## **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 2014

Business/Organization				
Address:			City:	
Prov:Pos	stal:	Phone:		Fax:
Type of Business/Org Retail Merchant, Eve	ganization: Touris	sm Promotion ( Fourism/Meetir	Organization, 7	Γourism Product (Tour, Restaura ovider (Guide Service, Event Pla
Primary Contact:		Ti	tle:	
Phone:	]	Email:		
Address (if different f	rom above)		Ci	ty
Prov			_ Postal	
Second Contact:		T	itle:	
Phone:	1	Email:		
<b>Annual Dues</b> Gay-ov	vned or gay-frien	dly business/or	ganization/ass	ociation
Fewer than 10 employ	yees \$1	00		
Fewer than 10 to 49 e	mployees \$1	50		
50 or more employees	\$ \$2	00		
2nd Business/Same C	wner \$2	5		
Make check payable t Hwy, Vernon Bridge		sm Association	and send to: l	PEI GTA 7401 Trans Canada
Check enclosed	Amount F	Paid	-	
Signature			Date:	
Dlagge contact lim Cu	Thant at 002 651	2202 on at ::	114 @ ~~	ei.com if you have any questions

We want to get you on our website as soon as possible so if you are a NEW member please forward a 200-250 word description of your business and 5 photos to our web person Trevor Pye at <a href="mailto:innkeeper@shipwrightinn.com">innkeeper@shipwrightinn.com</a>.