



**Indigenous
Tourism
Manitoba**
Adventure to Understanding



Membership Guide

2024-2025



Welcome

Dear Indigenous Tourism Colleagues,

As the premier Indigenous tourism organization in the province, Indigenous Tourism Manitoba's (ITM) mission is to cultivate partnerships and support Indigenous businesses and their communities. We are committed to advancing Indigenous tourism in the province and have set high aspirations for the future.

As a newly established not-for-profit, we are eager to tap into the potential for growth and bring about significant change in the Indigenous tourism industry in Manitoba. Our goal is to raise awareness and create positive outcomes for our members and their communities.

In the coming year, we aim to increase our membership and offer tailored support, training, and education to help our members revitalize or rebuild their businesses. This will be achieved through partnerships and securing funding from both federal and provincial governments to sustain and enhance our support for our members.

With eagerness, we look forward to working closely with our members, stakeholders, and partners to overcome challenges and celebrate successes.

Holly Courchene

Chief Executive Officer
Indigenous Tourism Manitoba



Introduction

This Indigenous Tourism Manitoba (ITM) Membership Guide provides a comprehensive overview of the membership program offered by ITM. The organization strives to support the growth of the Indigenous tourism industry in Manitoba by providing leadership, promoting the sharing of cultural stories, and working towards the strengthening of the Indigenous tourism economy in the provinces.



Mission

A Prosperous Indigenous Tourism industry across Manitoba, providing authentic, unique and engaging experiences



Vision

Telling Our Stories to Grow the Indigenous Tourism Industry



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Important Update about Memberships During the Ongoing COVID-19 Crisis

ITM is a member-focused organization, dedicated to the reconstruction and preservation of the Indigenous tourism industry in Manitoba. The impact of the COVID-19 pandemic on the industry and our members has been substantial. To support and assist its members during this period of recovery, **ITM is offering a waiver of membership fees for the 2024-2025 period.** The organization remains committed to supporting its members and helping the Indigenous tourism industry in Manitoba thrive.

Targets

The targets for Indigenous tourism in Manitoba are focused on achieving sustainable growth and development for the Indigenous tourism economy, while also supporting the preservation and promotion of authentic Indigenous experiences. These targets include:

- **Stabilization and Recovery of Indigenous Tourism Businesses:** The target is to ensure that Indigenous tourism businesses in Manitoba are able to stabilize and recover, with a goal of achieving a 20% increase in market-ready and export-ready businesses by 2025.
- **Return to 2019 Employment and GDP Levels:** The target is to return to the employment and GDP levels seen in 2019 by 2025, which will help to support the long-term viability of the Indigenous tourism industry in Manitoba.
- **Alignment of Tourism Training Programs:** The target is to align tourism training programs with the specific needs of Indigenous businesses on an annual basis, helping to ensure that these businesses are equipped with the skills and knowledge they need to succeed.



Goals & Initiatives

The goals of Indigenous tourism in Manitoba are to prioritize the growth and development of the Indigenous tourism economy in the province, while also supporting the preservation and promotion of authentic Indigenous experiences. These goals include:

- 1. Lead the Retention, Recovery, and Growth of the Indigenous Tourism Economy in Manitoba:** This goal focuses on promoting the growth of the Indigenous tourism industry in Manitoba, with a focus on creating new job opportunities, increasing income, and supporting local businesses and communities.
- 2. Support the Stabilization, Recovery, and Development of Authentic Indigenous Tourism Experiences:** This goal is aimed at ensuring that visitors to Manitoba have access to high-quality, culturally authentic experiences that showcase the rich heritage of Indigenous peoples in the province.
- 3. Establish a Presence and Marketing Strategy:** This goal involves developing a strategy for promoting and marketing Indigenous tourism in Manitoba, with a focus on raising awareness and increasing interest among potential visitors.
- 4. Coordinate Communications for Advocacy and Awareness:** This goal is aimed at ensuring that information about Indigenous tourism in Manitoba is widely available and accessible, with a focus on promoting understanding and respect between Indigenous and non-Indigenous peoples.
- 5. Implement Performance Measures and Ensure Returns on Investment:** This goal involves measuring the success of Indigenous tourism initiatives in Manitoba and ensuring that investments in the industry are delivering meaningful returns.





Strategic Partnerships

Indigenous Tourism Manitoba (ITM) recognizes the importance of partnerships in promoting the growth and development of the Indigenous tourism industry in the province. As such, ITM has established key DMO partnerships with Travel Manitoba and the Indigenous Tourism Association of Canada (ITAC). Together we are dedicated to supporting businesses through access to resources and expertise that can help drive the growth and development of Indigenous tourism businesses in the province.



Industry Partners

Industry partnerships are also key in providing support and promotion to our Indigenous tourism businesses in Manitoba. Through industry partners our members can increase product awareness and market exposure, build excitement for product, and increase customer base. Creating partnerships for Indigenous experiences and products will encourage growth and exposure to the market where they might not be able to reach on their own. Working with industry partners will help ITM members gain knowledge of what the market needs (maybe what worked and what doesn't work) and have the potential to build new products and services resulting in expanded offerings.

These partnerships are designed to provide valuable support to ITM members as they work to establish or improve their tourism offerings, helping to build strong sustainable businesses that can provide stable rewarding jobs for Indigenous communities. Whether through business development assistance, access to new markets, or training and development opportunities, these partnerships play a crucial role in helping ITM members achieve their goals and succeed in the Indigenous tourism sector.



Membership Categories

Membership

Indigenous Tourism Manitoba (ITM) invites anyone with an interest in advancing Indigenous tourism in Manitoba to apply for membership. ITM membership is open to Indigenous individuals, organizations, and supporters of the Indigenous tourism industry.

By offering a range of membership categories and benefits, ITM is able to support its members at every stage of their business development journey from start-up to established thriving tourism enterprises. By providing valuable and meaningful resources for Indigenous entrepreneurs and communities in Manitoba, ITM aims to support the growth and development of the Indigenous tourism industry, while also promoting the preservation and promotion of authentic Indigenous experiences.

To accommodate the diverse needs and interests of its members, ITM offers three different membership categories, each of which provides a different set of benefits and opportunities.





Membership Categories

When applying for membership, applicants will be asked to choose one of the following categories, which are based on their level of tourism business readiness:

Category 1 Non Market Ready Indigenous Tourism Experiences

(Non-Voting Membership)

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 the National Indigenous Tourism Association of Canada's Accreditation Program

See page 8 for more info.

Category 2 Industry Partner

(Non-Voting Membership)

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

See page 9 for more info.

Category 3 Market Ready Indigenous Tourism Experiences

Voting Membership

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 10 for more info.

Market-Ready or Export-Ready Business | Voting Membership

- You are 51% Indigenous owned or operated
- You currently meet a minimum of market-ready criteria established by the tourism industry
- You have a tourism business with set operating hours and you have all the necessary licenses and certifications to legally operate
- You have up-to-date promotional items such as a website or brochures
- You are able to respond to business inquiries (received by phone, email, website or social media) within 24 hours

See page 11 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 the Indigenous Tourism Association of Canada's Accreditation Program.

To see if your business meets the minimum requirements to become a Market Ready Indigenous Tourism Experience member with ITM, refer to this Market Readiness Checklist:
https://indigenoustourismmanitoba.ca/ITM_Market%20Readiness%20Checklist.pdf

Membership Benefits for Non Market Ready Indigenous Tourism Experiences

- ✓ Development Support
- ✓ One on one mentorship through a Product Development Expert
- ✓ Access to data, studies and research
- ✓ Eligible for ITM training and capacity development programs
- ✓ Networking Opportunities
- ✓ Advocacy and political representation by ITM
- ✓ Participation in ITM events
- ✓ Access to ITM annual general meeting as a non-voting organization
- ✓ Access to support and resources via ITM's partners at Travel Manitoba and the Indigenous Tourism Association of Canada



Industry Partner

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

Membership Benefits for Industry Partners

- ✓ Guidance when working with Indigenous tourism partners
- ✓ Access to data, studies and research
- ✓ Eligible for ITM training and capacity development programs
- ✓ Networking Opportunities
- ✓ Advocacy and political representation by ITM
- ✓ Participation in ITM events
- ✓ Access to ITM annual general meeting as a non-voting organization
- ✓ Access to support and resources via ITM's partners at Travel Manitoba and the Indigenous Tourism Association of Canada
- ✓ Priority on call for proposals

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.

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:
https://indigenoustourismmanitoba.ca/ITM_Market%20Readiness%20Checklist.pdf

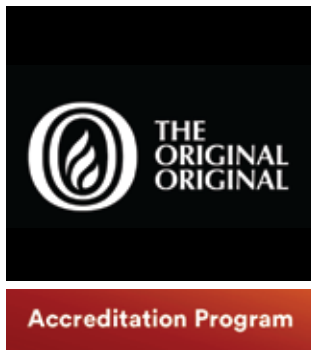
Membership Benefits for Market Ready Indigenous Tourism Experiences

- ✓ Business listing on Indigenous Tourism Manitoba's experiences web page
- ✓ Experience will be featured in ITM sales and travel trade activities
- ✓ Ability to be included in provincial press and trade familiarization trips
- ✓ Ability to be included in provincial 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)
- ✓ Development Support
- ✓ One on one mentorship through a Product Development Expert
- ✓ Access to data, studies and research
- ✓ Eligible for ITM training and capacity development programs
- ✓ Networking Opportunities
- ✓ Advocacy and political representation by ITM
- ✓ Participation in ITM events
- ✓ Access to ITM annual general meeting as a voting organization
- ✓ Access to support and resources via ITM's partners at Travel Manitoba and the Indigenous Tourism Association of Canada



Optional Marketing Upgrade (Export Ready)

Indigenous Tourism Manitoba (ITM) has adopted The Indigenous Tourism Association of Canada's (ITAC) Original Accreditation Program. The 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:



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

Unaccredited businesses can check to see if their business meets the Export Ready criteria by referring to the 'Export Ready' Self-Evaluation check-list: https://indigenoustourismmanitoba.ca/ITM_Market%20Readiness%20Checklist.pdf

To learn more about ITAC's Accreditation Program visit:
<https://indigenoustourism.ca/programs-services/the-original-original-accreditation-program/>

To start your application for accreditation, visit: <https://indigenoustourism.insite.com>

Marketing Upgrade Benefits:

- ✓ Featured on DestinationIndigenous.ca
- ✓ Featured in ITAC Nations Magazine
- ✓ Experience/Product will be featured in ITAC sales and travel trade activities
- ✓ Partnership opportunities for RVC
- ✓ Access to National Grant Programs through ITAC
- ✓ Exclusive offers for IITC
- ✓ 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)

Membership Fees & Deadlines

Due to the impact of the COVID-19 crisis on businesses and the need for economic recovery, ITM is offering a waiver on business membership fees for the 2024/25 year.

While the fees for industry partners are still in effect for 2024/25, the fees for member businesses will not be implemented until April 1, 2025. This decision has been made to support and assist Indigenous businesses during this difficult time of recovery.

\$ 199

ANUALLY
In place 2024-25

Industry Partner
(Non-voting Membership)



\$ 49

ANUALLY
Waived 2024-25

Non Market Ready
Indigenous
Tourism Experiences
(Non-voting Membership)



\$ 149

ANUALLY
Waived 2024-25

Market Ready Indigenous
Tourism Experiences
(Voting Membership)



Deadlines

Membership Deadline: March 31, 2024





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Requirements for ITM Voting Status

Members who have voting status with ITM are entitled to cast their vote at the Annual General Meeting of the organization, regarding motions and Board member selections. To be eligible for voting status, a member must meet the following criteria:

- Be a confirmed and fully paid member of ITM with a completed application form.
- Operate a minimum Market Ready business in the tourism industry.
- Be at least 51% Indigenous-owned or controlled and based in Manitoba.

ITM values the input of its members and encourages them to participate in the governance of the organization.





The ITM Membership Program is an annual program that runs from April 1 to March 31. To apply, you will first self-assess your business readiness by answering a set of questions specific to your chosen membership category.

Upon submitting your application, it will be reviewed by ITM staff, and you will receive a confirmation of your membership status via email. If you apply after April 1 in any year, your membership will be valid only until March 31 of the current membership year.

Questions?

For more information on ITM or for assistance with completing your Membership Application, please email

doreen@IndigenousTourismManitoba.ca.