



ABORIGINAL

TOURISM ASSOCIATION OF CANADA

Membership Guide and Application



ABORIGINAL
TOURISM ASSOCIATION OF CANADA



ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

The Aboriginal Tourism Association of Canada (ATAC) is the national destination marketing organization for Aboriginal tourism in Canada. ATAC showcases market-ready First Nations, Inuit and Métis tourism businesses from across the provinces and territories to visitors from around the world.

Through a unified Aboriginal tourism industry voice, ATAC focuses on creating partnerships between associations, organizations, government departments and industry leaders from across Canada to support the growth of Aboriginal tourism.

VISION

A thriving Aboriginal tourism economy sharing authentic, memorable and enriching experiences.

MISSION

To provide leadership in the development and marketing of authentic Aboriginal tourism experiences through innovative partnerships.



Aurora Village, Northwest Territories



Questions? For more information on ATAC, or for assistance with completing your Membership Application, please email Info@AboriginalCanada.ca

MEMBERSHIP STRUCTURE

Any person or organization that has an interest in advancing Aboriginal tourism in Canada may apply to become an ATAC Member.

Voting Members

A Canadian tourism-oriented business that is no less than 51% Aboriginal-owned that is deemed by ATAC to be Market-Ready and meets or exceeds the quality assurance and authentication standards established by ATAC.

or

An organization or association that is majority managed by Aboriginal directors and represents Market-Ready Aboriginal tourism businesses that are no less than 51% Aboriginal-owned and meet or exceed the quality assurance and authentication standards established by ATAC.

Market-ready, Aboriginal owned members have the option to upgrade their membership for an additional annual fee to benefit from a listing of their business or organization on the ATAC online Aboriginal Attractions Guide at AboriginalCanada.ca.

Non-Voting Members

A Canadian tourism-oriented business, organization, association (incorporated or otherwise) or a person within Canada who wishes to support ATAC's vision and mission.

Aboriginal tourism businesses that are in the start-up stage or are developing, expanding or upgrading their business can greatly benefit from an ATAC membership. However, these businesses will be categorized as Non-Voting Members until ATAC verifies their status as a Market-Ready Aboriginal tourism business.

MEMBERSHIP FEES

All ATAC memberships require a CAD\$99 annual membership fee.

ATAC members will also have the opportunity to participate in other ATAC marketing, sales and business development programs

Basic Membership - \$99 CDN annual membership fee

- all voting and non-voting members

Upgraded Membership - \$199 CDN annual fee in addition to the basic membership fee

- members who are market-ready and no less than 51% Aboriginal owned have the option to be included in the ATAC online 'Aboriginal Experiences Guide' which will be promoted extensively to consumers, travel trade and industry partners by ATAC and Destination Canada and hosted at AboriginalCanada.ca.



Questions? For more information on ATAC, or for assistance with completing your Membership Application, please email Info@AboriginalCanada.ca

MARKET-READY CRITERIA

ATAC has confirmed the standard tourism industry criteria which a tourism experience must meet in order to satisfy marketplace expectations and be considered Market-Ready:

- 1 In business for a minimum of 2 years
- 2 Accessible to clients 24 hours a day, 365 days a year by phone, fax or email and returns calls within 24 hours during standard business days
- 3 Meet all health and safety standards for their tourism sector including all applicable business licenses and liability insurance
- 4 Offer a quality tourism experience and product that can be assessed or qualified through industry awards and recognition or visitor, trade, media and tourism association feedback
- 5 Able to demonstrate that front line and management staff all have the necessary training, ability and skills to deliver a quality tourism experience
- 6 Have published rates established at least 6 months in advance and are able to take advance reservations
- 7 Accept debit and credit cards from visitors
- 8 Aware of the provincial/industry standards for their sector and are able to meet or exceed those expectations (for food and beverage service, accommodations, transportation, attraction etc.)

ATAC CONTACT INFORMATION

info@AboriginalCanada.ca

1-604-639-4408

300-3665 Kingsway, Vancouver, BC V5R 5W2



Wanuskewin Heritage Park, Saskatchewan



Questions? For more information on ATAC, or for assistance with completing your Membership Application, please email Info@AboriginalCanada.ca

Complete this form (2 pages) and submit with payment to the following address:

Aboriginal Tourism Association of Canada
300-3665 Kingsway, Vancouver, BC V5R 5W2

Please make cheques or money orders payable to the Aboriginal Tourism Association of Canada.

Applicants will receive all appropriate Member Benefits for 12 months following the receipt of payment.



You can also complete this form online and submit payment online. Visit the following location for instructions:
<http://bit.ly/JoinATAC>

BUSINESS INFO

Business Name:

Website:

Email Address:

Phone Number: Fax: Toll-Free:

Physical Address: Mailing Address: (same as physical)

CONTACT INFO

Contact Name:

Contact Title:

Email Address:

Phone Number:

MEMBERSHIP TYPE

- Voting Member:** \$99 + GST = \$103.95
- Aboriginal Control** - The business, organization or association applying for membership is no less than 51% Aboriginal-owned or controlled.
 - Market-ready Status** - The business, organization or association applying for membership meets ATAC's Market-Ready criteria.
- Non-Voting Member:** \$99 + GST = \$103.95

I wish to support Aboriginal tourism in Canada however do not currently meet Aboriginal control and/or market-ready status.

MEMBERSHIP UPGRADE OPTION

- Upgrade Option:** \$199 + GST = \$208.95

Applicants who are market-ready and no less than 51% Aboriginal owned have the option to be included in the ATAC online 'Aboriginal Experiences Guide' which will be promoted extensively to consumers, the travel trade and industry partners by ATAC and Destination Canada and hosted at AboriginalCanada.ca. This program requires an additional annual fee of \$199 CDN.

I certify that the information provided on this form is true to the best of my knowledge.

Name:

Date:

Signature: _____



Questions? For more information on ATAC, or for assistance with completing your Membership Application, please email Info@AboriginalCanada.ca