Indigenous Tourism in Canada

Keith Henry, President & CEO

Indigenous Tourism Association of Canada
Industry focused. Industry led.

Membership base of Indigenous owned and controlled businesses.

National non-profit.

13 elected board members representing industry from across Canada.
Our Mission

To provide leadership in the development and marketing of authentic Indigenous tourism experiences through innovative partnerships.

Our Vision

A thriving Indigenous tourism economy sharing authentic, memorable and enriching experiences.
THE PATH FORWARD
FIVE YEAR PLAN
LA VOIE DE L’AVEINIR
PLAN QUINQUENNIAL
2016-2021

Five Year Plan
2016-2021

Four Strategic Pillars

Development
Marketing
Leadership
Partnership
Measurable Goals to Achieve by 2021

Increase Indigenous tourism revenues from $1.4 billion in annual Canadian GDP to $1.7 billion ($300 million increase).

Increase Indigenous tourism jobs from 33,100 to 40,233 (7,133 increase).

Increase total export-ready Indigenous tourism businesses from 80 to 130 (50 increase).
Unprecedented Results

Only three years into The Path Forward, ITAC exceeded targets for our three priority goals.
<table>
<thead>
<tr>
<th></th>
<th>2014 Status</th>
<th>2021 Target</th>
<th>2017 Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indigenous Tourism Revenues in Annual Canadian GDP</td>
<td>$1.4 billion</td>
<td>$1.7 billion</td>
<td>$1.7 billion</td>
</tr>
<tr>
<td>Indigenous Tourism Jobs</td>
<td>33,112</td>
<td>40,233</td>
<td>39,036</td>
</tr>
<tr>
<td>Export-Ready Indigenous Tourism Experiences</td>
<td>80</td>
<td>130</td>
<td>133</td>
</tr>
</tbody>
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Research Report

Canada’s Indigenous Tourism Sector: Insights & Economic Impacts
From 2014-2017, tourism across Canada grew by an estimated 14.5%

Indigenous tourism outpaced “mainstream” tourism industry growth with an estimated 23.5% growth during the same period.
Unprecedented Demand

Demand for Indigenous tourism in Canada continues to exceed expectations as more international visitors seek authentic experiences.
1 in 3 international visitors to Canada are interested in Indigenous tourism experiences (37%).

Visitors from France (63%) and Germany (47%) are most likely to be interested in Indigenous tourism experiences.

The USA (33%) and China (35%) offer the largest potential market opportunities in terms of potential visitation.
Unprecedented Opportunity

The time is right to accelerate the growth of Indigenous tourism in Canada through new investment in ITAC’s four strategic pillars.
2019-2024

Accelerating Indigenous Tourism Growth in Canada

An update to the ITAC Five Year Plan.
# New Targets for 2024

<table>
<thead>
<tr>
<th>Category</th>
<th>Target</th>
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</thead>
<tbody>
<tr>
<td>Indigenous Tourism Revenues in Annual Canadian GDP</td>
<td>$2.2 billion</td>
</tr>
<tr>
<td>Indigenous Tourism Jobs</td>
<td>49,383</td>
</tr>
<tr>
<td>Export-Ready Indigenous Tourism Experiences</td>
<td>200</td>
</tr>
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Updated plan calls for new investments in:

<table>
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<tr>
<th>Culinary Tourism</th>
<th>Artisan Authenticity</th>
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<tbody>
<tr>
<td>Micro-grant Program</td>
<td>Marketing</td>
</tr>
<tr>
<td>Photo &amp; Video Assets</td>
<td>Airports &amp; Cruise Ship Terminals</td>
</tr>
<tr>
<td>Provincial &amp; Territorial Support</td>
<td>Research</td>
</tr>
</tbody>
</table>
Support to grow provincial or territorial Indigenous tourism associations.

Support for ITAC to continue momentum.

Investment: $72M over 5 years.

<table>
<thead>
<tr>
<th>Year</th>
<th>Investment</th>
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<tr>
<td>2019-2020</td>
<td>$13,811,500</td>
</tr>
<tr>
<td>2020-2021</td>
<td>$14,293,960</td>
</tr>
<tr>
<td>2021-2022</td>
<td>$14,381,718</td>
</tr>
<tr>
<td>2022-2023</td>
<td>$14,649,987</td>
</tr>
<tr>
<td>2023-2024</td>
<td>$14,923,987</td>
</tr>
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</table>

**$72,061,152**
Microgrant Program

Distributing $273,000 in 2019 to 55 businesses in 12 provinces & territories.

138 Applications
$1.35M in Requests
National Guidelines

Developing Authentic Indigenous Experiences in Canada.

Steps to insure authenticity is being delivered.  
Checklists for assessing and developing business against industry standards.
Push for Export-Readiness

Development program to help increase the number of export-ready businesses.
Indigenous Tourism Strategies

Saskatchewan

Atlantic Canada
Indigenous Culinary

Our marketing and development programs will have a focus on Indigenous culinary.
National Indigenous
Tourism Fund

National fund for financing significant Indigenous tourism projects.

Access to capital.
A tool explaining the importance of using #hashtags so our programs and social content managers can find and use them.
Published and distributed top Indigenous experiences per region, providing tour operators more ideas on including Indigenous tourism components in their itineraries.
National Directory

A tool designed with a map where clients can see where all marketing upgrade members are located across Canada.
An educational tool that describes the benefits, costs, savings and efficiencies of the online booking channel for ITAC members.
Membership
2019-2020

A 58% increase since last year.

258 Market-Ready
112 Marketing Upgrade

83 Non-Market-Ready
217 Industry Partners
MARKETING
<table>
<thead>
<tr>
<th>Consumer Website</th>
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</thead>
<tbody>
<tr>
<td>96,800 unique visitors</td>
</tr>
<tr>
<td>267,397 pageviews</td>
</tr>
<tr>
<td>2 min 13 s average time on site</td>
</tr>
<tr>
<td>130,600 sessions</td>
</tr>
</tbody>
</table>
Launching Our Updated Travel Packages Website

Selling Indigenous travel itineraries direct to consumers.
Online Booking

Adding functionality to our travel packages site to allow consumers to book online.
Connecting with users from across the world over multiple platforms.
Indigenous Tourism Lifestyle Magazine

Published and distributed a lifestyle magazine featuring 112 Marketing Upgrade Indigenous tourism experiences from across the country.
Canadian Signature Experiences Collection Booklet

Featuring 12 Canadian Indigenous Tourism Experiences across Canada.
Connecting America Campaign

In partnership with Destination Canada.

9.3M+ reach  525K+ engagement
4 mins+ on content  300% fan growth
Destination Indigenous Campaign

New international and domestic campaign targeting niche travellers.
Brand Guidelines for Photography

A small guide explaining image context, usage rights and how to make the better use of your images.
2019-20 Photo Subsidy Program

If your business is an Indigenous Tourism Association of Canada (ITAC) member that has purchased the optional Marketing Upgrade, ITAC will reimburse up to $500 of the cost of professional photos of the experiences available at your tourism business. This amount should go towards the costs of a professional photographer for one day, and include an image bank of between 20-25 high resolution photos.

All photos must be rights free, made available for ITAC’s use, and created according to the standards outlined in ITAC’s Brand Guidelines for Photography. It should be noted that these photos will be jointly owned by ITAC and your business.

Photography Guidelines
Photos bring stories to life, but the choices that we make when we visually represent our communities can have far-reaching effects; going beyond just showing what we do, to shaping how we are perceived.

ITAC’s brand aims to tell many different stories, encompassing the diversity of Indigenous nations which thrives across Canada. By moving beyond stereotypical photos of Indigenous peoples “stuck” in history we can show our communities as they really are: diverse, authentic, empowered and current.

Deadline
This program is open from April 1, 2019 to March 31, 2020. All applications for the subsidy, accompanied by the photographer’s receipt and a downloadable link for the photos, must be received by ITAC prior to March 31, 2020.

For additional information, please contact:
Sebastian Desmeurez-Picard
Director of Marketing - Indigenous Tourism Association of Canada
418-465-0210
Sebastian@IndigenousTourism.ca

2019-20 Photo Subsidy Program

Providing support to our Marketing Upgrade members to obtain new high-quality images.
CrowdRiff

Gathering user-generated content from social media users tagging Indigenous tourism experiences.
Public Service Announcement
Video Campaign

Development of 5 PSA that will be showcase across Canada in more than 5 million Canadian households.
Rendez-Vous Canada 2019

68 delegates in the Indigenous pavilion, 43 businesses representing all 13 provinces and territories.
Over 790 meetings in the Indigenous pavilion, with 9 businesses representing 4 provinces and territories.
Interactive Sales Tool

A new way of presenting our Marketing Upgrade Indigenous experiences to the travel trade and media.
Earned Media Stories

Generating and facilitating over 100 travel media stories about Indigenous tourism experiences.
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