations? (i.e. Understanding what their cultural likes and dislikes are, types of foods, etc.)</p> <p>Yes No N/A</p> |
| <p>2. Can you guarantee both price and capacity 12 to 18 months ahead of arrival? Note that once established, prices must be consistent for the time outlined.</p> <p>Yes No N/A</p> | <p>7. Are you set up to generate invoices on a regular basis? Are you able to cover operating costs until paid by trade? You must be willing to accept vouchers on site as confirmation of payment upon arrival, and then bill your clients.</p> <p>Yes No N/A</p> | <p>12. Do you support and encourage site/operation inspections by trade partners?</p> <p>Yes No N/A</p> |
| <p>3. Do you have high-resolution photos available for editorial and promotional use that are copyright free?</p> <p>Yes No N/A</p> | <p>8. Has your tourism product been successfully test-marketed by a similar group and/or industry association that understands the needs of your potential visitor?</p> <p>Yes No N/A</p> | <p>13. Are your management able to make business decisions as required to work with trade partners? (i.e. Negotiate rates, travel trade contracts, etc.)</p> <p>Yes No N/A</p> |
| <p>4. Are Government/public health and sanitation standards continually satisfied?</p> <p>Yes No N/A</p> | <p>9. Do you have a detailed marketing plan dedicated to the overseas markets? Does this plan support your region, province and Destination Canada marketing efforts? (You cannot attract a new market to your destination alone!)</p> <p>Yes No N/A</p> | <p>14. Travel trade assumes the risk for delivering what is advertised. Are you prepared to provide exactly what was promised – lakeside rooms, four course meal, live performances etc?</p> <p>Yes No N/A</p> |
| <p>5. Do you have an up-to-date Government license, if required? Although some businesses may be operating in a territory where federal, provincial, or territorial licensing does not apply, it is a good idea to ensure that your business at least meets these standards, giving visitors a level of security and comfort.</p> <p>Yes No N/A</p> | <p>10. Is there a person in your organization responsible for marketing and promotions?</p> <p>Yes No N/A</p> | |

I certify these statements to be true to the best of my knowledge. I also certify that I have read and adhere to the Member Code of Ethics as noted in the Indigenous Tourism Association of Canada Bylaws.

Name: _____

Signature: _____

Date: _____



Please submit your completed membership application to **Membership@IndigenousTourism.ca** for consideration. Your application will be reviewed by ITAC staff and evaluated to ensure all requirements are met for your membership category.

You can also complete this form online at: **IndigenousTourism.ca/membership**

2020 membership deadline for application and payment is **April 1, 2020** and includes membership privileges to **March 31, 2021**.

ITAC voting members must complete and submit criteria checklists with their membership application. The checklists are mandatory for your tourism experience to be considered a **Market-Ready** or **Export-Ready** operation. They are an overview of what visitors and the travel trade will expect from your tourism product or experience, and are held to the same standards that the visitor would have for a similar tourism experience in another country.

Business Information

Business Name

Activity Type(s) *Wildlife, Nature & Adventure* *Culture & Heritage* *Art, Craft & Gifts*
 Accommodation & Relaxation *Cuisine* *Fishing* *Hunting*

Activity Description

Website

Email Address

Phone Number Fax Toll-Free

Physical Address Mailing Address (Same As Physical Address)

Name of your Nation or home community *(To be completed by Indigenous applicants only).*

First Nations *Métis* *Inuit*

Contact Information

Contact Name

Contact Title

Email Address

Phone Number



Membership Type *(Select One)*

* Due to the impacts of the COVID-19 pandemic, 2020-21 membership fees have been waived for Indigenous tourism businesses and associations.

Voting Members

Membership Type 1: **Market-Ready Indigenous Tourism Experiences – ~~\$99 + GST = \$103.95~~ ***

- My business is at least 51% Indigenous owned or controlled
- My business meets all Market-Ready requirements in the attached, completed checklist

Membership Type 2: **Indigenous Tourism Associations – ~~\$99 + GST = \$103.95~~ ***

- My association is at least 51% Indigenous owned or controlled
- My association represents at least 2 Indigenous tourism experiences which meet all Market-Ready requirements in the attached, completed checklists

Optional Marketing Upgrade: ~~\$199 + GST = \$208.95~~ *

*This Marketing Upgrade is available only to **Type 1** and **Type 2** members who meet Export-Ready criteria and are interested in working with travel trade and international sales distribution channels.*

- My business meets all Export-Ready requirements in the attached, completed checklist (Indigenous Tourism Associations must submit a minimum of 2)

Non-Voting Members

Membership Type 3: **Non-Market-Ready Indigenous Tourism Experiences – ~~\$99 + GST = \$103.95~~ ***

- My business is at least 51% Indigenous owned or controlled
- My business does not meet all Market-Ready requirements, as shown in the attached, completed checklist

Membership Type 4: **Industry Partners – \$99 + GST = \$103.95**

- I wish to support Indigenous tourism in Canada.

I certify these statements to be true to the best of my knowledge. I also certify that I have read and adhere to the Member Code of Ethics as noted in the Indigenous Tourism Association of Canada Bylaws.

Name

Date

Signature _____

? **Questions?** For more information on ITAC, or for assistance with completing your Membership Application, please email Membership@IndigenousTourism.ca or call **1-604-351-1028**.