

TMAC



TRAVEL MEDIA ASSOCIATION OF CANADA

We Are Going Places

T M A C A T A G L A N C E

ABOUT US

TMAC (Travel Media Association of Canada) is a Canadian not-for-profit association serving industry and media travel professionals. We cultivate relationships that result in relevant connections, comprehensive opportunities and successful outcomes. As an organization, we strive for inclusivity, openness and forward-thinking in the ever-changing travel industry environment.

Founded in 1994, TMAC represents Canada's most professional and productive experts in the field of travel. The Association currently has over 280 members — Canadian writers, photographers, videographers, bloggers and social media mavens, as well as highly respected representatives of the travel industry from around the world.





OUR MEMBERS

TMAC members are qualified, and accredited. As professionals, integrity and a proven track record is important to us. As a membership-driven organization, we hold ourselves accountable to the highest standards, ensuring our reputation for current and future members is upheld with pride and respect.

- Total Number of Members: 280+
- Membership Type:
 - Media: 60%
 - Industry: 40%
- Location:
 - BC: 21%
 - Alberta: 11%
 - Saskatchewan: 1%
 - Manitoba: 2%
 - Ontario: 46%
 - Quebec: 7%
 - PEI: 1%
 - Nova Scotia: 5%
 - New Brunswick: 2%
 - Newfoundland: 0.3%
 - Yukon/NWT: 0.7%
 - International: 3%

MEMBERSHIP MAKE UP

MEDIA MEMBERS

Total Number of Media Members: 172

- Location:
 - BC: 22%
 - Alberta: 14%
 - Saskatchewan: 2%
 - Manitoba: 1%
 - Ontario: 50%
 - Quebec: 4%
 - PEI: 1%
 - Nova Scotia: 6%

Media Membership Mediums:

- 68% publish in digital outlets
- 57% work is published in magazines
- 10% are involved in broadcast

INDUSTRY MEMBERS

Total Number of Industry Members: 109

- Location:
 - BC: 18%
 - Alberta: 8%
 - Saskatchewan: 1%
 - Manitoba: 3%
 - Ontario: 32%
 - Quebec: 13%
 - PEI: 3%
 - Nova Scotia: 6%
 - New Brunswick: 6%
 - Newfoundland: 1%
 - Yukon/NWT: 1%
 - International: 8%

WHY JOIN?

TMAC provides opportunities to connect, grow and lead

NETWORK

Gain access to Canada's largest network of travel media and tourism industry professionals. Nurture relationships and build connections that lead to new contacts and assignments across Canada and around the world.

CHAPTERS

We offer the opportunity to connect with TMAC members in your area through both virtual and in-person events, excursions and fam tours.

MENTORSHIP

Lean on and learn from members who mentor, share and collaborate, including the opportunity to participate in our Buddy Program.

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DIRECTORY

You'll gain access and be featured in our database of over 280 members, allowing you to connect directly and learn more about new potential partners in a fast and easy way.

PD SESSIONS

Throughout the year we host national, virtual webinars touching upon industry trends and tools and curated to meet members' needs.

LEADERSHIP

We offer multiple opportunities to get involved at both the national and chapter level. You can be part of leading the direction of TMAC and the travel media industry as a whole.

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AWARDS

We love to spotlight and celebrate the work our members have accomplished through our annual awards, which includes bragging rights and cash prizes.

CONFERENCE

Attend Canada's largest gathering of Canadian travel media and industry professionals in a different destination every year:

- 4 day event
- 1:1 conversations at the Media Marketplace
- Networking & touring events
- Professional development sessions
- Annual General Meeting
- 3 day pre- and post- tours
- Media travel subsidy
- Sponsorship Opportunities & so much more...

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travelmedia.ca



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