

MEMBERSHIP OPPORTUNITIES

“Great opportunities to invest in your business through membership”

VALUE ADDED OPPORTUNITIES	MEMBERSHIP	Through membership the Edmonton Regional Tourism Group will help you invest in your business for future sustainability.
	VISIT EDMONTON'S COUNTRYSIDE GUIDE	<p>Visit Edmonton's Countryside Guide provides a year round guide to Operators and events for the consumer to choose from.</p> <ul style="list-style-type: none"> • Exposure/Awareness • Distribution • Website presence
	E-NEWS	<p>E-News is a monthly newsletter which communicates regional activities which further promotes business for maximum exposure.</p> <ul style="list-style-type: none"> • Showcase business • Major event promotion • Distribution of over 1,800 • Regional exposure
	WEBSITE	<p>The website is a great service & tool for visitors planning rural experiences.</p> <ul style="list-style-type: none"> • One page on website showcasing your business • Analytical information (understanding visitation of visitors) • Reciprocal links
	INTRANET	<p>Intranet is an internal information system in which access is restricted to membership and Board of Directors. Available documents:</p> <ul style="list-style-type: none"> • AGM • Policies • Surveys • Land Use Study • Economic Impact Study
	SKILLS DEVELOPMENT & TRAINING	<p>Skills development and training is an education component aimed at supporting regional operators by providing relevant and timely education and training that will increase your knowledge of the tourism business and ultimately “Grow your Business”.</p> <ul style="list-style-type: none"> • Workshops • Product and Marketing development • Packaging opportunities • Official certification of recognition/achievement award • Special Icon on website (recommended experience) upon completion of program

EDMONTON REGIONAL TOURISM GROUP

“To promote attractions, events and festivals to visitors and residents, through a variety of partnership and marketing tools”

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VALUE ADDED OPPORTUNITIES	RESOURCES	<p>Access to tourism information, research, statistics and other educational information on marketing and promoting your business.</p> <ul style="list-style-type: none"> Economic Impact Study Land Use Study
	NETWORKING	<p>Networking events will be hosted quarterly to engage operators regionally to share information and experiences.</p> <ul style="list-style-type: none"> March June September December
	TRADE SHOWS	<p>Business is promoted at trade shows and other events that the ERTG attends.</p> <ul style="list-style-type: none"> Growing Rural Tourism Spring Showcase Edmonton Tourism Golf Tournament Travel Alberta Fall Conference
	MAJOR PROMOTIONS	<p>Edmonton’s Countryside promoted through:</p> <ul style="list-style-type: none"> Edmonton Journal Travel Alberta Vacation Guide Edmonton Visitor Guide Kalyna Country Producer Associations Global TV Radio – CFCW, Corus Radio Group Media Releases & Interviews
	VOTING PRIVELEGES	<p>Membership provides full voting capacity at the AGM. All members are welcome to attend the AGM and Board meetings to voice your ideas and concerns. Become actively involved with a dynamic group that is a great advocate for Tourism and your business.</p>
	Product Development & Packaging	<p>Product development and packaging builds capacity within your business to further expand and create a unique experience to a variety of market levels and audiences regionally.</p> <ul style="list-style-type: none"> Unique product offering Create and develop sustainability Partnership opportunities

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