



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

2019 Membership Program

Membership Types & Benefits

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Overview



Board and Staff, Indigenous Tourism Association of Canada

Thank you for your interest in the **Indigenous Tourism Association of Canada (ITAC)**. ITAC is the national industry association representing, supporting and growing authentic Indigenous tourism across Canada through development, marketing, leadership and partnerships. As an industry association, ITAC showcases Market-Ready First Nations, Inuit and Métis tourism businesses from across Canada to visitors from around the world and presents a unified Indigenous tourism industry voice to visitors, organizations, government departments and industry leaders to support the growth of Indigenous tourism in Canada.

ITAC is a membership-based organization and any person or organization with an interest in advancing Indigenous tourism in Canada may apply to become an ITAC member. Membership costs \$99 + GST per year, and is based on two main categories of voting or non-voting.

Voting members in ITAC are market-ready Indigenous majority-owned and/or controlled tourism businesses in Canada. If you are interested in seeing if your tourism business qualifies for voting status, we welcome you to review the attached market-ready checklists. Non-voting members include all other industry friends, partners, and organizations, as well as Indigenous tourism businesses who are working towards market-ready status.

Please contact our membership team at Membership@IndigenousTourism.ca or 1-604-639-4408 with any questions. We look forward to welcoming you to join us as we grow the future of Indigenous tourism in Canada together.

**The deadline
for submitting
completed
membership
applications is
March 31, 2019**

**Membership fees
are due
April 1, 2019**

For more information on ITAC membership eligibility and guidelines, please review the **ITAC Bylaws (Part 4: Members)**, available for download at IndigenousTourism.ca/corporate

ITAC Membership Types

Voting Members

Indigenous Market-Ready Tourism Experiences

A tourism experience, offered by a business which is no less than 51% Indigenous-owned and adheres to the ITAC Market-Ready Checklist which includes: maintaining business licenses and insurance; maintaining a staffed business location with set operating hours; providing year-round contact information; and branded, on-site signage.

Indigenous Tourism Associations

An tourism association that is majority managed by Indigenous directors and represents Market-Ready tourism businesses that are no less than 51% Indigenous-owned, and meet or exceed the quality assurance and authentication standards established by ITAC.

Non-Voting Members

Indigenous Non-Market-Ready

An Indigenous-owned or controlled tourism business that does not meet the Market-Ready requirements as established by ITAC.

Industry Partner

All Canadian tourism-oriented businesses, organizations, associations (incorporated or otherwise) or persons within Canada who wish to support ITAC's vision and mission.

ITAC voting members have the option to upgrade their membership for an additional **\$199** if they qualify as an Export-Ready experience. This Marketing Upgrade includes a series of benefits for Indigenous tourism businesses working through the travel trade and in international markets.

ITAC voting members maintain their eligibility to vote by maintaining their membership In Good Standing (ITAC Bylaws 4.3). This includes paying annual dues on time, maintaining Market-Ready standards, and adherence to ITAC Code of Conduct for Members. Please see ITAC Bylaws for more information.

Québec and Ontario businesses: Please note that ITAC has signed agreements with Québec Aboriginal Tourism (QAT) and Indigenous Tourism Ontario (ITO), aligning our respective membership processes and providing ITAC membership for all QAT and ITO member businesses. As a result, Indigenous tourism businesses in Québec and Ontario are to go to QuebecAboriginal.com or IndigenousTourismOntario.ca for more information about membership.

Membership Type 1: Indigenous Market-Ready Tourism Experiences

Definition of a Market-Ready Experience:

Market-Ready refers to tourism experiences offered by businesses who have all of the licenses, permits and insurance in place in order to operate legally. The business maintains a staffed business location with a set schedule of operating hours, meets or exceeds industry expectations for their sector, communicates with potential visitors year round (or provides an automated response for seasonal businesses), and is ready to accept advanced reservations.

Indigenous Market-Ready Tourism Experiences should be in operation for more than 2 years in order to qualify for ITAC voting membership, and must be no less than 51% Indigenous-owned.

Indigenous Market-Ready Tourism Experiences are required to complete a Market-Ready Criteria Checklist of 18 required items to qualify for this level of membership.

Membership Benefits

- National advocacy and political representation by ITAC
- Basic Listing on IndigenousTourism.ca
- Basic Listing in ITAC National Guide
- Featured in ITAC national trade and media work
- Discounted rates to attend International Indigenous Tourism Conference
- Ability to apply to ITAC development grant
- Voting rights at ITAC annual general meetings
- Ability to apply for subsidized registration at travel trade shows and marketplaces (Rendez-vous Canada, Showcase Canada Asia, etc)

All Indigenous Market-Ready Tourism Experiences members must provide the following:

- *Completed Membership Form*
- *Completed Market-Ready Criteria Checklist*
- *5 high-resolution, rights-free images ITAC may use for promotional purposes*
- *300-word description of tourism experiences*
- *Marketing plan or markets of interest*

Membership Type 2: Indigenous Tourism Associations

Definition of an Indigenous Tourism Association:

An organization or association that is majority managed by Indigenous directors and represents Market-Ready tourism experiences from at least 2 tourism businesses, which are no less than 51% Indigenous-owned.

Membership Benefits

- National advocacy and political representation by ITAC
- Basic listing on IndigenousTourism.ca
- Basic listing in ITAC National Guide
- Featured in ITAC national trade and media work
- Discounted rates to attend International Indigenous Tourism Conference
- Ability to apply to ITAC development grant
- Voting rights at ITAC annual general meetings
- Ability to apply for subsidized registration at travel trade shows and marketplaces (Rendez-vous Canada, Showcase Canada Asia, etc)
- Collaborative relationship for tourism development in region

All Indigenous Tourism Associations must provide the following:

- *Completed Membership Form*
- *Bylaws or proof of majority (51% and more) Indigenous control of organization*
- *List of members and membership process which aligns with ITAC (a completed Market-Ready Criteria Checklist is required for at least 2 member tourism businesses)*
- *5 high-resolution, rights-free images ITAC may use for promotional purposes*
- *Most recent annual report*
- *Proof of liability insurance*
- *Marketing plan or markets of interest*
- *Signed Member Code of Ethics document from ITAC Bylaws*
- *300-word description of experiences available through association*

For Membership Type 1 & 2 Only: Optional Marketing Upgrade +\$199

This Marketing Upgrade is available only to ITAC voting members who meet Export-Ready criteria. Marketing Upgrade membership applications must include the completed Market-Ready Criteria Checklist and the Export-Ready Criteria Checklist in order to qualify.

Definition of an Export-Ready tourism experience?

Export-Ready refers to tourism experiences offered by businesses which meet all of the Market-Ready criteria and are also prepared to market and partner with travel trade and international distribution sales channels. This includes understanding commission and net rate pricing plus agreeing to trade bookings and cancellation policies. Tourism experiences should be adapted to the interests, language and expectations of the international market that they choose to pursue.

Marketing Upgrade Benefits

Includes all Market-Ready member benefits, plus:

- Enhanced listing on IndigenousTourism.ca
- Enhanced listing in ITAC National Guide to Indigenous Tourism
- Ability to apply for subsidy for photography and video asset development
- Experience will be featured in ITAC promotions to receptive tour operator partners
- Ability to be included in press trips and familiarization trips
- Ability to be included in itinerary development and story ideas
- Images will be prioritized in selections for ITAC training tools and advertisements

Marketing Upgrade applications must provide the following:

- *Completed Membership Form*
- *Completed Export-Ready Criteria Checklist (Indigenous Associations must submit a minimum of 2)*
- *Marketing plan (If available) on market of interest.*
- *List of receptive tour operator relationships by market*
- *Published rates (online or printed)*
- *Minimum 8 high-resolution rights-free images ITAC may use for promotional purposes*
- *300-word description of tourism experiences*

Membership Type 3: Indigenous Non-Market-Ready

In addition to these benefits, ITAC has additional resources that can help Indigenous tourism businesses in development.

Contact Development@IndigenousTourism.ca to learn more about ITAC's development programs.

Definition of an Indigenous Non-Market-Ready Member

An Indigenous Non-Market-Ready member is a member that has been in business for less than 2 years or a business which does not completely meet ITAC's Market-Ready criteria, although the business may offer tourism experiences and is currently working towards Market-Ready status. This membership type is non-voting and businesses in this membership type are not eligible to sit on ITAC's Board of Directors.

Membership Benefits

- Website link on ITAC Membership list
- Access to data, studies, research and training as published by ITAC
- Ability to apply to ITAC development grants
- Networking opportunities
- National advocacy and political representation by ITAC
- Participation in ITAC events
- Discounted rates to attend International Indigenous Tourism Conference
- Access to ITAC annual general meeting as a non-voting organization.

All Indigenous Non-Market-Ready tourism members must provide the following:

- *Completed Membership Form*
- *1 high-resolution, rights-free image ITAC may use for promotional purposes*
- *A completed Market-Readiness Criteria Checklist, identifying gaps for development*
- *100-word description of tourism experiences*

Membership Type 4: Industry Partners

Definition of an Industry Partner:

A Canadian tourism-oriented business, organization, association (incorporated or otherwise) or a person within Canada who wishes to support ITAC's vision and mission. This membership type is non-voting and businesses in this membership type are not eligible to sit on ITAC's Board of Directors.

Membership Benefits

- Website link on ITAC membership list
- Access to data, studies, research and training as published by ITAC
- Indigenous-owned enterprises may have the ability to apply to ITAC development grants
- Networking opportunities
- National advocacy and political representation by ITAC
- Participation in ITAC events
- Discounted rates to attend International Indigenous Tourism Conference
- Access to annual general meeting as a non-voting organization.
- Priority on call for proposals

All Industry Partner members must provide the following:

- *Completed Membership Form*
- *100-word description of business*

Honourary Members

Definition of an Honourary Member

An Honourary Member is an individual (such as an elder) or an organization that has been recognized formally for significant contribution to the success of ITAC over time.

An individual or an organization may be nominated as an Honourary Member by the Board of Directors. Appointment of an Honourary Member is confirmed with the passing of a resolution by the members at ITAC's annual general meeting. An Honourary Member may be appointed for one (1) year or for life. An Honourary Member has the same rights as a non-voting member.

No extra requirements are necessary for this category.

Membership Benefits

ITAC Voting Members

Non-Voting Members

Membership Benefits	Indigenous Market-Ready Tourism Experiences	Indigenous Tourism Associations	Optional Marketing Upgrade	Indigenous Non-Market-Ready	Industry Partners
LEADERSHIP					
ITAC political representation	•	•	•	•	•
ITAC national advocacy and inclusion wherever possible	•	•	•	•	•
PARTNERSHIP					
Expand your networking	•	•	•	•	•
Access to ITAC Annual General Meeting	•	•	•	•	•
Voting rights at ITAC Annual General Meeting	•	•	•		
DEVELOPMENT					
Invitation to participate in ITAC regional events	•	•	•	•	•
Discounted rates to attend International Indigenous Tourism Conference	•	•	•	•	•
Priority on ITAC call for proposals as a supplier		•			•
Ability to apply for ITAC development grant funding	•	•	•	•	•*
Collaborative relationships for development in region	•	•	•		
Access to data, studies, research and training	•	•	•	•	•

* Indigenous businesses only

Membership Benefits *(continued)*

Membership Benefits	ITAC Voting Members			Non-Voting Members	
	Indigenous Market-Ready Tourism Experiences	Indigenous Tourism Associations	Optional Marketing Upgrade	Indigenous Non-Market-Ready	Industry Partners
MARKETING					
Dedicated photo album on ITAC Facebook page			●		
Basic listing on IndigenousTourism.ca	●	●		●	
Enhanced profile on IndigenousTourism.ca			●		
Website link on ITAC membership list	●	●	●	●	●
Photo asset subsidies available			●		
Basic listing in ITAC National guide to Indigenous tourism	●	●			
Upgraded profile in ITAC National guide to Indigenous tourism			●		
Featured in ITAC national trade and media work	●	●	●		
Featured in ITAC Receptive Tour Operator promotional materials			●		
Ability to apply for travel trade show subsidy programs	●	●	●		
Ability to be included in press and familiarization trips, itinerary promotions and story ideas			●		
Images selection priority for ITAC tools and advertising			●		

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