



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

MEMBERSHIP GUIDE

April 1, 2026 - March 31, 2027

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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: Nunavik Parks, QC; Culina To Go, AB. Photo, cover: Arctic Bay Adventures, NU

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.

Voting Members: ITAC's voting members are The Original Original accredited or market ready tourism businesses or associations operating in Canada that are at least 51% Indigenous owned or controlled.

Non-Voting Members: ITAC's non-voting members include all other industry partners and organisations, as well as Indigenous tourism businesses who are working towards becoming market ready.

Non-Accredited Indigenous Tourism Business	<p>Tourism businesses that are at least 51% Indigenous owned or controlled but are not yet market ready, or are market ready but have not completed their The Original Original accreditation. Businesses applying for this membership type must complete a Market Readiness Checklist as part of their membership application. See page 10 for more info.</p>
Business Ready TOO Accredited Indigenous Tourism Business	<p>New or local-focused Indigenous tourism businesses beginning their journey into the market. These businesses establish foundational business practices aimed at local recognition and operational stability. This level is ideal for newer businesses aiming to become stable and viable in their communities. See page 12 for more info.</p>
Visitor Ready TOO Accredited Indigenous Tourism Business	<p>More mature Indigenous tourism businesses seeking to expand their market reach. Includes businesses that are equipped to handle larger groups and seasonal changes. They meet additional standards that ensure a high-quality visitor experience and readiness for more regional or national tourism demand. See page 14 for more info.</p>
Export Ready TOO Accredited Indigenous Tourism Business	<p>Well-established Indigenous tourism businesses that cater to international visitors and are integrated into the global travel trade. These businesses offer specialised services and work closely with tour operators, destination marketing organisations, and other travel networks to attract culturally diverse and international markets. See page 16 for more info.</p>
Indigenous Tourism Association	<p>A tourism association that is majority controlled by Indigenous directors and represents tourism businesses that are no less than 51% Indigenous-owned and that meet, at a minimum, the The Original Original business ready standard of market-readiness. See page 18 for more info.</p>
Industry Partner	<p>Indigenous or non-Indigenous businesses, organisations, associations, or persons within Canada who wish to support ITAC's vision and mission. See page 20 for more info.</p>

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

Members who are TOO accredited receive added benefits.

**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, 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 do 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**

NON-ACCREDITED INDIGENOUS TOURISM BUSINESS

*Membership fee is
waived for 2026-27*

VOTING MEMBER IF MARKET READY

Tourism businesses that are at least 51% Indigenous owned or controlled but are not yet market ready, or are market ready but have not completed their The Original Original accreditation. Businesses applying for this membership type must complete a Market Readiness Checklist as part of their membership application. Businesses who meet the Business Ready Criteria are considered Voting Members.

To complete the Market Readiness Checklist, visit: [Bit.ly/itac-mr-checklist](https://bit.ly/itac-mr-checklist)

Membership Benefits

Non-Accredited Indigenous Tourism Business

- Access to development programs
- Listing in ITAC Member Directory
- Access to funding opportunities
- National advocacy and political representation by ITAC
- Guidance on accreditation



Apply online at
JoinITAC.ca



Photo: Lorne A. Julien Artist Gallery, NS

BUSINESS READY TO ACCREDITED INDIGENOUS TOURISM BUSINESS

*Membership fee is
waived for 2026-27*

VOTING MEMBER

New or local-focused Indigenous tourism businesses beginning their journey into the market. These businesses establish foundational business practices aimed at local recognition and operational stability. This level is ideal for newer businesses aiming to become stable and viable in their communities.

Membership Benefits

Business Ready TOO Accredited Indigenous Tourism Business

- Access to development programs
- Access to funding opportunities
- Listing in ITAC member directory
- National advocacy and political representation by ITAC
- Guidance on accreditation
- Use of The Original Original logo
- Opportunities to receive invitations to industry events as guests or presenters
- Access to promotional codes for events or services
- Voting rights at ITAC annual general meeting
- Listing on DestinationIndigenous.ca



Apply online at
JoinITAC.ca



Photo: Raven Rising, ON

VISITOR READY TO ACCREDITED INDIGENOUS TOURISM BUSINESS

*Membership fee is
waived for 2026-27*

VOTING MEMBER

More mature Indigenous tourism businesses seeking to expand their market reach. Includes businesses that are equipped to handle larger groups and seasonal changes. They meet additional standards that ensure a high-quality visitor experience and readiness for more regional or national tourism demand.

Membership Benefits

Visitor Ready TOO Accredited Indigenous Tourism Business

- Access to development programs
- Access to funding opportunities
- Listing in ITAC member directory
- National advocacy and political representation by ITAC
- Guidance on accreditation
- Use of The Original Original logo
- Opportunities to receive invitations to industry events as guests or presenters
- Access to promotional codes for events or services
- Voting rights at ITAC annual general meeting
- Listing on DestinationIndigenous.ca
- Opportunities for inclusion in featured assets such as websites and ITAC presentations
- Opportunities to participate in familiarization trips for international tour operators
- Opportunities for inclusion in paid domestic marketing campaigns
- Opportunity to participate in the Rendez-vous Canada (RVC) mentorship program
- Images may be used for marketing and communication materials



Apply online at
JoinITAC.ca



Photo: Adäka Cultural Festival, YT

EXPORT READY TO ACCREDITED INDIGENOUS TOURISM BUSINESS

*Membership fee is
waived for 2026-27*

VOTING MEMBER

Well-established Indigenous tourism businesses that cater to international visitors and are integrated into the global travel trade. These businesses offer specialised services and work closely with tour operators, destination marketing organisations, and other travel networks to attract culturally diverse and international markets.

Membership Benefits

Export Ready TOO Accredited Indigenous Tourism Business

- Access to development programs
- Access to funding opportunities
- Listing in ITAC member directory
- National advocacy and political representation by ITAC
- Guidance on accreditation
- Use of The Original Original logo
- Opportunities to receive invitations to industry events as guests or presenters
- Access to promotional codes for events or services
- Voting rights at ITAC annual general meeting
- Listing on DestinationIndigenous.ca
- Opportunities for inclusion in featured assets such as websites and ITAC presentations
- Opportunities to participate in familiarization trips for international tour operators
- Opportunities for inclusion in paid domestic marketing campaigns
- Opportunity to participate in the Rendez-vous Canada (RVC) mentorship program
- Images will be prioritized for marketing and communication materials
- Featured in Nations Magazine
- Opportunities for packages to be featured on DestinationIndigenous.ca
- Business-to-business engagement opportunities
- Participation at Rendez-vous Canada (RVC) and other trade events



Apply online at
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Photo: Borealis Beading, MB

INDIGENOUS TOURISM ASSOCIATION

*Membership fee is
waived for 2026-27*

VOTING MEMBER

A tourism association that is majority controlled by Indigenous directors and represents tourism businesses that are no less than 51% Indigenous-owned and that meet, at a minimum, the The Original Original business ready standard of market-readiness.

Membership Benefits

Indigenous Tourism Association

- Access to development programs
- Access to funding opportunities
- Listing in ITAC member directory
- National advocacy and political representation by ITAC
- Opportunities to receive invitations to industry events as guests or presenters
- Access to promotional codes for events or services
- Voting rights at ITAC annual general meeting
- Listing on DestinationIndigenous.ca



Apply online at
JoinITAC.ca



Photo: Sea Wolf Adventures, BC

INDUSTRY PARTNER

Indigenous or non-Indigenous businesses, organisations, associations, or persons within Canada who wish to support ITAC's vision and mission.



\$499
**Membership
fee**

Membership Benefits

Industry Partner

- Listing in ITAC's national member directory
- National advocacy and political representation by ITAC
- Strategic insight to ITAC priorities, governance and national direction
- Priority access to calls for proposals and sector initiatives
- Networking opportunities
- Access to Indigenous tourism research, data, and training
- Eligibility for Industry Partner pricing for select ITAC events and programs
- Opportunities to participate in policy working groups or advisory circles (where appropriate)
- Invitations to closed-door roundtables with government, industry, and Indigenous leadership
- Featured spotlight opportunities (website, newsletters, or social media)
- Industry Partner badge for use on organizational materials



Apply online at
JoinITAC.ca



Photo, this page: Elsipogtog Mi'kmaq Cultural Centre, NB. Photo, back cover: Pollen Nation Farm, NL

INDIGENOUS
TOURISM ASSOCIATION OF CANADA



ASSOCIATION TOURISTIQUE
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DU CANADA

IndigenousTourism.ca DestinationIndigenous.ca

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