



MIGHTYPEACE
— TOURISM —

MIGHTY PEACE TOURISM
MEMBERSHIP
PACKAGE



SHOULD I BECOME A MEMBER OF MIGHTY PEACE TOURISM?

NEW MEMBERS ARE WELCOMED ANYTIME! MEMBERSHIPS STARTING AS LOW AS \$150 PER YEAR.

Since 1963, the Mighty Peace Tourist Association has been responsible for marketing and promoting tourism in the Mighty Peace Region. “Build it and they will come,” is not a saying that works in tourism. In order to increase our regional tourism, visitors need to be exposed to a variety of our hidden gems and activities in the region. Through regional marketing we can excite, tempt and entice people to see what we all have to offer!

A strong Mighty Peace brand is crucial to achieving these goals. That is why Mighty Peace Tourism works with local businesses and government. Together we can speak with a more focused and louder voice. Mighty Peace Tourism amplifies the messages of our amazing destination. Mighty Peace Tourism’s role is to be an entry point for people who are curious about discovering the region, but don’t know what it has to offer.

Through campaigns in a variety of target markets, Mighty Peace Tourism works to increase overnight visitation. Be a part of the Mighty Peace brand and marketing. Our membership year operates from January to December.





SHOULD YOU BECOME A MEMBER?

- ◆ Do visitors and the local tourism industry contribute to your revenues?
- ◆ Do you want to increase the awareness and revenues of your organization?
- ◆ Do you want to be a part of the joint marketing initiatives under the Mighty Peace brand?
- ◆ Do you wish to support the growth and success of the tourism industry in the Mighty Peace?

WHAT ARE SOME OF THE DIRECT BENEFITS FOR MEMBERS?

- ◆ A listing on the Mighty Peace Tourism website
- ◆ Promotion through Mighty Peace Tourism's social media channels
- ◆ Opportunities to attend workshops, seminars and networking events
- ◆ Assistance with Travel Alberta grants
- ◆ Opportunities to participate in regional marketing initiatives
- ◆ Access to the "Members Only" section on website with documents, resources, photos and videos
- ◆ Access to Google Ads
- ◆ One-on-one consultation
- ◆ Partnership opportunities for regional tourism offers
- ◆ Advocacy support

There are many professionals, businesses and organizations in the Mighty Peace Region that are directly or indirectly connected to the tourism industry. The benefits of membership are many. Whether you join to access the many benefits, to support the tourism industry in the Mighty Peace or both, your membership creates a strong collaborative voice and effort to grow the Mighty Peace's tourism industry and economy. This effort allows for greater job creation, business success, community prosperity, recreational opportunities, arts & culture, community services infrastructure and much more.



MIGHTY PEACE TOURISM MEMBERSHIPS

FRIENDS OF TOURISM

\$150

- ◆ Help to support the Mighty Peace Region's growing tourism industry

TOURISM EVENTS

\$150

- ◆ Listing on our tourism website (mightypeace.com) with description and photos
- ◆ Event postings in our social media pages
- ◆ Opportunities to attend seminars and workshops for professional development

PROFESSIONAL MEMBERSHIP

\$275

- ◆ Listing on our tourism website (mightypeace.com) with description and photos
- ◆ Featured on MPTA's listicles and itineraries of best of 's in the region
- ◆ Access to shared library of professional images, videos, cinemagraphs and raw footage
- ◆ Resources to assist with Travel Alberta Cooperative Marketing Program
- ◆ Free and low-cost seminars and workshops for professional development
- ◆ Networking events to meet other tourism operators and potential partners in the area
- ◆ Invitation to the AGM and an opportunity to serve on the Board of Directors
- ◆ Opportunities to participate in low-cost advertising, photography and videography
- ◆ A social media platform to boost your business or events

EXECUTIVE MEMBERSHIP

\$500

- ◆ Professional Membership Benefits PLUS:
- ◆ FEATURED listing on our website (mightypeace.com) with description and photos
- ◆ Sponsored Google Ads
- ◆ Boosted ads through online platforms with a dedicated budget
- ◆ Hired and contracted for relevant work within the Association
- ◆ Receive resources and a yearly one-on-one consultation to discuss furthering marketing

Investment in Mighty Peace Tourism provides significant reach. In addition to the value outlined above, we also publish and distribute visitor maps to Visitor Information Centres throughout the province, as well as selected businesses within the region.

A presence on mightypeace.com ensures you are connecting with visitors to the region. Each year we have approximately 72,000 page views to the website. Our Facebook and Instagram pages have a monthly reach of 150,000 and 13,000 impressions, respectively. We also frequently feature our members.

SIGN UP TO BE A MEMBER OF MIGHTY PEACE TOURISM TODAY AND BE A DRIVING FORCE FOR TOURISM IN THE AREA!



LOOKING TO BE A PART OF TOURISM IN THE MIGHTY PEACE REGION? SIGN UP HERE! MIGHTY PEACE TOURISM MEMBERSHIP APPLICATION

MEMBERSHIP INFORMATION

COMPANY/ASSOCIATION NAME: _____

CONTACT PERSON: _____ POSITION: _____

ADDRESS: _____

CITY/TOWN: _____ POSTAL CODE: _____

PHONE: _____ FAX: _____

EMAIL: _____ WEBSITE: _____

MEMBERSHIP TYPE

EXECUTIVE MEMBER **\$500** PER YEAR + GST

PROFESSIONAL MEMBER **\$275** PER YEAR + GST

TOURISM EVENTS **\$150** PER YEAR + GST

FRIENDS OF TOURISM **\$150** PER YEAR + GST

BUSINESS/ORGANIZATION TYPE

<input type="checkbox"/> ACCOMMODATIONS	<input type="checkbox"/> RECREATION
<input type="checkbox"/> ATTRACTIONS & TOURING	<input type="checkbox"/> RESTAURANT
<input type="checkbox"/> BED & BREAKFAST	<input type="checkbox"/> RETAIL
<input type="checkbox"/> CAMPGROUND/RV	<input type="checkbox"/> OTHER

SIGNATURE: _____ DATE: _____ MPT REP: _____

CALL US FOR MORE INFORMATION OR EMAIL US AN APPLICATION!