

Invest in your Success

Be a part of tourism growth
in Eeyou Istchee





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Building Tourism Success in Eeyou Istchee Together

- ▶ Do you own a cultural camp?
- ▶ Run a hotel or restaurant?
- ▶ Provide transportation for visitors and travellers?
- ▶ Organize festivals or events for visitors?

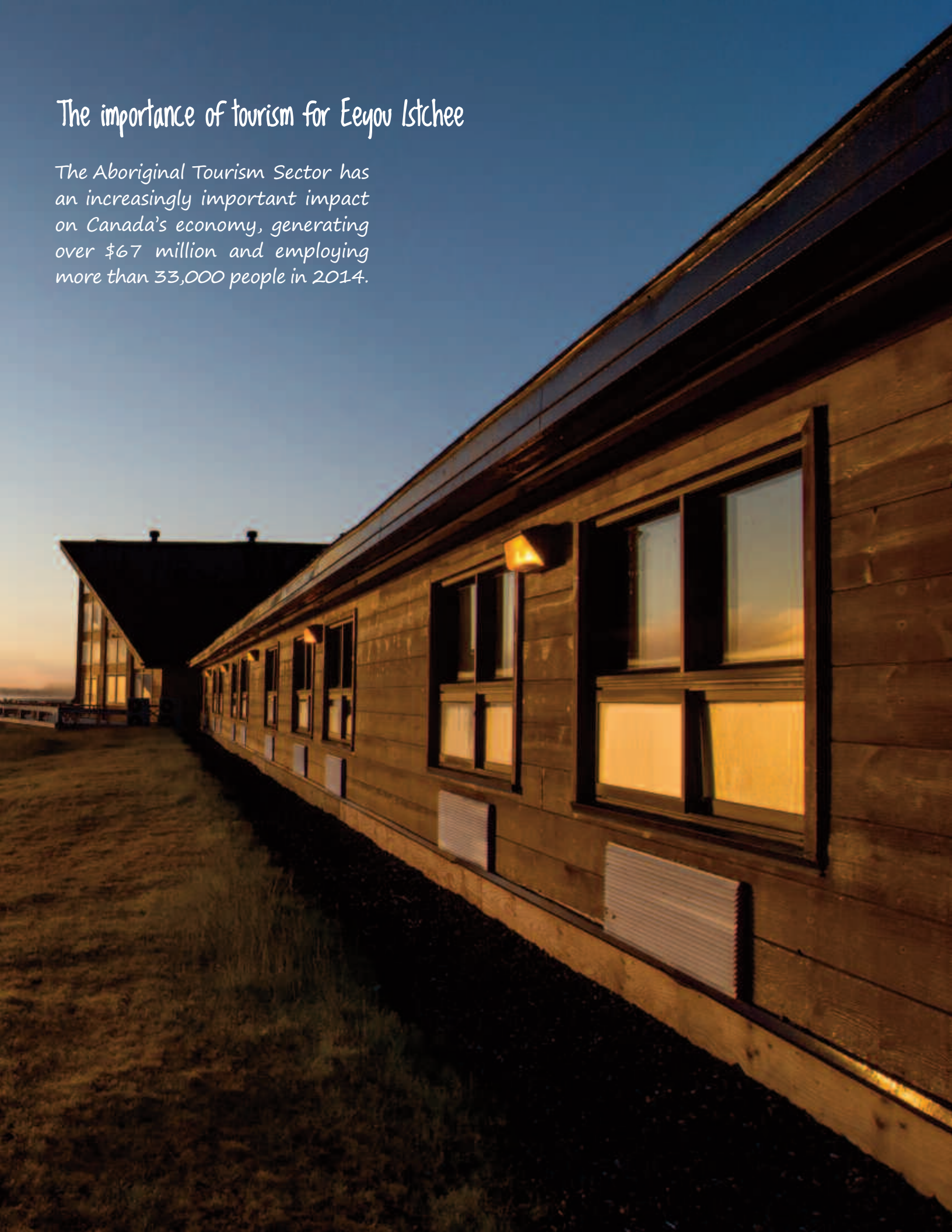
If you answered "Yes" to any of these questions

Join forces with the Cree tourism industry
to grow your business and help put Eeyou
Istchee on the map of world-class travel
destinations.

Bottom-line benefits of COTA/EIT membership? Turn to page 5 now.

The importance of tourism for Eeyou Istchee

The Aboriginal Tourism Sector has an increasingly important impact on Canada's economy, generating over \$67 million and employing more than 33,000 people in 2014.



Sustainable tourism with a strong emphasis on cultural authenticity is important for Eeyou Istchee

- ▶ It allows us to develop our communities and our economy in harmony with the environment.
- ▶ It enables us to preserve our traditional way of life and share our culture with genuinely interested and respectful visitors.
- ▶ It creates attractive career prospects for young Cree, providing them with an opportunity to be ambassadors for their communities and culture right here at home.

It would be difficult for tourism operators to achieve these objectives on their own.

To succeed, we need to work together. Work together to uphold our reputation for hospitality. Work together to create market-ready products. Work together to ensure that visitors are glad they chose Eeyou Istchee as their vacation destination.

What our Members are Saying...

"COTA and EIT have been really supportive and helped us get our business off the ground. When we launched our business, things moved slowly, but being a member of COTA and EIT gave us access to resources that got things moving. And we are very thankful for this."

Anna Bosum
Owner and operator, Nuuchimi Wiinuu Cultural Tours

Who can be a member?

Any Cree individual, partnership, organization or community controlled by a majority of Cree beneficiaries engaged in outfitting or tourism activities within the traditional territory of Eeyou Istchee is eligible for membership.

Partnerships and organizations have to appoint an individual to represent them and let COTA / EIT know who that person is.

As a member, you are eligible to vote at member meetings.

So, whether you:

- ✓ run a small, medium or large business
- ✓ provide outfitting, adventure, eco-tourism or cultural experiences
- ✓ manage a community tourism department
- ✓ operate a restaurant
- ✓ offer hotel accommodations or other lodging
- ✓ deliver transportation services

we have the membership benefits that are sure to help your tourism-related operations.

Bottom-line benefits of COTA/EIT membership

When you become a member of COTA and EIT, you get direct access to plenty of resources, services, and opportunities that help you grow your business. It pays to be a member. Here's what we mean:

What you get	How you benefit
Access to resources such as Tourism Ownership: My Business Builder	There is no charge for using our resources, whereas non-members would have to pay up to \$100 each for workbooks, textbooks, and manuals on the market.
Training programs and workshops	Some training programs charge up to \$4,000 in tuition. Our training programs and workshops are offered at minimal cost.
COTA/EIT Annual General Meeting	Registration to the AGM is free and you are eligible for a travel subsidy. Great opportunity to network with other Cree involved in the tourism industry.
Other meetings and conferences	We can offer discounted registration fees.
Support for business development, operations, and marketing	The cost of hiring a professional consultant for business advice is \$50 to \$100 an hour. Business advice from our knowledgeable staff is provided without charge.
Visibility	The cost of developing your own brochures and online marketing ranges from \$2,000 to \$4,000. Listing in the Eeyou Istchee Baie-James tourism guide and tourism web site is free. And you can purchase ad space at discounted rates.

As you can see...

As a member of COTA/EIT, you enjoy thousands of dollars of value for much less.





Invest in your success

By becoming a member of COTA/EIT, you make an investment in your business and in your industry. But what kind of return can you expect?

Your return on investment is threefold: you benefit in terms of visibility, access, and solidarity.

Visibility

Gain exposure online at escapelikeneverbefore.ca. And increase your visibility with a listing in our annual tourism guide.

Access

Benefit from our diverse resources, including training and coaching programs, co-op marketing opportunities (up to 50% of expenses reimbursed), funding support, and up-to-date tourism information and emerging trends.

Solidarity

Achieve more by being connected with Cree Nation tourism entrepreneurs, businesses, and communities working to establish a sustainable tourism industry in Eeyou Istchee.

What our Members are Saying...

Being a member of COTA and EIT means I can use different marketing channels to raise awareness about our new bed & breakfast. It also allows me to network with people who have plenty of experience in the tourism industry. Our new business is certainly benefiting from COTA and EIT programs, products, and services.

Louis-Rene Kanatewat
Owner and manager, Auberge Maanitaaukimkw, Chisasibi

Help us grow your workforce

We know that one of the biggest challenges facing outfitters and tourism operators is finding qualified personnel. That is why we are working to grow the tourism workforce in Eeyou Istchee by encouraging the youths in our communities to pursue study and training opportunities in this sector. After all, the future of our tourism industry rests with our youths.

Be sure to tell young men and women in your community about study programs as well as the various awards available to students who complete study programs at a college or university.

Call COTA at our toll free number 1.888.268.2682 or visit our website at creetourism.ca for details on tourism-related education and training opportunities.





Did you know?

COTA's responsibilities include facilitating access to training, funding and professional services as well as marketing and promotional support to Cree tourism businesses.



COTA provides the power of association

1. A successful tourism industry is important for Eeyou Istchee.
2. The best way to achieve tourism success in Eeyou Istchee is to work together.
3. The key to working together is to be a member of COTA and EIT.

COTA and EIT are devoted to fostering a Cree-owned and operated tourism industry in Eeyou Istchee that preserves our culture and environment and generates economic benefits. By joining COTA and EIT as a member, you contribute to the success of your business and your industry and to social and economic benefits in Eeyou Istchee.

COTA offers a one-of-a-kind resource

No other First Nation in Canada has a resource such as COTA. As a result, tourism operators in Eeyou Istchee who join COTA as members have an advantage that allows them to stand out in the increasingly competitive northern tourism landscape. What's more, by joining COTA as a member, you are automatically a member of EIT as well.

COTA's vision is rooted in our history

As stated in Section 28.6 of the James Bay and Northern Quebec Agreement, COTA was created to:

- ▶ Provide marketing, booking, and promotion services, where necessary, for Cree outfitting operations
- ▶ Provide business, management, accounting and professional services, where necessary, for Cree outfitters
- ▶ Conduct feasibility studies related to the establishment of individual outfitting or a network of outfitting facilities

Mission

To develop and implement a collective vision for a world-class sustainable tourism industry in Eeyou Istchee that is in harmony with Cree culture and values and that involves a partnership with Cree communities, institutions, and businesses.

Action

Together, COTA and EIT do many things, but efforts are devoted primarily to enabling air access to Eeyou Istchee, helping operators create market-ready tourism products, and establishing a destination management company to manage sales, marketing, and bookings to our region.



For more information about our association, including updates on training initiatives and other resources available to our members, please visit our website at www.creetourism.ca.

To become a member or talk to a COTA representative, feel free to give us a call at our toll free number 1.888.268.2682.