

TOURISM...WE'RE STRONGER TOGETHER!

OUR INTERLAKE A PLACE OF INLAND OCEANS, INFINITE POSSIBILITIES!

Experience the Interlake's natural beauty,
From sunrise to sunset & so much more!

Feel the Interlake
Heart Beat Here!



TOURISM FACTS

Did you know?

Perceptions of Manitoba as a travel destination improved by 50% as a result of travel experiences in Manitoba this past summer.

40% of Manitobans took a vacation in the province in the past 6 months

Nearly half of those said the pandemic was the reason they stayed in the province this summer

More people spent time enjoying the outdoors compared to indoor activities

THE INTERLAKE HEART OF MANITOBA

Remain a part of ITA's strong Regional Partnership Approach to Tourism!

Member only listings on the **NEW app Driftscape**, Website & Social Media!

We will like, follow, & re-post your Social Media content on our website, YouTube, Facebook, Instagram & Twitter

MUNICIPAL & FIRST NATIONS MEMBERSHIP:

Representation:

- Each member municipality/ First Nations has a seat on the ITA Board of Directors

- Municipal & First Nations rate **\$.42 per capita - \$875.00 max + GST**

- ITA Board meetings are held 4 per/yr
- Discussion on new trends in tourism

Communications:

- Draft minutes and e-mail updates sent to your team!

Networking Opportunities:

- Training opportunities available for any Municipal Council or staff

Marketing & Promotion:

- Member page - links to your website
- Event listings of your community
- Listed as an ITA member in the 2021 ITA Travel Guide member AD pricing **NEW THIS YEAR**

Member pricing for Point of Interest on our new DRIFTSCAPE APP!!

What does ITA Membership give me?

Marketing & Promotion:

- Share your story with us!
- New initiatives & experiences... let us know!
- Increased Social Media Marketing
- Inclusion in 2021 Travel Guide
- Share videos through ITA YouTube
- Co-op MEMBER marketing

NEW THIS YEAR

Member pricing for Point of Interest on our new DRIFTSCAPE APP!!

Industry Training Opportunities:

- Member suggested training offered
- Members receive priority with training initiatives & receive member pricing

Communications:

- ITA Manager attends meetings with members (on request)
- Updates on ITA member activities, training & marketing initiatives by email and in Membership package

Opportunities:

- Attend "Celebration of Stars" bi-annual Awards honouring ITA's best!
- Be Nominated for an award
- Meetings & events held regionally in member communities &/or businesses

"Let Your Voice be Heard with Ours!"

INTERLAKE TOURISM ASSOCIATION

BOX 399, WARREN, MB R0C 3E0
1-877-468-3752 OR (204) 322-5378
Email: admin@interlaketourism.com

www.interlaketourism.com

www.facebook.com/interlaketourism

www.instagram.com/manitobainterlake

www.twitter.com/interlaketours

YouTube: Interlake Tourism Association

INDUSTRY, CHAMBER OF COMMERCE / GROUP MEMBERSHIP

Representation:

- A total of eight (8) representatives are elected annually from group or industry members
- A Chamber of Commerce or group membership allows a rep from your group to be elected to ITA Board of Directors at AGM
- Membership for the C of C/group and their projects (*raising awareness of group not individual businesses in group*) Option for reduced 2021 Membership **\$100.00/year + GST** OR **150.00/year + GST (if possible)**

Marketing & Promotions:

- Direct links to your website or under Bus. Directory & Hyperlinks
- Events listed on ITA website & in the 2021 Travel Guide & on ITA's Social Media
 - 2021 Travel Guide—Member icon, GPS location & write up + Member Pricing Travel Guide Ads
 - Co-op Marketing (May include print, Radio, Digital & Social Media)
 - **NEW THIS YEAR**
- Member pricing for Point of Interest on our new DRIFTSCAPE APP!!

Networking Opportunities:

- Training opportunities for staff & business members or group at ITA member prices
- Opportunities to network at member events
- Join our committees: Marketing, Communications, and Interlake Development Grants Executive (*Board Members only*)

Building Interlake Experiences

Our Mission: To entice visitors by sharing our stories, showcasing the passion of our people, and revealing the history of our inland oceans and infinite possibilities.

PRIORITY 2021

OUR Stories, OUR Foods, OUR Culture, Heritage and Nature
BE A part of this EXCITING time...

ITA increases your visibility

BE PROUD YOU'RE IN TOURISM



INTERLAKE
TOURISM

Inland oceans, infinite possibilities

Contact us for more info (204) 322-5378 or (204)-295-8077
WWW.INTERLAKETOURISM.COM