



### Partnerships

Since its beginning, the Dominican Sustainable Tourism Organization, ODTS, has been concerned about building alliances that could benefit the institution, sectors and its members.

The strategic alliances, one of the objectives of our organization, seek to expand our knowledge on the basis of cooperation, exchange of experiences and relationships between the local and global tourism industry members, in a simple, agile and efficient way.

We hope that these alliances already established, like others currently under discussion, be fruitful in the immediate future, as in the short, medium and long term, allowing us: to establish contacts, formal coalitions, institutional consolidation, prestige, influence, growth, progress, and profit in all areas of our activities.

[Adventure Travel Trade Association, ATTA](#)

[The International Ecotourism Society, TIES](#)

[World Federation of Tourist Guide Associations, WFTGA](#)

[American Tour Association, ATA](#)

### [Tourism Industry Association of Canada, TIAC](#)

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Alliance 1. Between the Adventure Travel Trade Association, ATTA and the Dominican Sustainable Tourism Organization (Organización Dominicana de Turismo Sostenible, ODTs). Alliance signed on date: 25.04.2008



The ATTA will work tirelessly to serve the industry both in the short and the long term. In the short term, they will work to bring their members opportunities that drive new customers, lower costs and increase return on the existing business activities members pursue. In the long term, they will help implement industry standards, attack the thorny insurance issues, tackle initiatives that get adventure travel in front of the mainstream culture and work to get big corporations who should be investing in this industry educated about who the adventure traveler is. They will work to help build up a library of valuable research, work to define the industry or at least sections of it, and help bring unity to this exciting sector.

As a support organization, the ATTA exists to:

- Promote and grow the adventure travel market.
- Provide exclusive professional support, development, marketing, business building and cost-saving resources to ATTA members.
- Provide a unifying voice for the industry that promotes and facilitates knowledge sharing, networking and a common vision.
- Research, anticipate, interpret and share travel, consumer and industry trends.
- Identify, understand and rally industry leaders to tackle pressing issues, while propelling growth initiatives.
- Define “adventure travel” and establish “best practices” and operating standards.
- Encourage sustainable and environmentally and culturally sensitive adventure travel practices.

ATTA will provide the following benefits, services, and opportunities:

- 40% off ATTA memberships for ODTS members,
- Announcement of the partnership to the international travel trade,
- Promotion of FAM trips to ATTA’s lists of tour operators and adventure travel media,
- Complimentary Adventure Travel Summit registration,
- One complimentary Adventure Travel Summit exhibit space,
- Complimentary ATTA membership with all attendant benefits, including:
  - Publicity - ATTA’s proven track record of publicity generation for members in major media outlets, including: the BBC, CNN.com, The Wall Street Journal, The New York Times, The L.A. Times, The Washington Post, The Toronto Star, and many more. Additionally, we work closely with partners Men’s Journal, National Geographic Adventure, Archaeology, Modern Traveler, TNT (Australia), The Travel Magazine (U.K.), and more.
  - A one-time profile in AdventureTravelNews™ electronic newsletter.
  - The annual Adventure Travel Industry Survey.
  - Additional knowledge resources, including; exclusive market research reports, bi-monthly issues of the AdventureTravelNews, quarterly seminars on immediate issues, and more.
  - Marketing and public relations assets, including; discounted public relations services, online directory listing, and more.
  - Discounts, tools and resources, including; .travel authentication, media advertising discounts, discounted gear and clothing, and more.
  - Discounted pricing for each of your association’s paid Adventure Travel World Summit registrations.

\* Other benefits may apply to ODTS individual, groups and sectors membres, throught ATTA - ODTS previous coordination.

For more information, visit the website of the [Adventure Travel Trade Association, ATTA](#)

**If you require additional information or about how to access this alliance benefits, please don't hesitate to contact us.**

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Alliance 2. Between The International Ecotourism Society, TIES and the Dominican Sustainable Tourism Organization (Organización Dominicana de Turismo Sostenible, ODTS). Alliance signed on date: 02.06.2008



Founded in 1990, as the world's oldest and largest ecotourism organization, TIES is committed to promoting the principles of ecotourism and responsible travel. With the goal of uniting conservation, communities and sustainable travel, TIES serves its members in over 90 countries, as the global source of knowledge and advocacy in ecotourism.

TIES promotes *responsible travel to natural areas that conserves the environment and improves*

*the well-being of local people*

by:

- Creating an international network of individuals, institutions and the tourism industry;
- Educating tourists and tourism professionals; and,
- Influencing the tourism industry, public institutions and donors to integrate the principles of ecotourism into their operations and policies.

As an Association-level member of TIES, the ODTS receives the following member benefits:

- Opportunity to highlight the ODTS's ecotourism initiatives through TIES website and newsletters.

- Organizational Membership Directory listing on TIES website.
- Access to the EcoCurrents quarterly e-Magazine.
- Regular updates through TIES Digital Traveler bi-monthly eNewsletter.
- Opportunity to be featured in TIES publications.
- Use of "Proud Association Member of TIES" logo and corresponding ecotourism description on the ODTS's website.

- Opportunity to collaborate on TIES conferences and other events.
- Discount on TIES membership for the ODTS members:

- Traveler-level membership (regular price: US \$35.- / year); \$ 25.-
- Professional-level membership (regular price: US \$75.- / year); \$ 50.-
- Business-level membership (regular price: US \$150.- / year); \$ 110.-
- Institution-level membership (regular price: US \$150.- / year); \$ 110.-
- Supporter/Sponsor-level membership (regular price: US \$1000.- / year); \$ 750.-

\* Other benefits may apply to ODTS individual, groups and sectors membres, through TIES - ODTS previous coordination.

For more information, visit the website of the [The International Ecotourism Society, TIES](#)

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Alliance 3. Between the World Federation of Tourist Guide Associations, WFTGA and the Dominican Sustainable Tourism Organization (Organización Dominicana de Turismo Sostenible, ODTs). Alliance signed on date: 03.10.2008



WFTGA, the World Federation of Tourist Guide Associations is a non profit, non political organization which groups, around the world, tourist guide associations; individual tourist guides where no association exist; tourism partners of both the WFTGA and member association; educational institutes for tourist guides; convention and visitors bureau and affiliate members who have direct or indirect association with tourist guides.

The WFTGA's main purpose is to promote, market and ensure that tourist guides are recognized as the ambassadors of a region. They are the first and sometimes the only representation of the population a visitor will meet.

The WFTGA offers services to their members, but also communicates with those in search of the services of tourist guides professionals and where to hire them. They also actively promote their members' associations and industry partners worldwide.

The WFTGA encourages and supports the use of only area-specific tourist guides to member regions which keeps the local tourist guides working and ensures that visitors have accurate and professional services from our members' regions.

The WFTGA encourages and supports the use of tourist guides for specific areas at the regions of their members, where local tourist guides work and ensures that visitors receive accurate and professional services from our members' regions.

\* Benefits may apply to ODTS individual, groups and sectors members, through WFTAG - ODTS previous coordination.

For more information, visit the website of the [World Federation of Tourist Guide Associations, WFTGA](#)

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Alliance 4. Between the American Tour Association, ATA and the Dominican Sustainable Tourism Organization (Organización Dominicana de Turismo Sostenible, ODTS). Alliance signed on date: 07.11.2008



ATA, the American Tour Association, was established since 1989 in the United States of America, to promote and raise the group travel market, to provide itinerary research and an efficient low-cost group reservation service to tour operator members.

Also, to provide and maintain an online research-center (Group Tour Planner) for tour operators and the traveling public; to provide marketing support and exposure to tour operators for supplier members; and to represent the group travel industry for lobbying purposes.

Suppliers of the tourism industry can address tour organizers about their hotels, restaurants, charter bus companies, tourist attractions and others.

"Group Tour Planner", first published in paperback in 1988 as "Group Tour Digest", and taken online in 1994, is a unique internet resource that compiles vital information about tourist destinations in various countries, with emphasis in the group travel market.

\* Benefits may apply to ODTS individual, groups and sectors members, through ATA - ODTS previous coordination.

For more information, visit the website of the [American Tour Association, ATA](#)

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Alliance 5. Between the Tourism Industry Association of Canada, TIAC and the Dominican Sustainable Tourism Organization (Organización Dominicana de Turismo Sostenible, ODTS). Alliance signed on date: 07.01.2009



TIAC nationally represents the broad interests of Canada's tourism industry, acting on those issues important to its members through effective advocacy and lobbying. It is the leading organization on national tourism issues, and also works to support provincial, territorial, regional, or municipal tourism industry's organizations when requested.

TIAC's **advocacy** activities involves identifying, promoting and supporting policies, programs and courses of action that will benefit the industry's growth and development. In fulfilling this core function, TIAC advocates tourism interests to a range of sectors that might impact tourism, including various organizations, businesses, the media and the general public.

\* Benefits may apply to ODTS individual, groups and sectors membres, through TIAC - ODTS previous coordination.

For more information, visit the website of the [Tourism Industry Association of Canada, TIAC](#)

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