



**INTERLAKE**  
T O U R I S M  
*Inland oceans, infinite possibilities*

**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!**



The **INTERLAKE TOURISM ASSOCIATION (ITA)** is a non-profit organization dedicated to making Manitoba's Interlake a tourism destination of choice.

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.

**Driftscape** is a mobile app that provides a platform for local organizations/businesses to share site-specific stories, tours, and events/services.

For Users, the app is free and it provides a great way to explore what's around them. Users can simply select what they're interested in and start walking, driving or touring. They'll be notified when there's something nearby or can plan their destinations accordingly.

For the ITA, Driftscape is a powerful tool to help us get our stories, tours, and places to those seeking new experiences!

**Contact Melissa at [admin@interlaketourism.com](mailto:admin@interlaketourism.com) to learn more!**



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# Interested in becoming an ITA member?

## Here' some factoids about the benefits!

### **Marketing & Promotions:**

- Direct links to your website or under Bus. Directory & Hyperlinks
- Events listed on ITA website & in the 2022 Travel Guide & on Social Media
- 2022 Travel Guide—Member icon & write up + Member Pricing Travel Guide Ads
- Co-op Marketing (May include Print, Radio, Digital & Social Media)
- Member pricing for Point of Interest on our DRIFTSCAPE APP!! (free for new members)
- Share your story with us!
- Share new initiatives & experiences
- Share videos through ITA YouTube
- Co-op MEMBER marketing
- Video/Audio Interviews
- Access to ITA's Video Footage/Photos upon request
- Updates on marketing Analytics
- Apply for **Tourism Development Grant** for up to \$1500.00 (\$750.00 max capital)

### **Communications:**

- ITA Manager attends meetings with members (on request)
- Updates on ITA member activities, training & marketing initiatives by email
- Draft minutes and e-mail updates accessed through our members portal and emailed to your team

### **Networking 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
- ITA training opportunities at member prices or FREE
- Networking at member events
- Join our committees

### **Representation:**

- Representatives are elected annually from RM's, groups or industry members
- A Chamber of Commerce or group membership allows a rep from your group to be elected to the ITA Board of Directors at AGM

### **Training:**

- Member suggested training offered
- Notifications of community/provincial training opportunities
- Members receive priority with ITA training initiatives & receive member pricing

### **AGAIN THIS YEAR**

**New Members receive a free Point of Interest on our new Digital APP!!**

### **Membership Cost:**

- **Industry Membership**  
\$150.00/year + GST
- **NEW THIS YEAR - Non-Profit/Museums Membership** (for annual income less than \$30,000)  
\$75.00/year + GST
- Municipal & First Nations rate
- **\$.42 per capita - \$875.00 max + gst**  
(First Nations gst excluded)

**SIGN UP NOW**

***"Let Your Voice be Heard!  
We're Stronger Together."***

