

- 2011/ 2012 -

*Vacation Traditions
Happen Here*

MEMBERSHIP INFORMATION

ABOUT US - Rainbow Country Travel Association (RCTA)

Serving the Parry Sound, Point au Baril, French River, Killarney, Greater Sudbury, Espanola/ North Shore and Manitoulin Island regions, Rainbow Country Travel Association operates in partnership with the Ontario Tourism Marketing Partnership (OTMPC), an agency of the Government of Ontario, to promote tourism industries within the province.

As a membership based and driven not-for-profit organization, Rainbow Country works on behalf of its members to develop extensive advertising and marketing campaigns aimed at strengthening the number of visitors to the Rainbow Country region and increasing the economic benefit to our members.

WHY BECOME A MEMBER?

Representing all regional tourism operators, from remote angling and hunting lodges to full-service resorts and popular attractions, Rainbow Country works alongside its members to create new and unique marketing programs and advertising campaigns designed to stimulate travel within the Rainbow Country region and direct visitors to our member businesses.

We invite you to review our Member Information Package to see how Rainbow Country can assist you in promoting your business today!



ONTARIO
Yours to discover

Parry Sound • Point au Baril • French River • Killarney
Greater Sudbury • Manitoulin Island • Espanola/ North Shore

MEMBER BENEFITS

RAINBOW COUNTRY PUBLICATIONS

Rainbow Country annually produces a Spring/ Summer Discovery Guide. **2011/ 2012 members receive a FREE 25-word listing in the 2012 Rainbow Country Discovery Guide.**

Discovery guides are distributed to Rainbow Country Information Centres, Province of Ontario Tourism Centres, and municipal information centres. Guides are also distributed at Sport and Travel Shows throughout Ontario and the Northeastern U.S.A. by Rainbow Country staff.

Rainbow Country also publishes a **monthly Tourism Newsletter**, which features information on Rainbow Country member accommodations, attractions, restaurants and businesses. **The tourism newsletter is distributed to thousands of consumers** that have requested regular updates on tourism and travel within the Rainbow Country region.

RCTA WEBSITE, FACEBOOK, TWITTER AND MORE...

Our website provides travelers with all the necessary tools to plan their next vacation in Rainbow Country. As a member, you will **receive a FREE 150-word web listing on our site www.rainbowcountry.com with active links to your website.**

Members also receive **FREE listings on the Provincial Website: www.ontariotravel.net**, which can be accessed directly from the Rainbow Country website.

As a compliment to Rainbow Country's website, **we also host pages on Facebook, Twitter, and The Northern Portal, www.northernontario.travel**, providing consumers with current information and updates, resources and photographs on the Rainbow Country region and its members.

INFORMATION AND UPDATES

Every member receives current information and updates regarding Rainbow Country Travel Association, the Rainbow Country region, and local, provincial and national tourism events through our monthly **Member Newsletter - The Guide**.

Members are welcome to attend and vote at Rainbow Country's Annual General Meeting. Members are encouraged to share information and provide input on the tourism industry.

As a member, you will receive a Rainbow Country Membership Plaque to display in your establishment in support of the tourism industry.

ADDITIONAL SERVICES

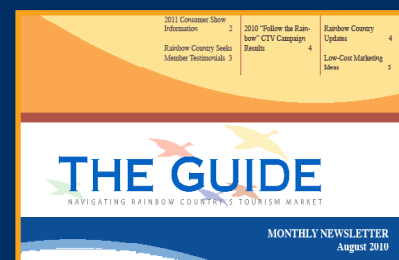
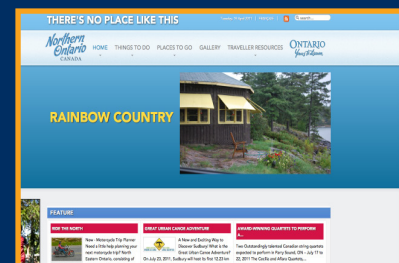
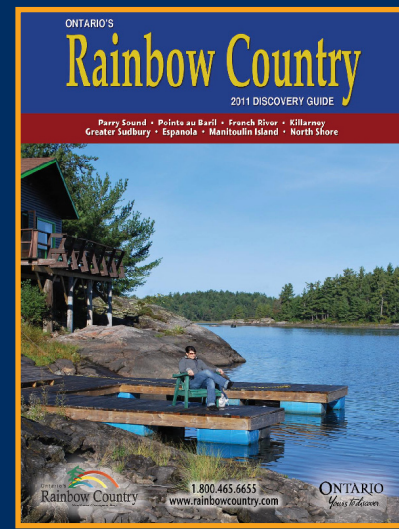
Every spring, Rainbow Country distributes brochures, maps and guides to information centres within the Rainbow Country region. As a free service to our members, **Rainbow Country delivers 1,000 copies of your brochures to eight information centres each spring.**

Rainbow Country also obtains funding to assist with summer staffing at regional Information Centres;

Arrange media tours, which result in excellent exposure for our travel regions and our members locally, nationally and internationally;

Field approximately 50,000 telephone/ e-mail inquiries annually from individuals and families who want to vacation in our region;

Provide information to over 89,000 travelers annually who stop at information centres in our region and inquire about places to stay, things to do and where to eat.



MEMBERSHIP APPLICATION FORM (please print)

CONTACT INFORMATION

Business Name: _____ Owner/ Operator: _____
Billing Address: _____ City: _____
Postal Code: _____ Toll Free: _____
Business Phone: _____ Business Fax: _____
E-mail: _____ Website: _____
Winter Address: _____ Winter Phone: _____
Signature: _____

MEMBERSHIP PACKAGE

- Member (\$195.00 + HST).....\$220.35
 Associate Member (\$125.00 + HST).....\$141.25

Must be a member in good standing with one of the following:

Parry Sound Area Chamber of Commerce
Pointe au Baril Chamber of Commerce
French River Resorts Association
Manitoulin Tourism Association

- Chamber of Commerce, Tourism and Provincial Associations (\$500.00 + HST).....\$565.00
 Municipal, EDC's, BDC's (\$500.00 + HST).....\$565.00

BILLING INFORMATION

- Cash (Enclosed)
 Cheque (Enclosed)
 Visa Card#: _____ Expiry Date: _____
 Mastercard Card#: _____ Expiry Date: _____

*****Please mail payment with this form to the following:**

Rainbow Country Travel Association
Attn: Shanna Denis, Sales & Marketing Manager
2726 Whippoorwill Ave., Sudbury, ON P3G 1E9