



2026-27 Membership Types and Benefits

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

Membership fee waived

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.

- ✓ Access to development programs
- ✓ Access to funding opportunities
- ✓ Listing in ITAC member directory
- ✓ National advocacy and political representation by ITAC
- ✓ Guidance on accreditation

TOO Accredited Indigenous Tourism Business



THE
ORIGINAL
ORIGINAL

Business Ready

Membership fee waived

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.

Includes everything from the Non-Accredited membership type, plus...

- ✓ 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

Visitor Ready

Membership fee waived

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.

Includes everything from the Business Ready membership type, plus...

- ✓ 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

Export Ready

Membership fee waived

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.

Includes everything from the Visitor Ready membership type plus...

- ✓ 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

Indigenous Tourism Association

Membership fee waived

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.

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

Industry Partner

\$499 Membership fee

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

- ✓ 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