



**GRANDE
PRAIRIE**
REGIONAL
TOURISM ASSOCIATION



**2026
Membership
Program**

As a tourism destination management organization (DMO) and voice for the Grande Prairie Region, Grande Prairie Regional Tourism Association (GPRTA) seeks to drive tourism and fuel economic growth in our region.

We partner with local businesses and communities to increase their exposure to a provincial and national audience, connect them to funding opportunities, and provide them with the tools needed to be a successful tourism driver.

Together, we can show the ambitions and adventure awaiting in the Grande Prairie Region and share the unforgettable experiences that make locals and tourists want to come back for more.



Being a GPRTA Member Matters

Achieve local, provincial, national and global brand recognition & credibility

Connect with the people that influence policy and shape decisions that impact our region

Reach more customers and grow revenue through collective marketing

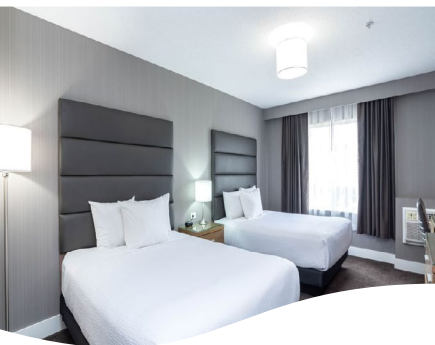
Access tourism experience and business development training, resources and support

Membership is free making it easy to stay connected and visible in the community



Membership Matrix

Membership with GPRTA is open to Tourism Businesses and Tourism Operators from the following sectors:



Accommodations

Includes hotels, motels, campgrounds, glamping, bed and breakfasts

Arts, Culture & Heritage

Includes museums, galleries, cultural experience-based businesses, archives, guided walking tours, etc



Transportation

Includes airport, charter services, taxi, bus

Food & Beverage*

Includes restaurants, cafes, chocolatiers, bakeries, bistros, distilleries, breweries, etc

**Franchise food and beverage establishments are ineligible for membership. GPRTA may make exceptions on a case-by-case basis for franchise businesses that incorporate and showcase locally produced goods.*



Membership Matrix



Events & Festivals

Includes organizations that host rodeos, music festivals, cultural festivities, etc

Retail & Wellness

Includes boutiques, shops and markets selling region-specific and/or locally produced products & souvenirs, and businesses offering spa and fitness therapies



Nightlife & Entertainment

Includes live music venues, casinos, live theatre, bars, breweries, distilleries, convention centres



Sport & Recreation

Includes golf courses, public pools, mini golf, batting cages, simulated golf, VR, laser tag, public rinks, climbing walls, cross country & downhill ski clubs, sport associations, etc



Outdoor Adventure

Includes rafting companies, tour guides, horseback riding, outfitters, parks and trails



Membership Requirements

Must Have/Be

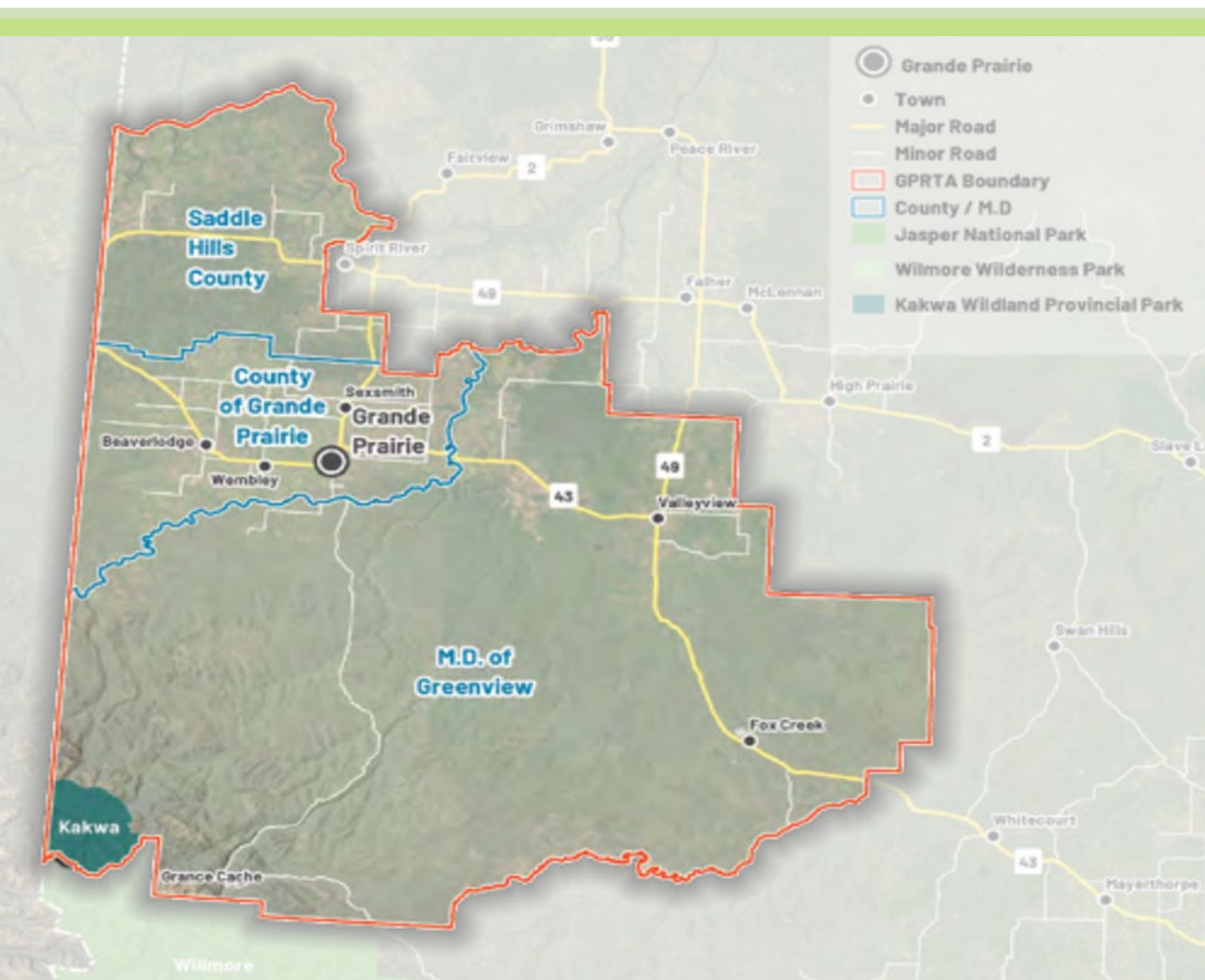
- Located in GPRTA's region

Should Have/Be

- Unique to the region (independent/original)
 - Proper licensing
 - Market-ready products/experiences
- Willing to partner on package(s)

Must Not Have/Be

- Involved in illegal activity
- Religious or political affiliation



Member-only Benefits

Marketing

- Dedicated page on GPRTA website with direct booking access*
- Unlimited listings in GPRTA's Event Calendar
- Exposure on GPRTA's social media channels*
- Access to photo and video content
- Priority referrals by Visitor Information Centre staff
- Priority vendor status for GPRTA-hosted events
- Access to GPRTA's co-operative marketing program
- Consideration for GPRTA-hosted FAM tours for media, influencers and VIPs
- Access to GPRTA's branding toolkit

Collaboration & Networking

- Invitation to GPRTA's industry events
- Member-only pricing for GPRTA events
- Opportunity for inclusion in GPRTA's Industry Newsletter

Education

- Tailored business & experience-development coaching supports
- Access to free webinars and reduced pricing for training events
- Access to member-only portal for resources and funding opportunities

Advocacy

- Representation by GPRTA to government and industry stakeholders
- Data tracking and analytics supports
- Opportunity to participate on GPRTA governance and operational committees
- 1 vote at GPRTA's Special and Annual General Meetings

**available to GPRTA-deemed market-ready businesses only*

Membership is on us.

We cover all membership costs, ensuring you can keep your budget focused on the initiatives that fuel your business goals.

Submit the application form to get started.



Membership Application

☐ New Application☐ Renewal Application

Business Information			
Business Name:			
Legal Business Name (if different):			
Phone:			
Email:		Website:	
Physical Address:	Street Address:		
	City:	Province:	Postal code:
Billing Address (if different from above)	P.O or Unit Number:		Street Address:
	City:	Province:	Postal code:
Business Registration Number:			
Social Links			
Facebook:		Instagram:	
X:		YouTube:	
Pinterest:		TikTok:	
Google My Business:		Trip Advisor:	
Custom booking link:		Other:	
Hours of Operation (please select one)			
<input type="checkbox"/> By Appointment (provide details below)		<input type="checkbox"/> Open 24/7	<input type="checkbox"/> Specific Days, Times and/or Seasons (provide details below)
Details:			
Brief Business Description. What unique products and/or experiences does your business offer?			

**GPRTA retains the right to determine suitability for listing on GPRTA's website and social media channels.*

Primary Contact Information			
Name:		Title:	
Work Phone		Cell Phone	
Email:			
Secondary Contact Information			
Name:		Title:	
Work Phone		Cell Phone	
Email:			
Accounting Contact Information			
Name		Title:	
Work Phone		Cell Phone	
Email			

Motivations for GPRTA Membership (select all that apply)		
Business / Experience Development support	<input type="checkbox"/>	Details (if other):
Marketing & Promotion support	<input type="checkbox"/>	
Networking & Partnership opportunities	<input type="checkbox"/>	
Education & Training opportunities	<input type="checkbox"/>	
Greater Involvement in Community	<input type="checkbox"/>	
Industry Insight	<input type="checkbox"/>	
Advocacy support	<input type="checkbox"/>	
Other	<input type="checkbox"/>	
2026 Membership Dues		
\$0 FREE		

Membership Terms & Conditions
<p>Membership Approval:</p> <ul style="list-style-type: none"> Tourism Business/Operator Members are defined by the GPRTA Board of Directors and articulated in GPRTA's Bylaws. GPRTA Staff maintain the right to approve or deny membership in accordance with GPRTA's Bylaws. <p>Dues:</p> <ul style="list-style-type: none"> Membership dues are determined by the GPRTA Board of Directors. Membership with GPRTA runs on a calendar year basis. Membership does not automatically renew. Member entitlements, benefits and opportunities may change without notice. <p>Membership Cancellation:</p> <ul style="list-style-type: none"> Tourism Business/Operator Members may terminate their GPRTA Membership at any time by providing written notice by email to director@gptourism.ca or in person/by mail at 11330 106 Street Grande Prairie, T8V 7X9. Membership will be automatically terminated should the Member fail to return its application to renew and/or membership dues within 60-days of the renewal date. <p>Member Responsibilities:</p> <ul style="list-style-type: none"> All members are fully responsible and accountable for all actions of, and all charges incurred by their staff in their dealings with GPRTA. All members agree to maintain their status as a Member in Good Standing throughout the period of their membership. Members not maintaining this status may lose their inclusion in any or all membership programs. Full or partial reimbursements for membership dues or advertising will not be available in these cases. The member currently holds the appropriate valid federal, provincial and municipal permits, insurance and license to operate, and agrees to operate within the bylaws of the municipality where the business operates. It is understood that failure to do so can result in cancellation or suspension of membership in GPRTA. GPRAT strives to maintain a high level of communication to members. This will result in emails communicating events, surveys for research, and newsletters promoting the region. Members can choose to withdraw from the email list at any time.

I, _____, understand and agree to all of the above terms and conditions. I confirm that all information provided is complete and accurate and that I am authorized to sign on my company's behalf.

_____ Authorized Member Signature	_____ Print Name	_____ Date
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For Internal Use Only

Membership Decision: Approve <input type="checkbox"/> Deny <input type="checkbox"/>	
Rationale:	
GPRTA Employee:	Date:



GRANDE PRAIRIE REGIONAL TOURISM ASSOCIATION



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