



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 not for profit organization and a chapter of TTRA, an International association.

OUR MEMBERS

- 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

WHY BECOME A MEMBER?

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