



Phone: 780-539-7688
Fax: 780-539-0905
www.gptourism.ca

#114, 11330 – 106 Street, Grande Prairie, AB T8V 7X9

Tourism ~ Vital to the economy!

Who is Grande Prairie Regional Tourism?

The Grande Prairie Regional Tourism Association is an ambassador for the Grande Prairie Region and is the visible voice for the industry. Grande Prairie Regional Tourism Association is a non-profit marketing organization funded by partnership fees, memberships, marketing programs and fundraising initiatives. GPRTA is dedicated to increasing local business revenue by promoting the Grande Prairie area through every possible marketing avenue and is continually seeking new opportunities to showcase the region. We are a tourism destination marketing organization (DMO) working in conjunction with Travel Alberta as a Tourism Destination Region (TDR) helping promote tourism by negotiating and investing in marketing programs and partnership proposals.

Vision

Grande Prairie Regional Tourism Association captures the pride and passion of our people, our natural settings, our diverse history, and our innovative industry, to lead our members and region in offering distinct experiences to travelers and residents establishing Grande Prairie & Region as a destination.

Mission

Grande Prairie Regional Tourism Association is a champion for regional tourism that will engage in marketing, advocacy and educational activities.

Member Benefits

The Grande Prairie Regional Tourism Association provides a proud voice to advocate for our region. Striving to build lasting relationships with our partners, our members, within our own Board and our community as a whole.

- Our Official Annual Grande Prairie Regional Visitors Guide distributed world-wide with discounted advertising opportunities available to Members.
- Year-round brochure and Guide displays, available and delivered to our members.
- Listing and event listings on our tourism website: gptourism.ca





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Benefits Continued...

- Opportunity to be featured in our social media marketing campaigns and gain exposure by utilizing our dedicated marketing dollars.
- Event postings on our virtual kiosks located in Centre 2000 and the Grande Prairie Airport.
- Exposure at local and national trade shows.

- Invitation to the Annual General Meeting and an opportunity to sit on the Board of Directors.
- Invitation to participate in industry and promotional events.
- Monthly event calendars and newsletter with information updates on industry related opportunities.
- GPRTA regularly hosts free and low-cost industry workshops and networking opportunities.
- Our Official Annual Grande Prairie Regional Visitors Guide distributed world-wide with discounted advertising opportunities available to Members.
- Access to Provincial leveraging dollars for marketing and advertising.

Membership Level Opportunities

*Members are hired and contracted for all relevant work within the Association.

*Non-profit members receive %15 discount from any level of membership.

***Accommodation accounts will also receive a flat rate of \$350 per year under the Executive Membership**

Associate Members - \$125 annual

Small Business (Under 5 Employees)

Includes:

- Listing on our Tourism Website: gptourism.ca
- Monthly Event Calendars and Newsletter
- Access to provincial leveraging dollars for marketing and advertising.
- Opportunity for you to provide promotion material to be included in packages and at all GPRTA events.
- Event postings on our virtual kiosks located in Centre 2000 and the Grande Prairie Airport.
- Discounted advertising opportunities available to members in our annual Grande Prairie Regional Guide.





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Commercial Members - \$250 annual fee

Over 5 Employees

Includes: All Associate Member Benefits plus,

- Year-round brochure and Guide displays, available and delivered to our members.
- Opportunity to be featured in our social media marketing campaigns and gain exposure by utilizing our dedicated marketing dollars.
- GPRTA regularly hosts free and low-cost industry workshops and networking opportunities, Commercial Members and their employees get priority seating & early registration for these workshops, some of the topics include: Front line customer service training, social media marketing and social beginner seminars, many more workshops in partnership with Travel Alberta
- Promotions in other applicable printed and online publications with GPRTA

Executive Members - \$500 annual fee

Can include multiple listings under one account @ \$ 50 per business.

Includes: All Member Benefits plus,

- Features about your business in our Member Exclusive newsletter
- Dedicated Social Media support and promotions
- Preferred visitor endorsement within the Visitor Information Centre
- Graphic Hyperlink on our Directory
- Boosted ads through our social media platforms with a dedicated budget per quarter.
- Revolving advertising space on our gptourism.ca website





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Member Application Form

Please check the appropriate membership level below.

(Please see descriptions above.)

- Associate Member \$125 Commercial Member \$250 Executive Member \$500
- Accommodations Rate \$350

Member Information

Company Name: _____
Contact Name: _____ Position: _____
Address: _____
City: _____ Postal Code: _____
Phone Number: _____ Fax: _____
Email: _____

A certificate of membership for you to display at your place of business will be sent to you once payment has been received.

Website Listing:

Category

Accommodation	Municipality
Attractions/Touring	Outdoor Adventure
Bed & Breakfast	Other
Campgrounds	Retail
Media/Marketing	Restaurant/Food Services

URL: _____

Digital images must be provided in High-Res





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Advertising & Marketing Agreement

I _____ on behalf of _____ agree to provide Grande Prairie Regional Tourism Association with all marketing materials needed to fulfill the duties and obligations set forth by this agreement, including but not limited to brand logo, image/text ads and available promotional materials. I acknowledge that if I fail to provide the information required GPRTA will complete the obligations of this membership agreement as they see fit.

I _____ on behalf of _____ agree to allow Grande Prairie Regional Tourism association to promote and advertise through their Website, Facebook, Instagram, Twitter and Through the Visitor Information Centre, GPRTA recognizes that all logos and branding shall remain unhindered and shall not promote any advert without approval.

Signature _____ Date _____

***Please ensure that all member and website listing information is correct and accurate, so we can provide tourists with your correct information. ***

Thank you for supporting Tourism in Grande Prairie, we look forward to working together and growing the region as a community!

