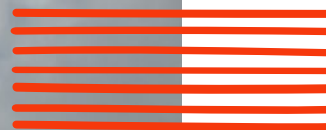




**INDIGENOUS
TOURISM**
QUEBEC

**2023-2024
MEMBERSHIP**



MEMBER INFORMATION AND MEDIA KIT



© Luc Leclerc

2023-2024
MEMBERSHIP

INDIGENOUS TOURISM QUEBEC (ITQ)

THE TIME HAS COME TO RENEW YOUR INDIGENOUS TOURISM QUEBEC MEMBERSHIP OR TO BECOME A NEW, OFFICIAL MEMBER OF OUR ASSOCIATION!



**INDIGENOUS
TOURISM**
QUEBEC

Check your inbox!

Already a member enterprise of ITQ? An email has been sent to you to renew your membership online.

Become a member!

Contact the ITQ team without any further delay for a simplified and computerized membership process!

1 ASSOCIATION

3 MAJOR MEMBER CATEGORIES

INDIGENOUS TOURISM QUEBEC

Established in 1991, ITQ is the first Indigenous tourism association in Canada and provides services around 3 main mandates: to structure and consolidate the development of the Indigenous tourism industry; to support the visibility and promotion of Indigenous tourism products; and to safeguard the interests of enterprises, entrepreneurs and band councils.

Our mission is to guide and propel the success of Indigenous entrepreneurs in tourism markets through our strengths: human-centered relations, expertise, advice, networks and strategies.

ITQ is the sectoral tourism association recognized by the provincial ministry of tourism as the official representative of Indigenous tourism and by the Assembly of the First Nations of Quebec and Labrador as the go-to resource for the development and promotion of the Indigenous tourism offer. ITQ represents nearly 200 tourism enterprises and band councils from the province's 11 Indigenous Nations.

WHAT TYPE OF MEMBER ARE YOU?

> ACTIVE MEMBER

Active members participate actively in fulfilling the mission and goals of Indigenous Tourism Quebec. They must operate a majority Indigenous-owned and operated tourism business or corporation.

For example: entrepreneurs, festivals, inns, museums, shops, etc.

Active members are divided into five sub-categories (regular, outfitting, event, artists/artisans, and auxiliaries).

Auxiliaries, an active member sub-category, actively take part in fulfilling the mission and goals of Indigenous Tourism Quebec. They need to operate an Indigenous-owned and operated tourism business or corporation. The business needs to have been incorporated within the past two years.

> ASSOCIATE MEMBER

Associate members support the mission and objectives of Indigenous Tourism Quebec. These are non-Indigenous businesses or organizations. They are interested in Indigenous Tourism Quebec's objectives and activities, and are involved in active members' activities.

For example: service providers, collaborators, sectoral tourism associations, regional tourism association, etc.

> DELEGATE MEMBER

Delegate members support the mission and objectives of Indigenous Tourism Quebec. They are either a band council or Indigenous organization other than a tourism business, and must have interest in the activities of Indigenous Tourism Quebec.

For example: Government, band council, development agencies, economic development entities, Indigenous organizations, etc.

WHY BECOME A MEMBER?

Becoming a member means contributing to the development, implementation, promotion, and marketing of Quebec's Indigenous tourism experience. Members participate in the growth of a distinctive industry that complements Quebec as a tourist destination. This helps position Quebec on the local, provincial, and international markets.

ITQ members have automatic membership to the Indigenous Tourism Association of Canada (ITAC) and the Alliance de l'industrie touristique du Québec (Alliance).



INDIGENOUS
TOURISM
QUEBEC



INDIGENOUS
TOURISM ASSOCIATION OF CANADA
ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA



ALLIANCE DE L'INDUSTRIE
TOURISTIQUE DU QUÉBEC
PARTENAIRE DE RÉUSSITE

YOUR BENEFITS AS AN ITQ MEMBER:

- > enjoy unique visibility within the touristic markets;
- > participate in innovative, targeted promotional campaigns;
- > reap the economic benefits of our activities;
- > benefit from the visibility offered by our various tools and marketing and business development activities;
- > fine-tune your knowledge, skills, and know-how;
- > develop your tourism offer;
- > expand your network in the industry at the provincial, national, and international levels;
- > access data, studies, and training;
- > access tools at any stage of your business' development;
- > access highly professional services;
- > enjoy support in all development and promotional stages;
- > take part in and access studies to improve strategic knowledge;
- > Access to innovative and structuring funding programs.

BE A MEMBER OF THE ALLIANCE

The Alliance de l'industrie touristique du Québec will henceforth represent all of the 10,000 member enterprises of the tourism associations network. Through this deployment, the industry will be stronger and more united than ever. Thus, your ITQ membership automatically grants you the status of affiliate member enterprise of the Alliance, allowing for better information flow.

The Alliance agrees not to make any solicitations to members of the entire network and enterprises can withdraw their membership in the Alliance at any time.

For more information:

<https://alliancetouristique.com/membres/>



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

BECOME A MEMBER OF ITAC

You therefore receive services from both your provincial and national Indigenous associations, for greater marketing and visibility. This partnership allows you to take your experiences and projects to new heights! For all the details about your ITAC membership, visit indigenoustourism.ca.

The Indigenous Tourism Association of Canada (ITAC) has created "The Original Original", a brand of excellence that assures visitors of a quality tourism experience. It is displayed by accredited enterprises offering products and services that are truly authentic. Indigenous Tourism Quebec is the provincial partner in this endeavour.



Accreditation Program

For more information about this accreditation program or to apply, please visit: IndigenousTourism.ca/accreditation.

ITAC is the national destination marketing organization for Indigenous tourism in Canada. It promotes market-ready Indigenous tourism companies from all provinces and territories to visitors from all over the world.

MARKETING AND ADVERTISING OFFERS

origin(e)

THE ONLY PUBLICATION DEDICATED TO INDIGENOUS TOURISM THAT OFFERS CONTENT FOR ALL MEMBER ORGANIZATIONS, EVERYWHERE IN INDIGENOUS QUEBEC.

**ORIGIN(E): QUEBEC'S INDIGENOUS
TOURISM MAGAZINE**
30,000 COPIES | 124 PAGES

ORIGIN(E) magazine: showcasing all the richness of Indigenous Quebec and its 11 nations, year after year.

From unique experiences to authentic encounters, ORIGIN(E) magazine aims to reflect the diversity of Indigenous life across all regions of Quebec: a world of tradition and adventure, and arts and memory, living closely with nature is quite an art—a living heritage that is an integral part of contemporary Quebec.

Covering a variety of subjects and boasting a high-quality editorial approach, ORIGIN(E) magazine is a means to discover various facets of Indigenous culture and an invitation to enjoy exclusive experiences alongside Indigenous communities. It is in this spirit that ORIGIN(E) magazine promotes each active member and its partners

Each active member systematically benefits from 1/3 page in their regional section, with photos, a description, and contact information. Associate and delegate members are listed at the end of the magazine, with their respective website.



READERSHIP AND DISTRIBUTION

The Indigenous Quebec tourism magazine is bilingual, with **30,000 COPIES IN CIRCULATION.**

It is offered free of charge to national and international tourists at all tourist information centres in Québec City and Montreal, as well as at the Alliance de l'industrie touristique du Québec service network and at all member and partner locations. It is also distributed through various tour operators, travel agencies, and tourism promoters, as well as at various national and international trade shows.

Quebec's Indigenous tourism magazine is also available electronically at tourismeautochtone.com.

CLOSING DATES

To reserve active member* space

A third of a page offered with a 2023-2024 subscription to Québec Aboriginal Tourism: January 23, 2023

To reserve ad space

January 23, 2023

Final date to submit material

For all members and advertisers: January 27, 2023

Magazine publishing date and distribution: March 20, 2023

- Rates do not include the cost of graphic design for the ads.
- Accepted formats: high-resolution PDF, InDesign, or EPS.
- Bilingual ads recommended.

Past this date, memberships in good standing will be automatically renewed.



INDIGENOUSQUEBEC.COM

THE POWER OF THE WEB

Our website, including your personalized member profile, is ideal for promoting your business to visitors looking for an authentic, high-quality, distinctive Indigenous Quebec experience. Adaptable thanks to responsive design, our website can be accessed on all platforms. Our new website foster the growth and diversification of Indigenous tourism in Quebec through improved marketing of Indigenous tourism companies, better online visibility, and better planning of their experiences.



MEMBER SECTION AND TOOLBOX

- Renewed and updated editorial content;
- Customized profile and dedicated page for each active member;
- News and exclusive content for all members;
- Search by region, nation, and sector.

WEB STATISTICS

⇒ More than
90,000 visits
in the past year.

⇒ More than
300,000 page views (74% in French).

⇒ Most views come from Canada,
France, and the United States
(followed by Switzerland, Belgium,
Italy, Brazil, the United Kingdom,
Spain, England, etc.).

ONLINE NEWSLETTER

An online newsletter that is published 30 or so times a year in order to reach members and individuals working in the Indigenous, Quebec, Canadian, and international tourism industry, as well as potential visitors interested by the Indigenous tourism experience!

We're offering you the possibility of publishing an ad or even organizing a special send-out in the form of an advertorial!


<https://www.facebook.com/groups/taq.itq.corpo> allows us to share privileged information with our members.


- > **More than 2,000 recipients.**
- > **Information on Indigenous Tourism Quebec.**
- > **Information on the latest news and offers for members.**


SOCIAL MEDIA

Their relevance is undeniable! Social media and the mobile industry play a significant role in terms of visibility of the Indigenous tourism industry. Don't forget to leave your various online coordinates in the registration form, so that we too can follow you and share all your latest news.

Follow us on social media and help us fill our feed with interesting info!

 close to 16,000 followers

 close to 7,000 followers

 close to 50,000 channel views since it was first launched, with a view time of close to 16,000 minutes!

CONSUMER TRADE SHOWS, COMMERCIAL FAIRS, AND GRANTS

The local and international interest in Indigenous tourism is undeniable. Indigenous Tourism Quebec will, once again, be involved in the industry's most prominent tourism trade shows, commercial fairs, and grants—representing you both here and abroad. Every year, we multiply our contacts with travel consumers and professionals in order to maintain our positioning and generate awareness.

TOURS

To stimulate the development of Indigenous tourism businesses and promote them among journalists, we organize press tours in several Quebec regions. We do so in collaboration with strategic partners and funders. Familiarization tours are also organized in partnership with wholesalers and tour operators interested in learning more about the installations and products offered by the province's Indigenous tourism businesses. These tours are a great opportunity to promote your business and position yourself among commercial partners. Indigenous Tourism Quebec is increasingly being asked to participate in various events targeting markets with the potential to promote our members and get them more involved.



Indigenous Tourism Quebec
50 boul. Maurice-Bastien, suite 510
Wendake (Quebec) GOA 4V0
Canada

Contact persons for membership:
Mélissa Cloutier, Administrative assistant
and Service to members
mcloutier@tourismeautochtone.com
581-997-0179

Laurence Lainé, Communication
and Marketing Agent
llaine@tourismeautochtone.com
418-803-2971

RATES AND FORMATS

2023-2024 TOURISM MAGAZINE



We're offering you the possibility of publishing an ad or even organizing a special send-out in the form of an advertorial!

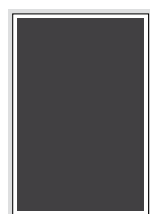
MEMBERSHIP FEES

MEMBER CATEGORIES	REGULAR RATE
Regular Active Member	\$450.00
Active Event	\$225.00
Active Outfitter	\$335.00
Active Artist and Artisan	\$225.00
Active Auxiliary	\$225.00
Associate Member	\$550.00
Delegate Member	\$500.00

RATE CARD

FORMAT	RATE
1 page	\$2,600.00 + taxes if applicable
1/2 page	\$1,650.00 + taxes if applicable
1/3 page	\$1,000.00 + taxes if applicable
C2 cover	\$3,100.00 + taxes if applicable
Double page	\$4,000.00 + taxes if applicable
Advertorial	\$3,300.00 + taxes if applicable

FORMAT SPECIFICATIONS



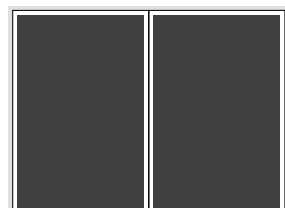
1 PAGE

- Trim area: 7.875 x 10.5 in
- Text area: 7 x 9.75 in
- Bleed area: 8.125 x 10.75 in



1/2 HORIZONTAL

- Trim area: 7.875 x 5.25 in
- Text area: 7 x 4.875 in
- Bleed area: 8.125 x 5.375 in



DOUBLE PAGE

- Trim area: 4 x 10.875 in
- Text area: 7 x 9.75 in (per page)
- Bleed area: 16 x 10.75 in



1/3 HORIZONTAL

- Trim area: 7.875 x 3.5 in
- Text area: 7 x 3.25 in
- Bleed area: 8.125 x 3.585 in

The safety margin corresponds to 3/8 in.

The above formats were calculated with the safety margin and bleed area of a single side (left or right). We must receive each of these formats in both left and right-page versions. Ads with no bleed area: the final format corresponds to the text's surface area.

RATES AND FORMATS

2023-2024 TOURISM MAGAZINE



origin(e)
Quebec's Indigenous tourism magazine

OTHER VISIBILITY OPTIONS

À LA CARTE	TYPE	RATE
NEWSLETTER AD	1 space	\$55 + taxes if applicable
NEWSLETTER ADVERTORIAL	1 space	\$100 + taxes if applicable
ONLINE EDITORIAL & ADVERTORIAL	1 article	\$250 + taxes if applicable
NEWSLETTER	1 text	\$100 + taxes if applicable
FACEBOOK & INSTAGRAM POST	1 post	\$200 + taxes if applicable

* These rates do not include the cost of graphic design for your ad. We accept high-resolution PDFs, InDesign, or EPS only. We strongly recommend having a bilingual ad.



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