2022 MEMBERSHIP PROGRAM
APR 1, 2022 – MAR 31, 2022
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 2022-23 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.
Thank you for your interest in the Indigenous Tourism Association of Canada

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. ITAC 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 fees have been waived for 2022-23 due to the impact of the COVID-19 pandemic.**

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 checklist. 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 1-888-803-4822 with any questions. We look forward to welcoming you to join us as we grow the future of Indigenous tourism in Canada together.

**Membership applications must be received by April 1, 2022 in order to be eligible for Voting Member status.**

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*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.

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Optional Marketing Upgrade

ITAC voting members have the option to upgrade their membership **(fee has been waived this year)**. This Marketing Upgrade includes a series of additional benefits for Indigenous tourism businesses that are working with the travel trade and in international markets.

See page 6 for more information.
MEMBERSHIP TYPE 1

Market-Ready Indigenous Tourism Experience

Voting Member

$99

Membership fee is waived for 2022-23

A tourism experience, offered by a business which is no less than 51% Indigenous-owned and adheres to the ITAC Market-Ready Checklist.

Definition of a Market-Ready Indigenous Tourism 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.

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

Apply online at Join.IndigenousTourism.ca. Membership must be received by April 1, 2022 to maintain eligibility to be a voting member.

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

If you are currently an ITAC Market-Ready member, you will not need to complete the market-ready checklist and the 300 word description. Please note: if changes have been made to your business, please complete the market-ready checklist with the updated information.

LEFT: Voyages Wilderness Park, ON  RIGHT: Aski Holistic Adventures, SK

Membership Benefits

✔ National advocacy and political representation by ITAC
✔ Website link in ITAC Member Directory
✔ Basic listing in ITAC Nations Magazine
✔ 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 meeting
✔ Ability to apply for subsidized registration at travel trade shows and marketplaces (Rendez-vous Canada, Showcase Canada Asia, etc)
✔ Collaborative relationships for development in region
✔ Expand your networking
✔ Invitation to participate in ITAC regional events

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

✔ Completed Membership Form
✔ Completed Market-Ready Criteria Checklist
✔ 300-word description of tourism experiences
✔ 5 high-resolution, rights-free images ITAC may use for promotional purposes
✔ Marketing plan or markets of interest
MEMBERSHIP TYPE 2

Indigenous Tourism Associations

Voting Member $99

A tourism association that is majority managed by Indigenous directors and represent tourism businesses that adhere to the ITAC Market-Ready Checklist and meet or exceed the quality assurance and authentication standards established by ITAC.

Definition of Indigenous Tourism Associations

Organizations or associations that are majority managed by Indigenous directors and represent Market-Ready tourism experiences from at least two tourism businesses, which are no less than 51% Indigenous-owned.

Membership must be received by April 1, 2022 to maintain eligibility to be a voting member.

All Indigenous Tourism Associations must provide the following:

✔ Completed Membership Form
✔ 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)
✔ Bylaws or proof of majority (51% and more) Indigenous control of organization
✔ 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

Membership Benefits

✔ National advocacy and political representation by ITAC
✔ Website link in ITAC Member Directory
✔ Basic listing in ITAC Nations Magazine
✔ Featured in ITAC national trade and media work
✔ Discounted rates to attend International Indigenous Tourism Conference
✔ Voting rights at ITAC annual general meeting
✔ 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
✔ Priority on ITAC call for proposals as a supplier
✔ Invitation to participate in ITAC Regional events
✔ Access to data, studies, research and training

Membership fee is waived for 2022-23
FOR MEMBERSHIP TYPE 1 & 2 ONLY

Optional Marketing Upgrade

$199  Membership fee is waived for 2022-23

Enhance your membership with the Marketing Upgrade! ITAC voting members have the option to upgrade their membership (fee has been waived this year). This Marketing upgrade includes a series of benefits for Indigenous tourism businesses working through the travel trade and in international markets.

Definition of an Export-Ready Indigenous 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.

There were 132 Marketing Upgrade members in 2021!

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

Marketing Upgrade Benefits

- Featured in Destination Indigenous tools
- Featured in ITAC Nations Magazine
- 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
MEMBERSHIP TYPE 3

Non-Market-Ready Indigenous Tourism Experiences

Non-Voting Member $99

Membership fee is waived for 2022-23

An Indigenous-owned or controlled tourism business that does not meet the requirements of the ITAC Market-Ready Checklist.

Definition of a Non-Market-Ready Indigenous Tourism Experiences Member

A Non-Market-Ready Indigenous Tourism Experiences member is a member that has been in business for less than two 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.

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.

Membership Benefits

- Website link in ITAC Member Directory
- Access to data, studies, research and training as published by ITAC
- Ability to apply to ITAC development grant
- 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 Non-Market-Ready Indigenous Tourism Experiences members must provide the following:

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

LEFT: Wapusk Adventures, MB  RIGHT: Arctic Bay Adventures, NU
MEMBERSHIP TYPE 4

Industry Partner
Non-Voting Member

$99

Any Indigenous or non-Indigenous Canadian tourism-oriented business, organization, association (incorporated or otherwise) or person within Canada who wishes to support ITAC’s vision and mission.

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 in ITAC Member Directory
✔ 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