



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

2024 MEMBERSHIP GUIDE

April 1, 2024 – March 31, 2025

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INDIGENOUS
TOURISM ASSOCIATION OF CANADA

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's **2030 Vision** is to become the global leader in Indigenous tourism.



*Learn more at
ITAC2030.ca*



Photos, left to right: Upper Humber Settlement, NL; Millbrook Cultural & Heritage Centre, NS. Photo, cover: Bastien Industries QC.

MEMBERSHIP TYPES

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.

ITAC's voting members are market ready tourism businesses or associations that are Indigenous majority owned and controlled and are operating in Canada.

ITAC's non-voting members include all other industry friends, partners, and organizations, as well as Indigenous tourism businesses who are working towards becoming market ready.

Market Ready Indigenous Tourism Experiences

VOTING MEMBER

A tourism experience, offered by a business that is no less than 51% Indigenous-owned and meets, at a minimum, the Business Ready standard as defined in ITAC's Accreditation Program.

See page 12 for more info.

Indigenous Tourism Associations

VOTING MEMBER

A tourism association that is majority managed by Indigenous directors and represents tourism businesses that are no less than 51% Indigenous-owned and that meet, at a minimum, the Business Ready standard as defined in ITAC's Accreditation Program.

See page 14 for more info.

Non Market Ready Indigenous Tourism Experiences

An Indigenous tourism business that is no less than 51% Indigenous-owned that is still in development and does not yet meet the Business Ready standard as defined in ITAC's Accreditation Program.

See page 16 for more info.

Industry Partners

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

See page 18 for more info.

OPTIONAL MARKETING UPGRADE

*Marketing Upgrade
fee is waived for
2024-25*

(normally \$199)

Market Ready Indigenous Tourism Experiences have the option to upgrade their membership to add a series of benefits for working with the travel trade and in international markets. To be eligible for the Marketing Upgrade, businesses must be accredited as Export Ready by ITAC's Accreditation Program.

Unaccredited businesses can check to see if their business meets the Export Ready criteria by referring to this Marketing Upgrade checklist:
[Bit.ly/itac-mu-checklist](https://bit.ly/itac-mu-checklist)

To learn more about ITAC's Accreditation Program, visit **[Bit.ly/ap-details](https://bit.ly/ap-details)**

To start your application for accreditation, visit **[Bit.ly/itac-accreditation](https://bit.ly/itac-accreditation)**

Marketing Upgrade Benefits

- Featured on *DestinationIndigenous.ca*
- Featured in *ITAC Nations Magazine*
- Experience will be featured in *ITAC sales and travel trade activities*
- Ability to be included in *press and trade familiarization trips*
- Ability to be included in *itinerary development and story ideas*
- Images will be prioritized for *marketing and communication materials*
- Ability to apply for *subsidized registration at travel trade shows and marketplaces (such as Rendez-vous Canada)*



Photos, left to right: Wanuskewin Heritage Park, SK; Cape Croker Park, ON

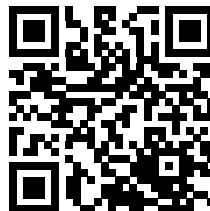
Accreditation Program



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

The Indigenous Tourism Association of Canada's (ITAC) Accreditation Program has set **national standards** for Indigenous tourism that allow businesses to evaluate their market readiness and apply for accreditation.

***Learn more about ITAC's
Accreditation Program***
[Bit.ly/ap-details](https://bit.ly/ap-details)





THE
ORIGINAL
ORIGINAL

Accredited businesses that are ITAC members are entitled to use The Original Original **mark of excellence.**

This mark gives consumers confidence that they are choosing a quality experience that is **providing direct benefits to Indigenous businesses or communities.**

HOW TO APPLY

Becoming an ITAC member is easy. Simply go to **JoinITAC.ca**, select your region, and then click the Apply Now button to start the online application. ITAC membership staff will review your application and, once approved, they will ensure that you start receiving your membership benefits.

Please note that, for those located in **Alberta, British Columbia, New Brunswick, Nunavut, Québec, and Manitoba**, ITAC has agreements in place with your regional Indigenous tourism association. This means that your membership with your provincial or territorial association will include your ITAC membership—you will not need to apply through ITAC's process.

For more information, visit **JoinITAC.ca** and select your region from the list.



Apply online at
JoinITAC.ca

If you have any questions on membership or need assistance with your membership application, contact ITAC's membership team at **Membership@IndigenousTourism.ca** or **1-888-803-4822**

MARKET READY INDIGENOUS TOURISM EXPERIENCES

*Membership fee is
waived for 2024-25
(normally \$99)*

VOTING MEMBER

A tourism experience, offered by a business that is no less than 51% Indigenous-owned and meets, at a minimum, the Business Ready standard as defined by ITAC's Accreditation Program. Businesses already accredited by ITAC do not need to submit any proof of market readiness with their application. Unaccredited businesses must complete an Accreditation Program Self-Evaluation as well as their application.

To quickly see if your business meets the minimum requirements to become a Market Ready Indigenous Tourism Experience member with ITAC, refer to this Market Readiness Checklist: **[Bit.ly/itac-mr-checklist](https://bit.ly/itac-mr-checklist)**

Membership Benefits for Market Ready Indigenous Tourism Experiences

- *Use of The Original Original mark of excellence (if accredited)*
- *National advocacy and political representation by ITAC*
- *Website link in ITAC Member Directory*
- *Ability to apply to ITAC development grant*
- *Voting rights at ITAC annual general meeting*
- *Collaborative relationships for development and marketing in region*
- *Expand your networking*
- *Invitation to participate in ITAC events*



*Apply online at
JoinITAC.ca*



Photo: Hideaway Adventure Grounds, AB

INDIGENOUS TOURISM ASSOCIATIONS

*Membership fee is
waived for 2024-25
(normally \$99)*

VOTING MEMBER

A tourism association that is majority managed by Indigenous directors and represents tourism businesses that are no less than 51% Indigenous-owned and that meet, at a minimum, the Business Ready standard as defined in ITAC's Accreditation Program.

To quickly see if a business meets the minimum requirements to become a Market Ready Indigenous Tourism Experience member with ITAC, refer to this Market Readiness Checklist: **[Bit.ly/itac-mr-checklist](https://bit.ly/itac-mr-checklist)**

Membership Benefits for Indigenous Tourism Associations

- Use of The Original Original mark of excellence (if accredited)
- National advocacy and political representation by ITAC
- Website link in ITAC Member Directory
- Basic listing in ITAC Nations Magazine
- Collaborate with ITAC for national trade and media work
- Voting rights at ITAC annual general meeting
- Ability to apply for subsidized registration at travel trade shows and marketplaces (such as Rendez-vous Canada)
- Collaborative relationship for tourism development and marketing in region
- Invitation to participate in ITAC events
- Access to data, studies, research, and training



*Apply online at
JoinITAC.ca*



Photo: Grandma Treesaw's Bannock, YT

NON MARKET READY INDIGENOUS TOURISM EXPERIENCES

*Membership fee is
waived for 2024-25
(normally \$99)*

An Indigenous tourism business that is no less than 51% Indigenous-owned that is still in development and does not yet meet the Business Ready standard as defined in ITAC's Accreditation Program.

To quickly see if your business meets the minimum requirements to become a Market Ready Indigenous Tourism Experience member with ITAC, refer to this Market Readiness Checklist: **[Bit.ly/itac-mr-checklist](https://bit.ly/itac-mr-checklist)**

Membership Benefits for Non Market Ready Indigenous Tourism Experiences

- 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
- Access to ITAC annual general meeting as a non-voting organization

Indigenous tourism businesses still in development may be able to access ITAC programs and services designed to improve business market readiness. To learn more, visit: [Bit.ly/ap-details](https://bit.ly/ap-details)



*Apply online at
JoinITAC.ca*



Photo: First Nations Storytellers, NB

INDUSTRY PARTNER

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



Membership Benefits for Industry Partners

- 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
- Access to annual general meeting as a non-voting organization
- Priority on call for proposals



Apply online at
JoinITAC.ca



Photo, this page: North of 60 Aurora Adventures, NWT. Photo, back cover: Borealis Beading, MB.

INDIGENOUS
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DU CANADA

IndigenousTourism.ca DestinationIndigenous.ca

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