

PEI Gay Tourism Association

If you want to...

- ...Tap into the a billion dollar gay and lesbian tourism market
- ...Ensure your business is gay-friendly
- ...Network with other tourism and hospitality professionals
- ...Stay informed about opportunities and developments
- ...Generate more business
- ...Show your support for PEI's gay and lesbian community

...you want to become a member of the PEI GTA.

Join today to begin benefiting from PEI GTA membership

- Listing on the PEI GTA website
- Networking with other businesses serving the gay & lesbian traveller
- Advertising and publicity opportunities focused on the gay & lesbian traveller
- Gay Sensitivity Training for business operators and staff
- Opportunity to participate in programs and networking events
- Sponsorship opportunities for all events and programs
- Opportunity to shape marketing aimed at gay & lesbian traveller

Annual Dues *Membership is open to any business, organization or professional interested in bringing gay & lesbian tourism business to PEI through leisure, meetings, conventions and sporting competitions.

Gay-owned or gay-friendly business/organization

For those with fewer than 10 employees	\$100
For those with fewer than 10 to 49 employees	\$150
For those with 50 or more employees	\$200
2nd Business/Same Owner	\$25

PEI Gay Tourism Association **Code of Ethics**

All businesses that become members of the PEI GTA are committed to serving the gay and lesbian travel market and adhere to the following Code of Ethics:

As a member, the company signifies its intent to be honour-bound by the following Standards of Business Conduct and Ethics:

- A member will conduct business with honesty, integrity and fairness with respect to diverse customers, clients and employees alike.
- A member will be accessible and be accountable to customers or clients and make every reasonable effort to act for the customers' or clients' best interest and benefit.
- A member will not discriminate based on race, colour, creed, religion, national origin, age, disability, marital status, gender, gender identity or sexual orientation.
- A member will be responsible at all times for truthful and non-deceptive advertising and promotion regarding their business and its products or services.
- A member will support the goals of the PEI GTA, as well as support the GLBT community in general, in a constructive and positive manner.
- A member will take Gay Sensitivity Training and/or provide this training to all employees that will address GLBT diversity and GLBT Customer Service in line with of PEI GTA guidelines.

A member will conduct business with strict adherence to the laws of their respective jurisdiction of business and to business or professional codes existent for the particular business or profession, and in accordance with generally accepted business practices

**PEI GTA
MEMBERSHIP APPLICATION & RENEWAL 2013**

Business/Organization Name: _____

Address: _____ City: _____

Prov: _____ Postal: _____ Phone: _____ Fax: _____

Email: _____ Website: _____

Type of Business/Organization: Tourism Promotion Organization, Tourism Product (Tour, Restaurant)
Retail Merchant, Event, Corporation, Tourism/Meetings Service Provider (Guide Service, Event Planner,
etc.) Hotel/Lodging, College/University, Media, Other _____

Primary Contact: _____ Title: _____

Phone: _____ Email: _____

Address (if different from above) _____ City _____

Prov. _____ Postal _____

Second Contact: _____ Title: _____

Phone: _____ Email: _____

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Fewer than 10 employees \$100

Fewer than 10 to 49 employees \$150

50 or more employees \$200

2nd Business/Same Owner \$25

Make check payable to PEI Gay Tourism Association and send to: **PEI GTA 7401 Trans Canada
Hwy, Vernon Bridge, PE CoA 2E0**

Check enclosed _____ Amount Paid _____

Signature _____ Date: _____

Please contact Jim Culbert at 902-651-2202 or at jimculbert@gaypei.com if you have any questions.