

ABOUT TTRA CANADA

The Canadian Chapter of the Travel and Tourism Research Association is dedicated to individuals interested in advancing the quality and effectiveness of tourism research and marketing. TTRA Canada fosters the value and use of research in the marketing, planning and development of tourism. We are a nonprofit organization and a chapter of TTRA, an international association.



Our key objectives include:

- To serve as a forum for the exchange of ideas and information among Canadian tourism researchers, marketers, planners and developers;
- To encourage professional growth of tourism researchers, marketers, planners and developers within Canada;
- To promote cooperation between producers and users of tourism research in Canada;
- To facilitate the dissemination of tourism research within Canada and internationally;
- To encourage the expansion of government research relating to the Canadian tourism industry;
- To foster the relevancy of tourism research programs in colleges, universities and other institutions in Canada; and
- To support and enhance effective management within the Canadian tourism industry.

Our members are:

- Tourism research suppliers or those interested in supplying tourism research;
- Individuals who use or would like to use tourism research to enhance their organization's strategic or competitive position;
- Research professionals interested in networking with industry peers;
- Students and academics who want to learn from, or share, research findings across the broader tourism community;
- Industry practitioners interested in professional development; and
- Tourism marketing professionals wanting to stay abreast of the latest sources and methods of research.

If you are one of these people, you will benefit from membership in this prestigious, professional network.

MEMBER BENEFITS

Why you should become a member:

- Network of over 800 members internationally;
- Alliances with other associations of interest such as MRIA, BCLink (TORC), ESOMAR and CASRO
- Academic Awards;
- Promotional opportunities;
- Network with other industry professionals, academics and students;
- Match research suppliers with buyers;
- Annual Canadian and International conferences;
- Access to the Journal of Travel Research and other research papers;
- Organizational memberships;
- Professional development opportunities;
- Academic and Destination Marketing Organization (DMO) roundtables;
- Access to our e-news and aTTRAction communications with the latest news in tourism research;
- Educational opportunities; and
- Discounted rates for MRIA education courses.

TTTRA offers four levels of membership to meet your needs: Premier, Professional Organization, Standard or Student. Remember that your TTRA membership means automatic membership in the Canadian Chapter.



MEMBERSHIP LEVELS

Standard Membership

The **Standard** membership includes:

- Membership in TTRA and the Canadian Chapter;
- Voting rights;
- Opportunity to serve on the Board;
- Canadian Chapter and International newsletters;
- Member rates for TTRA's Annual Conferences;
- Member exhibitor rates at the International TTRA Annual Conference;
- Standard member exhibitor rates at the TTRA International Annual Conference;
- TTRA and Canadian Chapter membership directories and listings;
- Discounts for other conferences;
- Member benefits discount program.

Premier Membership

The **Premier** membership includes all the Standard member benefits plus the following:

- Discounted member conference rates to the International TTRA Annual Conference;
- Discounted member exhibitor rates at the International TTRA Annual Conference;
- Quarterly Journal of Travel Research;
- International TTRA Conference proceedings;

Professional Organization Membership

The **Professional Organization** membership offers identical benefits as the Premier membership for *two* individuals within an organization.

Student Membership

The **Student** membership is specifically designed to allow students access to the tourism research industry, and provide an opportunity to network with professionals and other students. Benefits include:

- Membership in TTRA and the Canadian Chapter;
- Voting rights;
- Canadian Chapter and International newsletters;
- Student conference rates for TTRA's Annual Conference; and
- International and Canadian Chapter membership directories and listings.

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