



Indigenous Tourism Manitoba

Adventure to Understanding

Membership
Guide
April 1, 2025 –
March 31, 2026



Welcome

As the premier Indigenous tourism organization in the province, Indigenous Tourism Manitoba's (ITM) focuses on cultivating partnerships and supporting Indigenous businesses and their communities. We are committed to advancing Indigenous tourism businesses and their communities.

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. 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 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 province.



Temporary Waiver of Membership Fees to Support Post-Pandemic Recovery

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.

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:

1

Stabilization and Recovery of Indigenous Tourism Businesses

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.

2

Return to Pre-pandemic GDP and Employment Levels

Support the long-term viability of the Indigenous tourism industry by reaching pre-pandemic GDP and employment levels.

3

Alignment of Tourism Training Programs

Evaluate the training needs of Indigenous businesses on an annual basis and ensure that opportunities for training are in alignment.



Goals & Initiatives

The goals of Indigenous Tourism 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

Leading the retention, recovery and growth of the Indigenous tourism economy in Manitoba by creating new job opportunities, increasing income and supporting local businesses.

2

Supporting the stabilization and development of authentic Indigenous tourism experiences by ensuring that visitors have access to high-quality experiences that showcase the rich heritage of Indigenous peoples in Manitoba.

3

Development of a marketing strategy to position and promote Indigenous tourism in Manitoba and increase awareness amongst potential visitors.

4

Increasing advocacy and awareness for Indigenous tourism in Manitoba by focusing on understanding and respect between Indigenous and non-Indigenous peoples.

5

Implementation of performance indicators to measure the success of Indigenous tourism initiatives in Manitoba and ensure meaning return on investment.

Membership

ITM is a membership-based organization dedicated to promoting and advancing Indigenous tourism in the province. Any Indigenous person or Indigenous organization with an interest in this sector may apply to become a member.

The ITM Membership Program provides a range of resources and support to help members develop and grow their businesses. ITM assists with experience development, training, information resources, networking opportunities and marketing programs to aid its members in establishing successful and sustainable businesses.

By providing valuable resources to entrepreneurs and communities, ITM aims to help its members develop authentic Indigenous experiences and create stable and rewarding jobs for Indigenous communities.



Partnerships

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 partnerships with organizations and stakeholders that are dedicated to supporting the growth and success of Indigenous tourism businesses.

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 access to new markets, training and development opportunities, or funding and other resources, these partnerships play a critical role in promoting the growth and success of Indigenous tourism in Manitoba.

ITM has received support from key partners in its mission to grow Manitoba's Indigenous tourism economy. Travel Manitoba and the Indigenous Tourism Association of Canada have joined forces with ITM to help launch the organization and support its mandate. This collaboration allows ITM to access resources and expertise that can help drive the growth and development of Indigenous tourism businesses in the province.

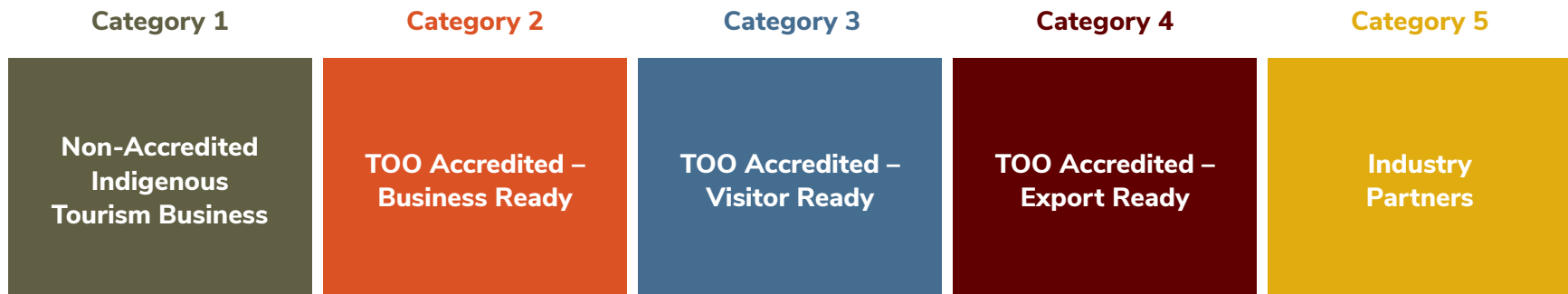
By partnering with Travel Manitoba and the Indigenous Tourism Association of Canada, ITM is able to directly support its members as they work to establish and grow their tourism businesses. Whether through business development assistance, access to new markets, or training and development opportunities, these partnerships play a crucial role in helping ITM members achieve their goals and succeed in the Indigenous tourism sector.



Membership Categories

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.

To accommodate the diverse needs and interests of its members, ITM offers five different membership categories, each of which provides a different set of benefits and opportunities. These categories are designed to better align with The Original Original (TOO) Accreditation program. The refresh aims to better serve members while maintaining a commitment to excellence in Indigenous tourism. When applying for membership, applicants will be asked to choose one of the following categories:



After selecting a membership category as part of the application process, potential members will be asked to provide information about their business to verify their level of business readiness. Those businesses without a TOO accreditation will be required to complete a Market Readiness Checklist.

For non-Indigenous businesses or organizations, ITM welcomes your support and partnership. If you are interested in working with ITM to promote and grow Indigenous tourism in Manitoba, please contact us at info@indigenoustourismmanitoba.ca. We look forward to exploring partnership opportunities, such as program support, sponsorship of our annual ITM Conference, and joint marketing efforts.

Non-Accredited Indigenous Tourism Business

Tourism businesses or associations that are at least 51% Indigenous owned or controlled but are not yet market ready or are market ready but have not completed their The Original Original accreditation. Businesses applying for this membership type must complete a Market Readiness Checklist as part of their membership application.

TOO Accredited – Business Ready

You are at least 51% Indigenous owned and you have applied and received a Business Ready accreditation from ITAC. New or local-focused businesses beginning their journey into the market. These businesses establish foundational business practices aimed at local recognition and operational stability. This level is ideal for newer businesses aiming to become stable and viable in their communities.

TOO Accredited – Visitor Ready

You are at least 51% Indigenous owned and you have applied and received a Visitor Ready accreditation from ITAC. More mature businesses seeking to expand their market reach. Includes businesses that are equipped to handle larger groups and seasonal changes. They meet additional standards that ensure a high-quality visitor experience and readiness for more regional or national tourism demand.

TOO Accredited – Export Ready

You are at least 51% Indigenous owned and you have applied and received an Export Ready accreditation from ITAC. Well-established businesses that cater to international visitors and are integrated into the global travel trade. These businesses offer specialized services and work closely with tour operators, destination marketing organizations, and other travel networks to attract culturally diverse and international markets.

Industry Partners

Indigenous or non-Indigenous businesses, organizations, associations, or persons within Canada who wish to support ITM's vision and mission.

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 2025/26 year. While the fees for industry partners are still in effect for 2025/26, the fees for member businesses will not be implemented until April 1, 2026. This decision has been made to support and assist Indigenous businesses during a difficult time of recovery.

Voting Members

ITM's voting members are The Original Original (TOO) accredited Indigenous tourism businesses or market ready tourism businesses or associations operating in Manitoba that are at least

51% Indigenous owned or controlled. Your membership must be validated annually for voting rights. 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. **Your application must be received by March 31/25 to obtain voting rights.**

Non-Voting Members

ITM's non-voting members include all other industry partners and organizations, as well as Indigenous tourism businesses who are working towards becoming market ready (in development).

Non-Accredited Indigenous Tourism Business Voting	TOO Accredited – Business Ready Voting	TOO Accredited – Visitor Ready Voting	TOO Accredited – Export Ready Voting	Industry Partners Non-voting
\$99 +GST Fees waived 2025-26	\$99 +GST Fees waived 2025-26	\$99 +GST Fees waived 2025-26	\$99 +GST Fees waived 2025-26	\$199 +GST

Non-Accredited Indigenous Tourism Business

- ✓ Access to development programs
- ✓ Access to funding opportunities
- ✓ Listing in ITM and ITAC member directory
- ✓ National advocacy and political representation by ITM
- ✓ Guidance on accreditation
- ✓ Eligible for ITM training and capacity development programs
- ✓ Voting rights at ITM & ITAC if business ready by ITM checklist under what that category includes.

TOO Accredited – Business Ready

Includes everything from the Non-Accredited membership type, plus...

- ✓ Use of The Original Original logo
- ✓ Opportunities to receive invitations to industry events as guests or presenters
- ✓ Access to promotional codes for events or services
- ✓ Voting rights at ITM & ITAC annual general meeting
- ✓ Listing on IndigenousTourismManitoba.ca and DestinationIndigenous.ca

TOO Accredited – Visitor Ready

Includes everything from the Business Ready membership type, plus...

- ✓ Opportunities for inclusion in featured assets such as websites and ITM presentations
- ✓ Opportunities to participate in familiarization trips for international tour operators
- ✓ Opportunities for inclusion in paid domestic marketing campaigns
- ✓ Opportunity to participate in the Rendez-vous Canada (RVC) Mentorship Program
- ✓ Images may be used for marketing and communication materials

TOO Accredited – Export Ready

Includes everything from the Visitor Ready membership type plus...

- ✓ Images will be prioritized for marketing and communication materials
- ✓ Featured in Nations Magazine
- ✓ Opportunities for packages to be featured on IndigenousTourismManitoba.ca & DestinationIndigenous.ca
- ✓ Business-to-business engagement opportunities
- ✓ Participation at Rendez-vous Canada (RVC) and other trade events

Industry Partners

- ✓ Listing in ITM Member Directory
- ✓ National advocacy and political representation by ITM
- ✓ Access to annual general meeting as a non-voting organization
- ✓ Priority on call for proposals
- ✓ Networking opportunities
- ✓ Access to data, studies, research and training as published by ITM
- ✓ Participation in ITM events
- ✓ Eligible for ITM training and capacity development programs

Membership Sign-up Process

ITM offers two convenient options for those interested in applying for membership:

Online

Fill out the ITM Membership Application form directly on the ITM website.

[IndigenousTourismManitoba.ca/become-a-member](https://www.indigenoustourismmanitoba.ca/become-a-member)

Offline

Submit a completed paper application by:

Emailing to **info@IndigenousTourismManitoba.ca**

Mailing to ITM Membership,
100 – 300 Alpine Way, Headingley, MB, R4H 0E1



Regardless of the method of application, ITM staff are available to answer any questions and provide assistance throughout the application process.

The ITM Membership Program is an annual program that runs from April 1 to March 31. 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.





2025-26 Membership Form

This form is for paper applications only. Wherever possible applications should be completed online through our website IndigenousTourismManitoba.ca. Please provide us with your business information that applies to specific membership category. Any Indigenous person or Indigenous organization that has an interest in advancing Indigenous tourism in Manitoba may apply to become an ITM Member.

Business Information

Does your business represent a minimum 51% Indigenous owned or controlled:

Yes No

Which culture does your experience represent?

First Nation Metis Inuit

Website _____ Email Address _____

Business Phone _____

Alternate Phone Number _____

Physical Address

Mailing Address

Same as physical address

Contact information:

Main Contact for Memberships _____

Title _____

Email _____

Direct Phone _____ Cell _____



2025-26 Membership Form

Membership Category

Chose the category that best matches your organization. If you are applying for the Non-Accredited Indigenous Tourism Business, please ensure you complete the enclosed "Market Readiness Checklist".

Non-Accredited Indigenous Tourism Business Voting
if business ready allocated by ITM checklist
\$99 + gst – Fees waived 2025-26

TOO Accredited – Visitor Ready Voting
\$99 + gst – Fees waived 2025-26

TOO Accredited – Business Ready Voting
\$99 + gst – Fees waived 2025-26

TOO Accredited – Export Ready Voting
\$99 + gst – Fees waived 2025-26

Industry Partners Non-voting
\$199 + gst

Tourism Business Category

Type of tourism product or experience you offer, or plan to offer (check all that apply):

- Accommodations (includes hotels, motels, lodges and campgrounds)
- Attractions (includes museums, cultural centres, event venues as well as retail businesses)
- Food & Entertainment (offer food and regular entertainment, also includes artists and artisans)
- Guided Tours (includes workshops and training or instruction)
- Rentals (includes equipment, vehicle or material rentals for a fee)
- Events (includes festivals, performances, exhibits, shows and powwows)
- Industry Partner
- Other

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

Name _____ Date _____

Signature _____

Market Readiness Checklist

Indigenous tourism experiences applying to become Indigenous Tourism Association of Canada (ITAC) voting members must meet the following business ready criteria as defined by ITAC's **Accreditation Program**.

Required Business Ready Criteria

You must check yes for all of the following criteria.

- 1. Cultural content developed in collaboration with & sanctioned by Indigenous people**
 Yes No Pending
- 2. Visitors are informed/educated on the accepted behaviour while on site/in community**
 Yes No Pending
- 3. Cultural protocols are respected**
 Yes No Pending
- 4. Business has hiring policies & procedures that promote inclusion & diversity**
 Yes No Pending
- 5. Business provides special equipment or training**
 Yes No Pending
- 6. Business has enough staff to address visitor demand**
 Yes No Pending
- 7. Business complies with required health & safety regulations**
 Yes No Pending
- 8. Business has the required safety equipment on hand, in good working order**
 Yes No Pending
- 9. Business's equipment & vehicles are in a good state of repair**
 Yes No Pending
- 10. Business has an Emergency Action Plan**
 Yes No Pending
- 11. Business has an online presence**
 Yes No Pending
- 12. Information is current, accurate & informative**
 Yes No Pending
- 13. Business hosts familiarization (FAM) tours**
 Yes No Pending
- 14. Business uses digital & conventional marketing strategies aligned with marketing plan**
 Yes No Pending
- 15. Business has official business licence(s), permits & regulatory requirements in place**
 Yes No Pending
- 16. Business has insurance to protect against legal liability (death/injury)**
 Yes No Pending
- 17. Business has capacity to manage cash & business commerce function**
 Yes No Pending

Additional Business Ready Criteria

You must check yes for a minimum of 13 of the following criteria.

1. **Business creates opportunities for community members**
 Yes No Pending
2. **Business obtains advice from appropriate Indigenous community on Indigenous protocols**
 Yes No Pending
3. **Business follows protocol for territory or land acknowledgement**
 Yes No Pending
4. **Business has opportunities for visitors to interact in person with Indigenous people**
 Yes No Pending
5. **Visitors are exposed to local Indigenous languages**
 Yes No Pending
6. **Product or service has been successfully test-marketed**
 Yes No Pending
7. **Business can accommodate individuals with disabilities**
 Yes No Pending
8. **Business provides accurate & current information on availability of accessible facilities**
 Yes No Pending
9. **Business follows security regulations & protocols**
 Yes No Pending
10. **Business has access to health & medical services**
 Yes No Pending
11. **Tourism product/service offered has a positive impact on the Indigenous community**
 Yes No Pending
12. **Business conserves energy**
 Yes No Pending
13. **Business has resources to be self-sustainable**
 Yes No Pending
14. **Business has an emergency risk management plan to respond to major disruptions**
 Yes No Pending
15. **Business has print marketing materials**
 Yes No Pending
16. **Has research or information to understand current & potential markets**
 Yes No Pending
17. **Business has detailed marketing plan**
 Yes No Pending
18. **Business products & services are aligned with market demand & characteristics**
 Yes No Pending
19. **Products & services are priced appropriately**
 Yes No Pending
20. **Business has a business plan along with an operating budget**
 Yes No Pending
21. **Business has essential infrastructure**
 Yes No Pending
22. **Business has financial means to cover operating costs**
 Yes No Pending



ITAC's Accreditation Program sets national standards for Indigenous tourism experiences. For more information, visit: IndigenousTourism.ca/accreditation



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IndigenousTourismManitoba.ca

Contact: Info@IndigenousTourismManitoba.ca