



TRAVEL GAY CANADA MEMBERSHIP BENEFITS

The primary objectives of Travel Gay Canada (TGC) are:

- To promote Canada's tourism product to the gay and lesbian travel market on behalf of all members
- To promote the diversity of tourism experiences available within Canada, and to expand the range of tourism activities participated in by the gay and lesbian travel market
- To add legitimacy to the value of the gay and lesbian travel market to Canada
- To perform an advocacy role on issues related to gay and lesbian tourism
- To develop a clearer understanding of the gay and lesbian travel market through market analysis and needs assessment
- To assist in sustaining gay and lesbian culture within Canada
- To expand nationally the range of tourism products and activities available to the gay and lesbian travel market

Members of Travel Gay Canada receive the following benefits.

1. Travel Gay Canada Website

Members receive the benefit of getting exposure and promotion through the Travel Gay Canada website. This includes:

Member – General:

- full Directory listing with link to website, address, phone, fax, and email
- 25 word description of business
- preferential listing in section
- one free LGBT travel package posting
- acknowledgment with icon(s) to indicate member of TGC and IGLTA (if applicable)
- corporate logo beside listing

Member – National/Provincial DMO:

- same benefits as Member – General
- one free banner ad
- multiple listings

2. Marketing Support

Travel Gay Canada strives to promote Canada as a progressive and inviting destination for the gay and lesbian traveller. Through various marketing activities, we will ensure your business and destination are well promoted and represented.

Travel Gay Canada marketing and promotional activities and opportunities that will benefit you include:

- TGC participation at consumer and trade show events throughout Canada and the US (see the TGC Work Plan for a detailed list of events)
- Various TGC print and web advertising
- TGC's detailed website that informs and directs travelers to your business and destination
- TGC sponsorship of select gay and lesbian events in Canada and the US, providing greater awareness of Canada as a gay and lesbian travel destination
- Opportunity to distribute promotional materials or share a booth at TGC attended events
- Opportunities of sponsorship at TGC tourism events
- Exclusive use of Travel Gay Canada's member logo
- Opportunity to purchase banner ads on the TGC website

3. Discount Benefits

Travel Gay Canada has negotiated special discounted rates for members. This includes:

- Discounts for advertising in partner publications including Out In Canada, Same Sex Wedding Magazine and FunMaps
- Discounts for TGC Diversity Training (see our website for details on the Diversity Training program)
- Access to national partner discounts, including National Car Rental
- Introductory membership rates in regional affiliate LGBT business organizations, including OGLCC
- Introductory membership rates in IGLTA and TAG
- Reduced rates in any of TGC's promotional activities

4. Research

Detailed market research will enable you to have a greater understanding of the gay and lesbian traveler and assist you in tailoring your products and services to better meet their needs. Travel Gay Canada provides you with:

- Access to specialized knowledge of the gay and lesbian traveler
- Detailed market research that provides a greater understanding of gay and lesbian travelers and the products and services they seek

5. Product Development

Travel Gay Canada works to enhance and enrich Canada's tourism products and forge new partnerships. We will:

- Enhance the channels of distribution through a network of LGBT travel agents, tour operators and other partners
- Provide you with the opportunity to be included within Canadian LGBT tour packages
- Monitor industry standards and enforce the TGC Code of Ethics
- Assist TGC members to become "market ready" through the use of TGC's various products and training opportunities, including the availability of specialized Diversity Training

6. Communications

Maintaining and enhancing a strong communications link between all members is essential for overall success and growth. We will facilitate regular communications through newsletters, website postings and yearly national meetings. TGC communicates with its members and the public through:

- Regular communications through newsletters, web-based postings and annual national meetings
- Strong communication links between other tourism organizations, including CTC, IGLTA

7. Additional Member Benefits

Some of the other added benefits of membership in Travel Gay Canada include:

- Exposure of your business to a wider consumer base
- Access to greater international sales and marketing efforts
- The opportunity to develop and enhance business contacts through networking
- Opportunity to sit on the TGC advisory committee to support in developing, expanding and promoting the TGC activities