



**INDIGENOUS**  
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE  
**AUTOCHTONE**  
DU CANADA

## 2020 Rendez-vous Canada Partnership Program Call for Applications

*Issued: Wednesday, November 6, 2019,  
Deadline: Sunday January 19, 2020 4:00 PM Pacific*

The Indigenous Tourism Association of Canada (ITAC) is pleased to issue the following **CALL FOR APPLICATIONS** to qualified Indigenous tourism businesses and Indigenous Tourism Marketing Organizations to participate as sellers in the 2020 Rendez-vous Canada Partnership Program.

The 2020 Rendez-vous Canada Partnership Program is an initiative which aims to increase participation from qualified Indigenous tourism providers at the upcoming Rendez-vous Canada travel tradeshow held May 5-8, 2020 in Quebec City, Quebec.

Rendez-vous Canada (RVC) is Canada's premier international tourism marketplace, led by the Destination Canada (DC). RVC connects Canadian tourism business owners with international travel buyers from all over the world in a series of pre-scheduled appointments and networking events. RVC is largely considered to be the most important show for Canadian tourism businesses to attend to learn about and meet with the travel trade. <http://rendezvouscanada.ca/>

There is a growing global demand for authentic Indigenous tourism, which prompted ITAC to create the inaugural national Indigenous tourism section on the RVC tradeshow floor in 2015. 22 Indigenous Tourism businesses took part in 2016 and 44 were included last year in Toronto within the Indigenous Canada floor space, many attending RVC for the first time. This showcase is designed to feature authentic Indigenous tourism experiences, while facilitating productive business connections with domestic and international buyers.

### **Costs**

Successful applicants will be eligible to access a registration subsidy of \$1,310 per organization and will pay just **\$1150 CAD (plus GST)** directly to ITAC for a one delegate, half booth registration which includes up to 34 pre-scheduled appointments.

As we are a little tighter for space this year in Quebec and that we will be a little on the outskirts, TIAC has created a new pilot program with an Enhanced Half booth. The main benefit of this category is that it includes a concurrent schedule with up to 75 pre-scheduled appointments for a fraction of the cost of a full booth. Approved businesses will pay only **\$1475 plus GST**. This option will also include a free listing in both, online and printed directory. We are making sure that we receive the maximum visibility for our members and will have a great dedicated space for our growing industry!

### **Additional booth upgrades and delegate registrations can be added as follows (and payable to ITAC):**

Additional Delegate Registration: \$1045 CAD + GST

Full booth upgrade: \$1,340 CAD + GST

Upgraded listing in the RVC Directories: \$395 + GST



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**All registration fees are due, payable to ITAC, by January 30, 2020.**

Power, wifi and additional furniture are all available through show organizers at additional cost. Visit <http://rendez-vouscanada.travel/sellers-info/> for more information.

**\*\*AS we are making new enhanced backdrop this year, payment and registration must be received by maximum January 30<sup>th</sup>, 2020.**

### **How to Apply**

In order to qualify, Indigenous tourism businesses or Indigenous Tourism Marketing Organizations must meet the requirements in accordance with the criteria provided in Appendix A.

Indigenous tourism businesses or Indigenous Tourism Marketing Organizations must submit a short letter of interest (two pages maximum) in order to participate in the **2020 Rendez-vous Canada Partnership Program**. In your letter of interest please identify the following:

1. Name and location of your business;
2. Name and contact information for delegate(s) who will attend RVC 2020;
3. Size of booth requested;
4. History of attending Rendez-vous Canada; and
5. Short description of how the business meets the requirements outlined in Appendix A – Selection Criteria

Each approved seller will be provided with a username and password to access the RVC online database and scheduling software to pre-schedule their appointments. Approved businesses will receive this information via an email invitation from the Rendez-vous Canada show organizers. You are responsible to complete the online registration for your business, as well as organize your appointment schedule.

Please submit your applications by email with subject line:

**2020 Rendez-vous Canada Partnership Program** to [marketing@indigenoustourism.ca](mailto:marketing@indigenoustourism.ca)

Indigenous Tourism Association of Canada  
Attn: Ryan Rogers, Marketing Coordinator  
333 Seymour Street, 8<sup>th</sup> Floor, Vancouver, BC, V6B 5A7  
Phone: (604) 612-0292  
Email: [marketing@Indigenoustourism.ca](mailto:marketing@Indigenoustourism.ca)

The deadline for submissions is **Sunday, January 19, 2020 at 4:00 PM Pacific**.

Note: Successful applicants must be members of the Indigenous Tourism Association of Canada, or be prepared to meet the requirements of membership to ITAC.



## APPENDIX A

### Selection Criteria for Indigenous tourism businesses

Indigenous tourism businesses must meet “Market-Ready” criteria as follows:

- Has been operating in a safe and professional manner for at least one year
- Carries adequate insurance totaling no less than \$2 million in liability
- Has current business and operating licenses, registrations and permits
- Has a website that honestly and accurately represents an Indigenous tourism business
- Accepts credit cards and debit cards as means of payment
- Handles reservations/inquiries by telephone, fax and email on a year-round basis
- Handles and is able to provide confirmation of booking arrangements within 24 hours
- Has a product that is of interest to tourists, both domestic and international

In addition, Indigenous tourism businesses must also ensure the following “Export-Ready” criteria are also met:

- Demonstrate an adequate budget and marketing plan
- Understand the roles played by receptive tour operators, tour operators, travel wholesalers, and retail travel agents and understand rack or retail pricing, agent commissions and wholesale net rates at each level
- Be willing to include receptive tour operators in the marketing and sales plan and provide contracted wholesale net rates to receptive tour operators
- Provide detailed pricing and program information to tour operators and wholesalers at least one year in advance of selling season
- Be prepared to set up billing arrangements with the tour operator, wholesale agency or receptive tour operator
- If planning to pursue group business, ensure ability to accommodate and adapt to the needs of the market (e.g. tour bus access and parking, washroom facilities, maximum group size, group pricing, and frontline staff that speak the language of target markets)
- Carry adequate insurance (receptive tour operator can sometimes add suppliers to their existing policies at nominal cost)
- Provide support (free or reduced rates) for international media and travel trade familiarization tours
- Offer currency exchange rates consistent with industry norms



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## **Selection criteria for Indigenous Tourism Marketing Organizations**

Indigenous Tourism Marketing Organizations are organizations or committees that represent a specific provincial, territorial, or regional Indigenous tourism destination. They serve as the “official” contact point for the destination for tour operators, individual visitors or meeting professionals.

Indigenous Tourism Marketing Organizations registering as sellers must:

- Represent Indigenous tourism destinations
- Have an international marketing plan and represent market ready/export ready Indigenous tourism businesses