



JOIN US IN SHAPING THE FUTURE OF TOURISM IN MANITOBA'S INTERLAKE

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OUR STORY

The Interlake Tourism Association (ITA) is a non-profit membership-driven organization dedicated to giving our region a unified voice and presence in the tourism industry.

Whether you're part of a municipality, city, town/First Nations group or just looking for promotional support for your business we offer two levels of membership tailored specifically towards individual needs!

Membership Cost:

Industry Membership

\$150.00/year + GST

Non-Profit/Museums Membership

(for annual income less than \$30,000)

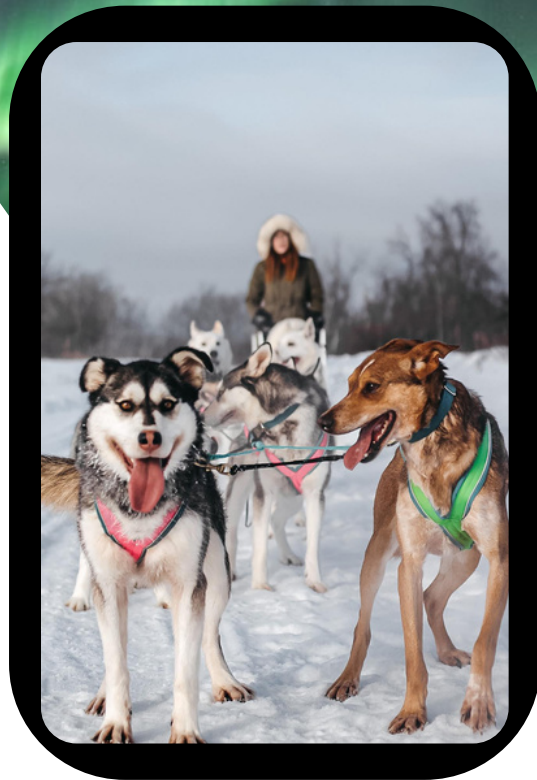
\$75.00/year + GST

Municipal & First Nation Communities Membership

\$.42 per capita - \$875.00 max + gst (First Nations GST excluded)



JOIN NOW



OUR MISSION & VISION

Our Vision

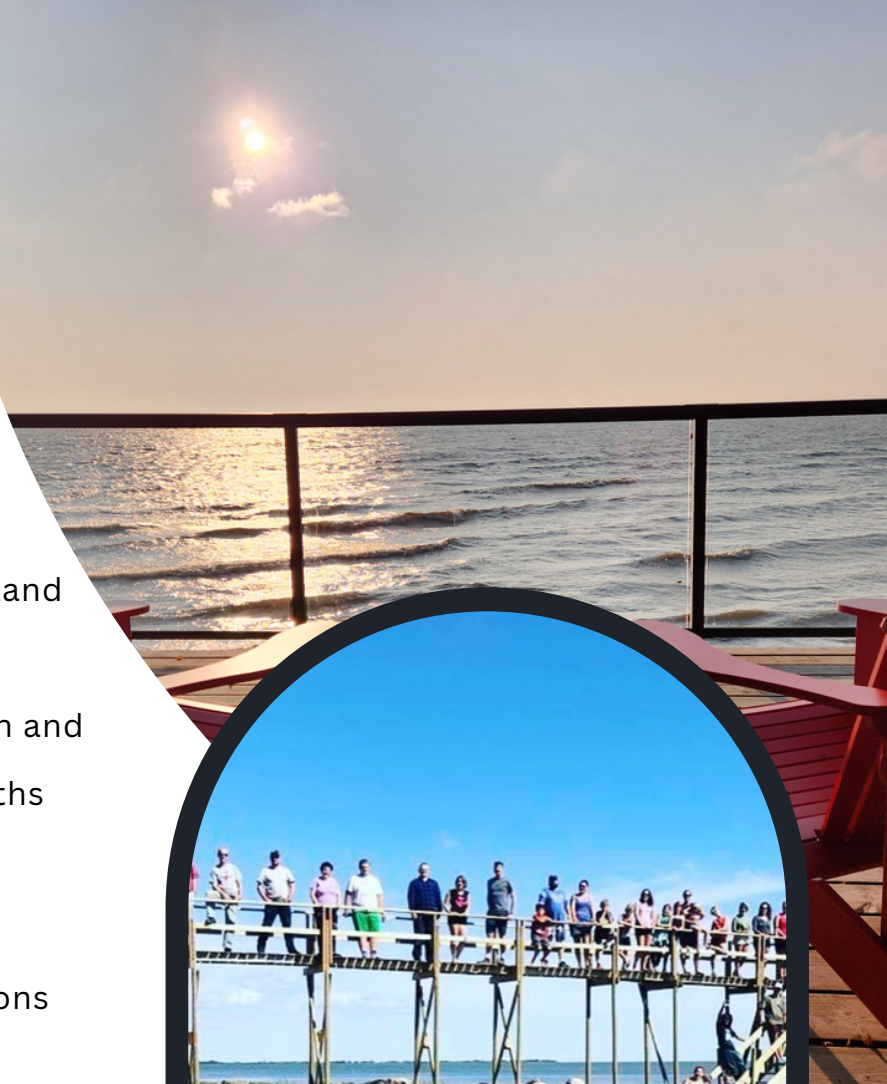
Manitoba's Interlake is a tourism destination of choice

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

Association Priorities

- Assist in marketing, and promoting the Interlake region and its members
- Enhance, and build regional memberships, and strengths
- Provide a Regional Voice in the tourism industry
- Provide training and networking opportunities for members
- Two levels of membership
- Municipal/ Town/First Nations
- Industry – may include business or groups/ organizations



WHAT YOU GET

When you become a Member, you become a tourism Partner and can receive assistance with tourism experience development, marketing support, funding opportunities, networking with industry partners, statistics, photo library, and so much more!

We want to help you thrive through tourism and connect with you so that together, we can represent our people, places, and experiences.



MARKETING

- ✔ Social Media posts, shares, and highlights
- ✔ Business and Event Listings on the ITA Website
- ✔ FREE point of interest on our Digital Travel Guide for one year (new members only)
- ✔ Co-op Marketing Opportunities (share the cost of marketing with other members)
- ✔ A picture with a description in our Annual Travel Guide (10,000 copies per year)
- ✔ Discount on our Travel Guide Advertising
- ✔ Blog Features
Newsletter Features
Website Features
- ✔ Access to a library of high quality video and photos



OPPORTUNITIES

Communication

Updates on ITA member activities, training, and marketing initiatives by email/semi-annual Marketing meetings.

Networking Opportunities

Meetings and events are held virtually and regionally in member communities and/or businesses. Interlake Connections get-togethers coming to a community near you!

Representation

Opportunities to join our Board of Directors. Representatives are elected annually from RMs, groups, or industry members.

Training

Notifications of community /provincial training opportunities.

Members receive priority with ITA training initiatives and receive member pricing (FREE).

Access to [Tourism Development Grants](#)

The program provides financial support for projects that develop new or enhance existing, tourism products. Projects must contribute to the core Manitoba tourism experience, a unique blend of cultural and nature-based attractions and travel experiences. **Members only - November 15 Deadline for Submissions!**



DRIFTSCAPE APP DIGITAL GUIDE



Create Amazing Experiences. Engage Visitors and the community.

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

Cost:

1 POI @ \$100/year + gst

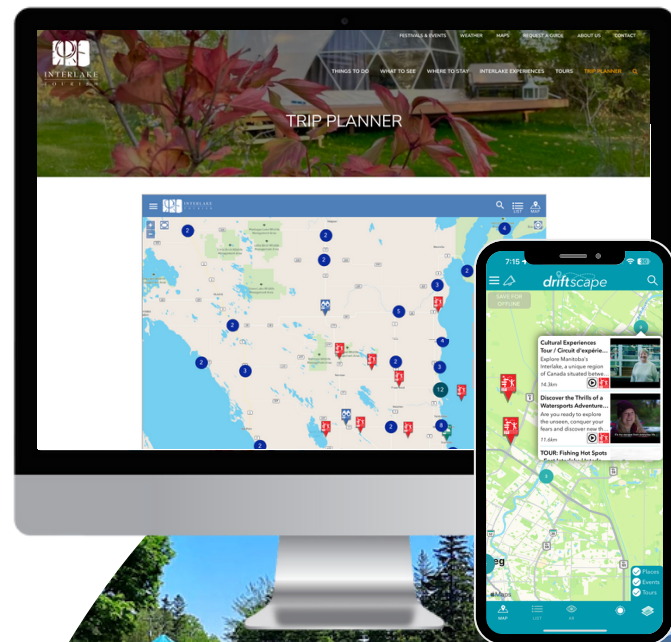
3 POI's per tour @ \$300/year + gst

-comes with unlimited tour points/locations

FREE POI (New Members ONLY)

FREE POI (with an AD in our printed Travel Guide)

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



FEATURES



Augmented Reality - Point and Discover!

Quests - Gamify exploration of your sites and stories.

Trip Itineraries - Everyone has their own unique interests.

Location-Aware Notifications - Location-based notifications help everyone explore the destination with ease.

Offer Redemption System - Create unique, in-app offers at your local businesses and give your visitors added incentive to shop local.

Showcase Your Content - With images, videos, audio, maps, and lists!

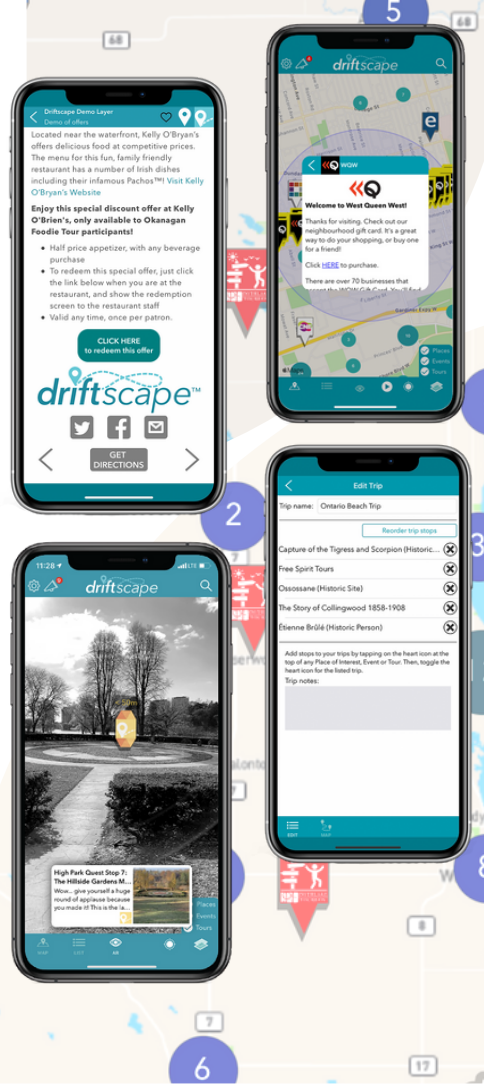
Unique Onsite Content - Perfect for paid experiences or for protecting the stories of your community.

Driftscape 360 Images and Tours - With Driftscape 360 you can make your destination's highlights come to life.

Tour Autoplay Mode - Create powerful and easy-to-follow hands-free experiences that let your guests stay focused on what's around them.

Offline Mode - No service? No Problem!

NEW Points and Rewards - visit and get rewarded!

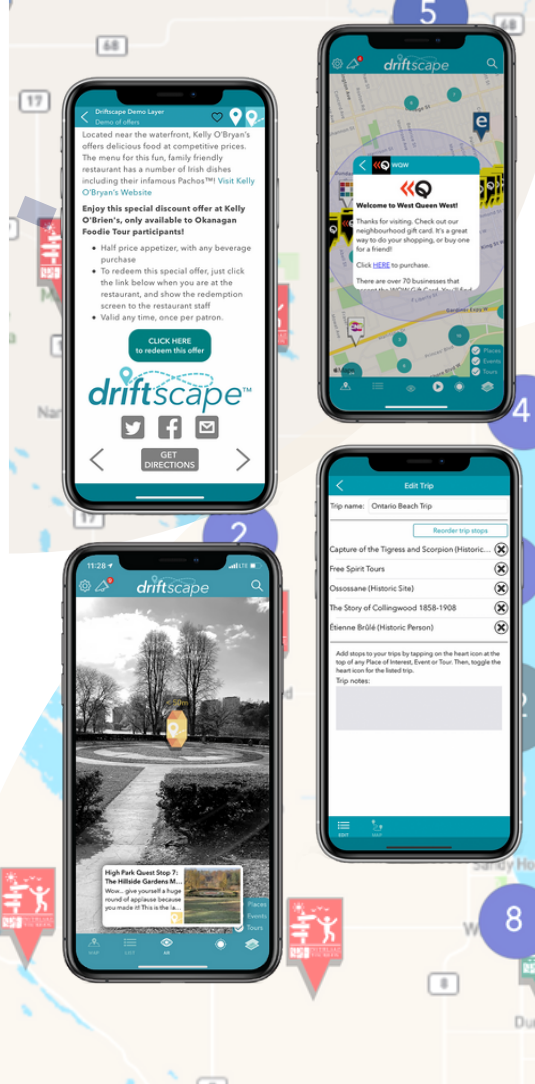


EXAMPLE



1. **Gamify Experiences:** A Trick or Treat Scavenger Hunt or AR Quest: Create a spooky tour with hints and clues to unlock each stop along the route! This hunt can guide people across haunted spots and their tales, historic sites, or anything of your choosing!
2. **Engage Event-Goers:** Create a guided experience: Map all your Halloween activities in the app and create a digital guide for your locals and visitors - no print cost, eco-friendly, and access to rich visitor analytics!
3. **Differentiate your Halloween POIs:** A Halloween-themed sub-org: If your Driftscape package includes sub-orgs we could rebrand one of your sub-layer map markers to have little jack-o-lanterns on it so people can easily identify your Halloween activities or free treat sites!
4. **Create Awareness: Halloween 3D Objects:** Leveraging our newly launched 3D objects feature to spook your trick-or-treaters! [Here](#) is an example of what 3D objects look like in the app - if you'd like to use this add-on feature please let me know and I can get more information for you.

[HERE](#) are some ways in which other partners have leveraged the app in the past to promote their events successfully and their outcomes.





THANK YOU

GET IN TOUCH WITH US!

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