



Indigenous Tourism in Canada

Keith Henry, President & CEO

Indigenous Tourism Association of Canada

INDIGENOUS
TOURISM ASSOCIATION OF CANADA



ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

Industry focused. Industry led.

National non-profit.

**Membership base of Indigenous
owned and controlled businesses.**

**13 elected board members representing
industry from across Canada.**

INDIGENOUS
TOURISM ASSOCIATION OF CANADA



ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU 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'AVENIR

PLAN QUINQUENNAL

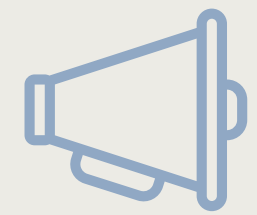
2016-2021

Five Year Plan 2016-2021

Four Strategic Pillars



Development



Marketing



Leadership



Partnership

Measurable Goals to Achieve by 2021



Increase Indigenous tourism revenues from \$1.4billion in annual Canadian GDP to 1.7billion (\$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.

	2014 Status	2021 Target	2017 Status
Indigenous Tourism Revenues in Annual Canadian GDP	\$1.4 billion	\$1.7 billion	\$1.7 billion
Indigenous Tourism Jobs	33,112	40,233	39,036
Export-Ready Indigenous Tourism Experiences	80	130	133



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 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

Indigenous Tourism
Revenues in Annual
Canadian GDP

\$2.2 billion

Indigenous Tourism Jobs

49,383

Export-Ready Indigenous
Tourism Experiences

200





**Updated plan calls for
new investments in:**

Culinary Tourism	Artisan Authenticity
Micro-grant Program	Marketing
Photo & Video Assets	Airports & Cruise Ship Terminals
Provincial & Territorial Support	Research

	Year	Investment
Support to grow provincial or territorial Indigenous tourism associations.	2019-2020	\$13,811,500
	2020-2021	\$14,293,960
Support for ITAC to continue momentum.	2021-2022	\$14,381,718
	2022-2023	\$14,649,987
Investment: \$72M over 5 years.	2023-2024	\$14,923,987
		\$72,061,152



DEVELOPMENT





2019 IITC



November 12—14, 2019 | Kelowna, BC

IndigenousTourismConference.com

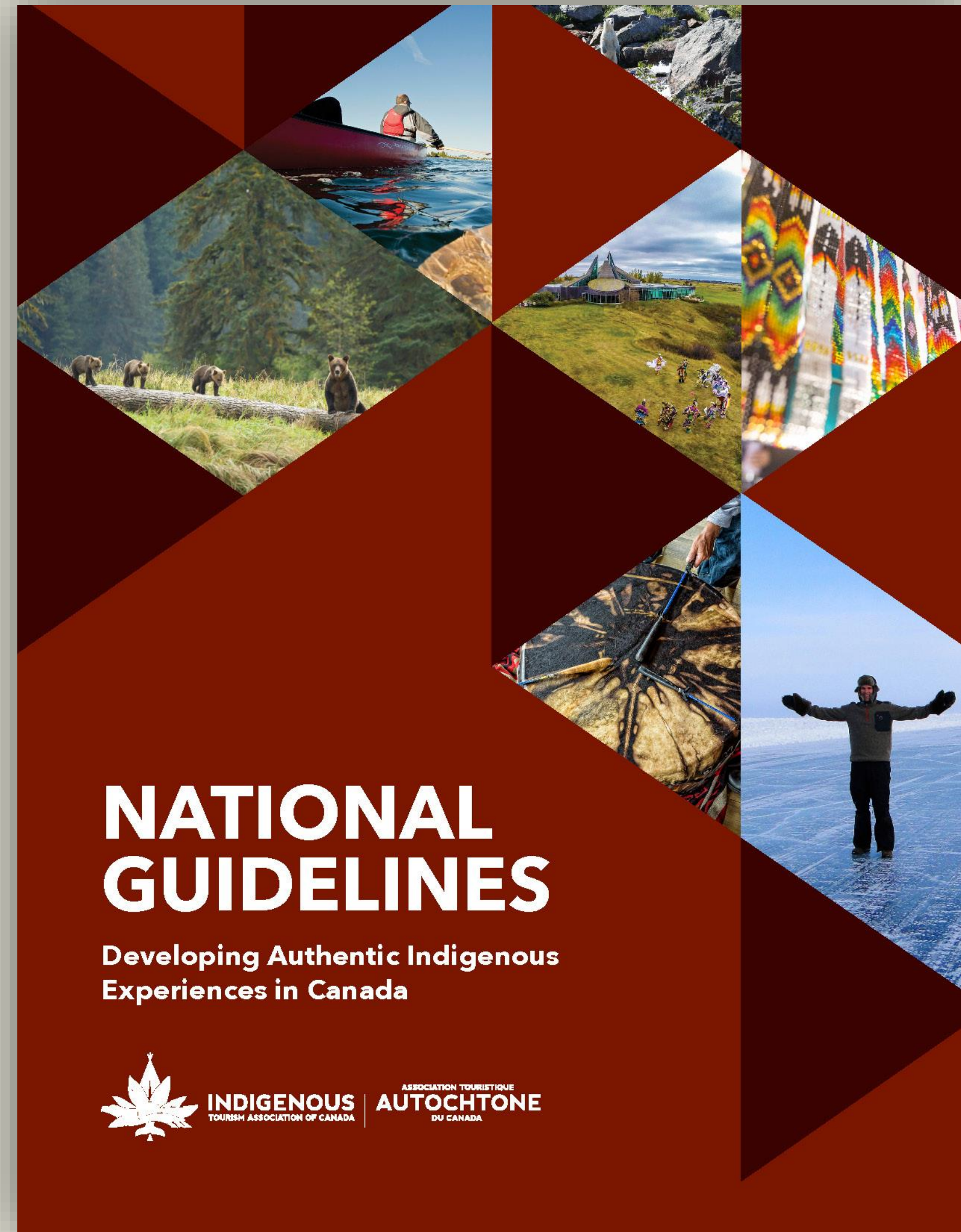


Microgrant Program

**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.

A photograph of a snowy mountain landscape at night. In the foreground, there's a snow-covered slope with some rocks. A wooden building, possibly a cabin or lodge, is visible on the left, illuminated by warm lights. A wooden walkway or staircase leads up the slope. In the background, there are several trees, some bare and some evergreen, also illuminated. The sky is dark blue and filled with stars, with a vibrant aurora borealis (northern lights) display in shades of green and purple stretching across the upper half of the image.

National Indigenous Tourism Fund

**National fund for financing significant
Indigenous tourism projects.**

Access to capital.

INDUSTRY TOOLS



How to be Featured on ITAC Social Media

ITAC has multiple social media accounts that we use to promote our members — including Instagram, Facebook, and Twitter. With over 25,000 followers, we're here to share your best posts, so your business gets more exposure.

Post great content!

Great photos and videos are the most shareable content, so always try to include one or more images, or a video in your posts. Check our *Brand Guidelines for Photography* to learn more about what types of images work best: [Bit.ly/ITACBranding](https://bit.ly/ITACBranding)

Storytelling is key but don't make your posts too long. Write something compelling, educational or fun to accompany your images and video. The text that you add to your post should be inspiring and positive as those types of messages get the most reach with our followers.

Keep in mind that we are only able to share posts that are your original content; we can't share your shares, reposts or retweets. *Please also make sure you have permission to use any images or video that you include in your post.*

Use our hashtag!

Always include the **#IndigenousCanada** hashtag whenever you post to Instagram, Facebook or Twitter. Check the **#HashtagGuide** on the other side of this document to learn more about hashtags.


GET SOCIAL WITH ITAC!

ITAC's social media team wants to share your best content! Tag your posts with **#IndigenousCanada** on Instagram, Facebook and Twitter and we will see your content.

You can also message us directly or @mention us:

 **@IndigenousCanada**

 **@IndigenousCanada**

 **@can_indigenous**

If you have any questions, or want to let us know about any upcoming campaigns or promotions, you can also email our social media team:

Social@IndigenousTourism.ca

Happy posting!

#Hashtag Guide

A tool explaining the importance of using #hashtags so our programs and social content managers can find and use them.



For additional information, please contact:

Sébastien Desnoyers-Picard
Director of Marketing,
Indigenous Tourism Association of Canada

418-655-0210
Sebastien@IndigenousTourism.ca



Top Indigenous Experiences in **BRITISH COLUMBIA**

Canada's westernmost province is filled with breathtaking scenery, diverse geographic regions and climates. British Columbia is home to Métis and more than 200 distinct First Nations – one third of all the Indigenous people in Canada.



Indigenous Tourism BC
Info@IndigenousTourismBC.com
IndigenousBC.com



Moccasin Trails
KELOWNA
MoccasinTrails.ca



Explore Canada
VANCOUVER
ExploreCanada.travel



Ocean House at Stads K'uns GawGa
HAIDA GWAIH | OceanHouse.ca



Haida House at Tlaal
HAIDA GWAIH
HaidaHouse.ca



Quaaout Lodge & Talking Rock Golf Course
CHASE | QuaaoutLodge.ca



Haida Style Expedition
SKIDEGATE
HaidaStyle.com



Sea Wolf Adventures
PORT MCNEIL
SeaWolfAdventures.ca



Homalco Wildlife Tours
CAMPBELL RIVER
HomalcoTours.com



Sidney Whale Watching
SIDNEY
SidneyWhaleWatching.com



Knight Inlet Lodge
GLENDALE COVE
GrizzlyTours.com



Skwachays Lodge Hotel & Gallery
VANCOUVER
SkwachaysLodge.ca



Kwa'lilas Hotel
PORT HARDY
KwalilasHotel.ca



Spirit Bear Lodge
KLEMTU
SpiritBear.com



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DU CANADA

1-604-351-1028
IndigenousTourism.ca
IndigenousCanada.Travel

Regional Highlights

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.

ITAC Online Booking Partnership

Increase sales by making it easy for your customers to book online! These days, travelers prefer to book their accommodations and tours online. You can take advantage of this trend, and your Indigenous Tourism Association of Canada (ITAC) membership to get your products available for online booking on your website, on IndigenousCanada.Travel, or through Booking.com or other third-party sites.

ITAC + Meridian Reservation Systems

ITAC has partnered with Meridian Reservation Systems (MRS) to give ITAC members access to an online booking platform for free! No setup or monthly fees. See reverse for potential transaction fees. Just add a 'book now' button to your website that links to your booking engine on the MRS site.

- ▶ Take reservations online from your website
- ▶ It's easy to get set up, too!

Get Featured on IndigenousCanada.Travel

By using the MRS online booking platform you can make your products available to ITAC to be featured on the IndigenousCanada.Travel site. ITAC will be heavily promoting this site in 2019 / 2020 and by being featured, your business will be exposed to a much larger domestic and international audience.

Already have an online booking system?

You can still be featured on IndigenousCanada.Travel by connecting your existing online booking system to the MRS booking engine.

SPECIAL OFFER FOR ITAC MEMBERS!

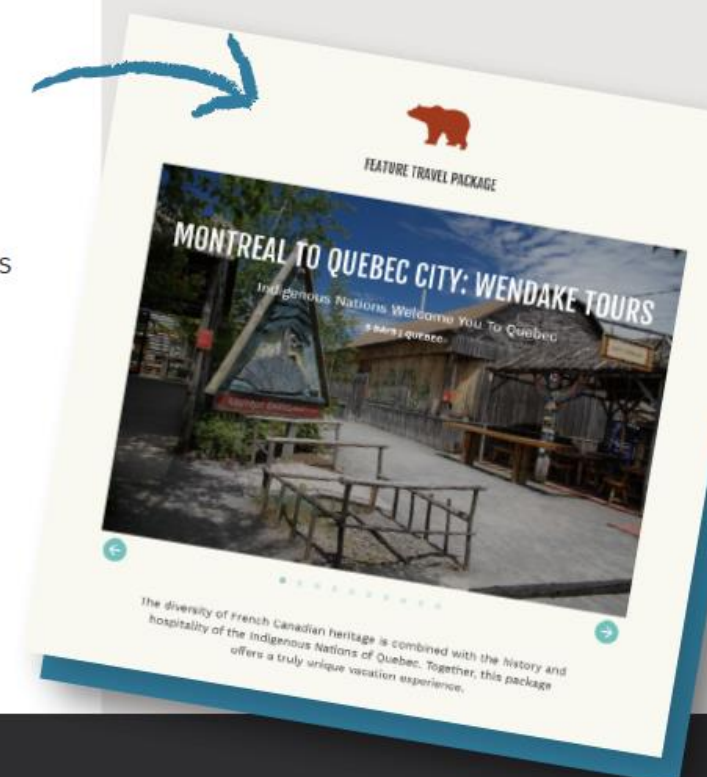
Requirements

To be eligible for this program you must be a member of ITAC and must be market-ready or export-ready. You also must have product(s) available on a regular schedule or on pre-determined dates as well as having set pricing and capacity for the next 12 to 18 months.

Become a Member

To learn more about becoming an Indigenous Tourism Association of Canada (ITAC) member, visit:

Bit.ly/JoinITAC



For additional information, please contact:

Scott Roberts
Sales Development Manager,
Indigenous Tourism Association of Canada

604-612-5646
Scott@IndigenousTourism.ca



Meridian Factsheet

An educational tool that describes the benefits, costs, savings and efficiencies of the online booking channel for ITAC members.

MEMBERSHIP





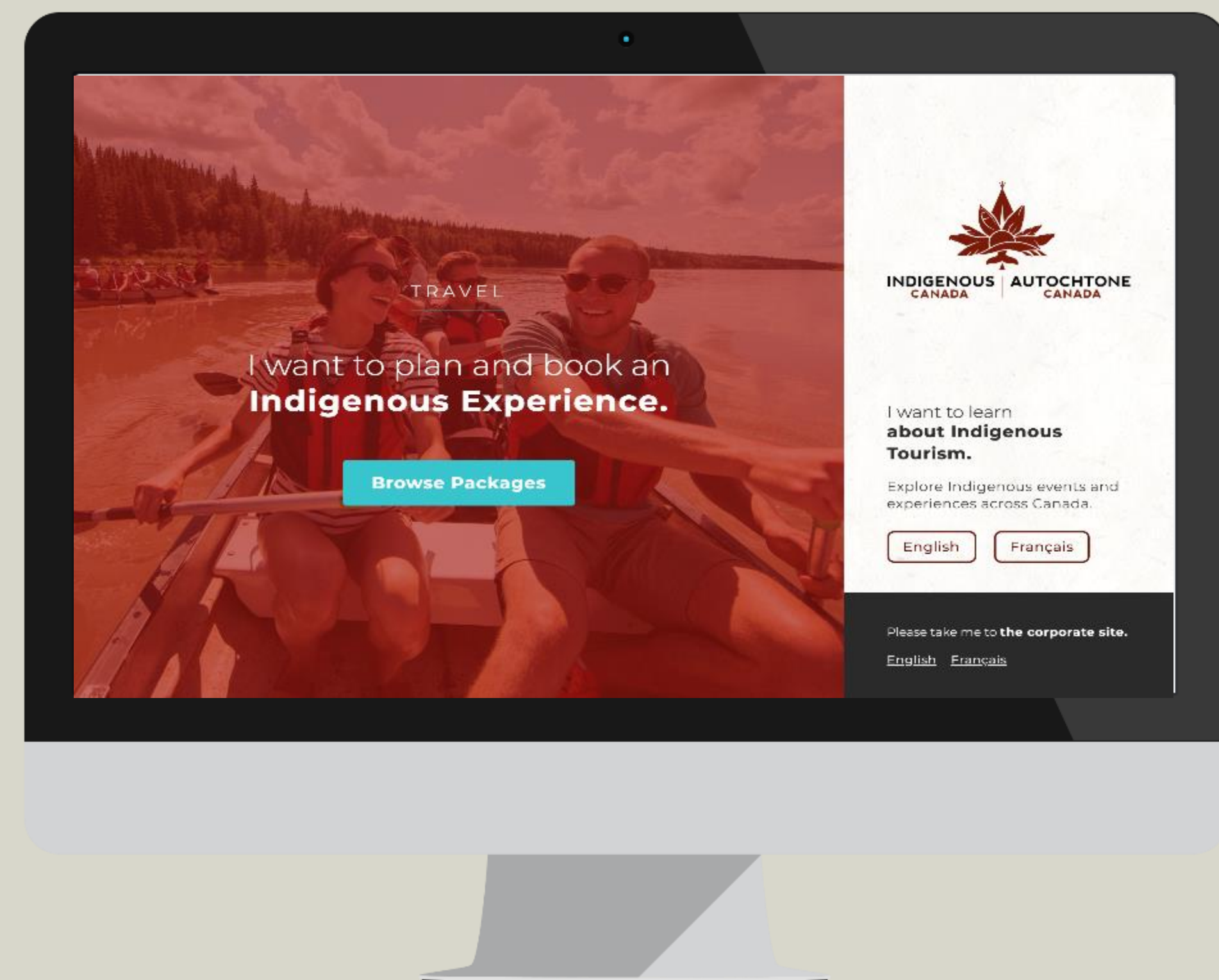
Membership 2019-2020

A 58% increase since last year.

258 Market-Ready	112 Marketing Upgrade
83 Non-Market-Ready	217 Industry Partners

MARKETING





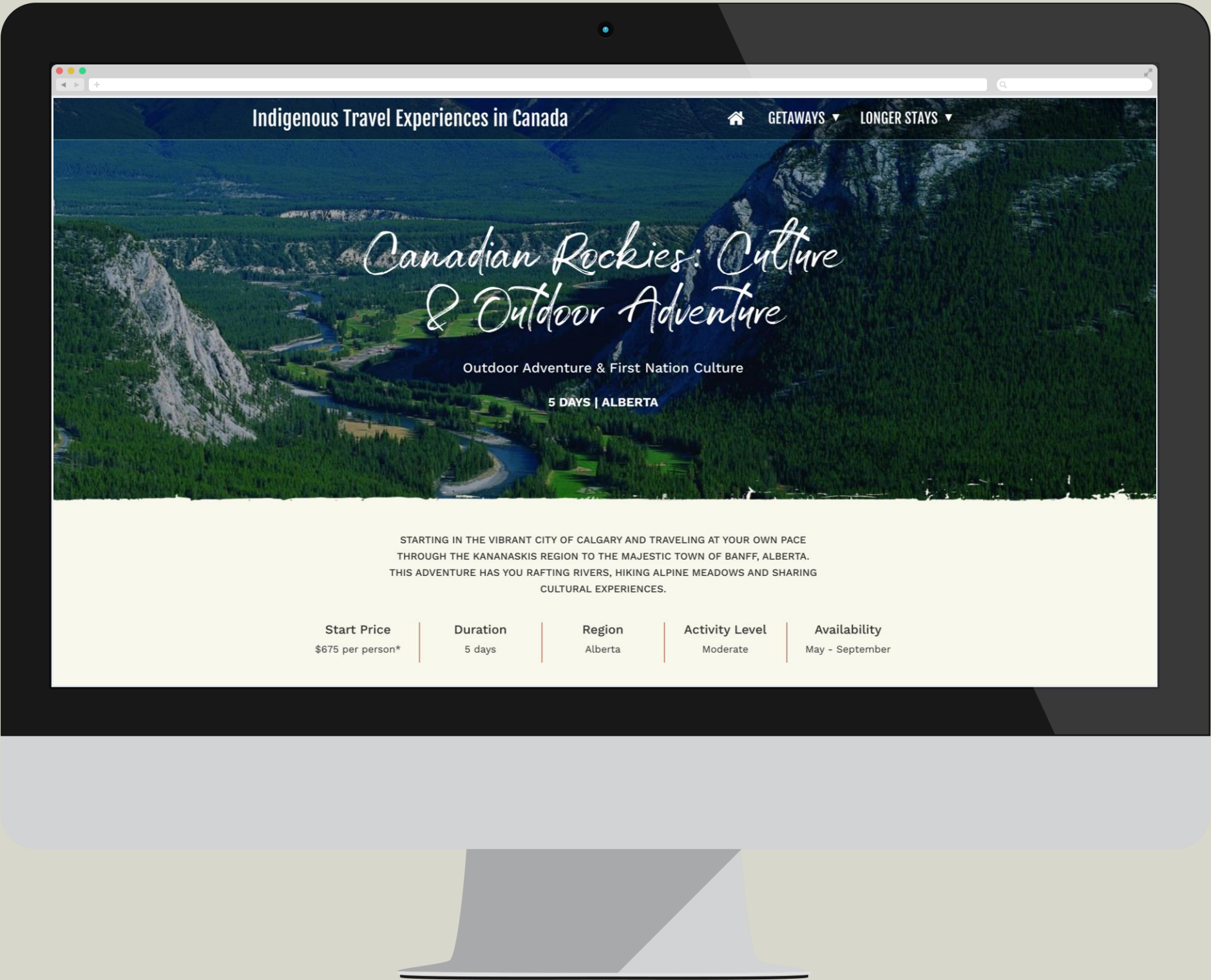
Consumer Website

96,800 unique
visitors

2min 13s average time
on site

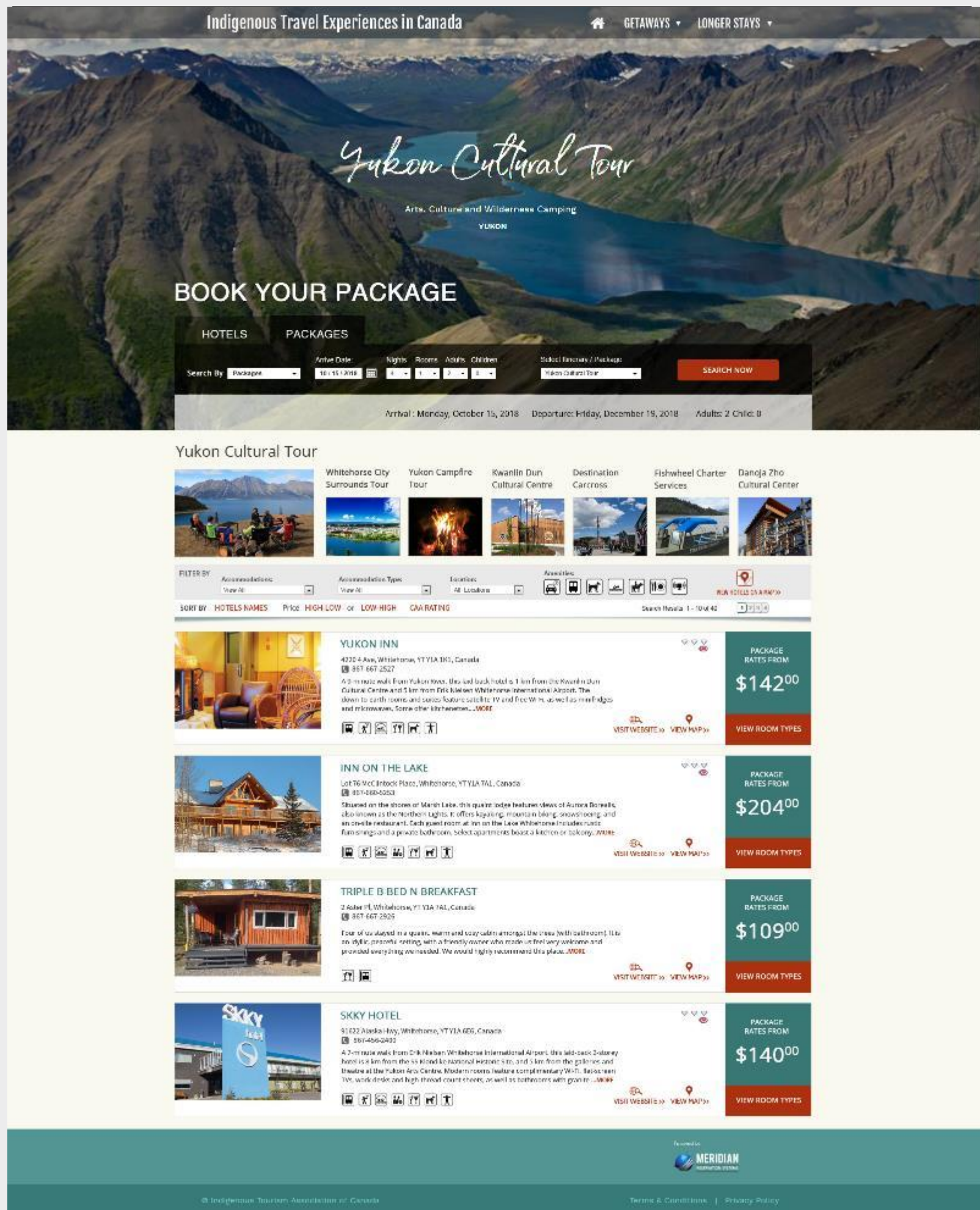
267,397 pageviews

130,600 sessions



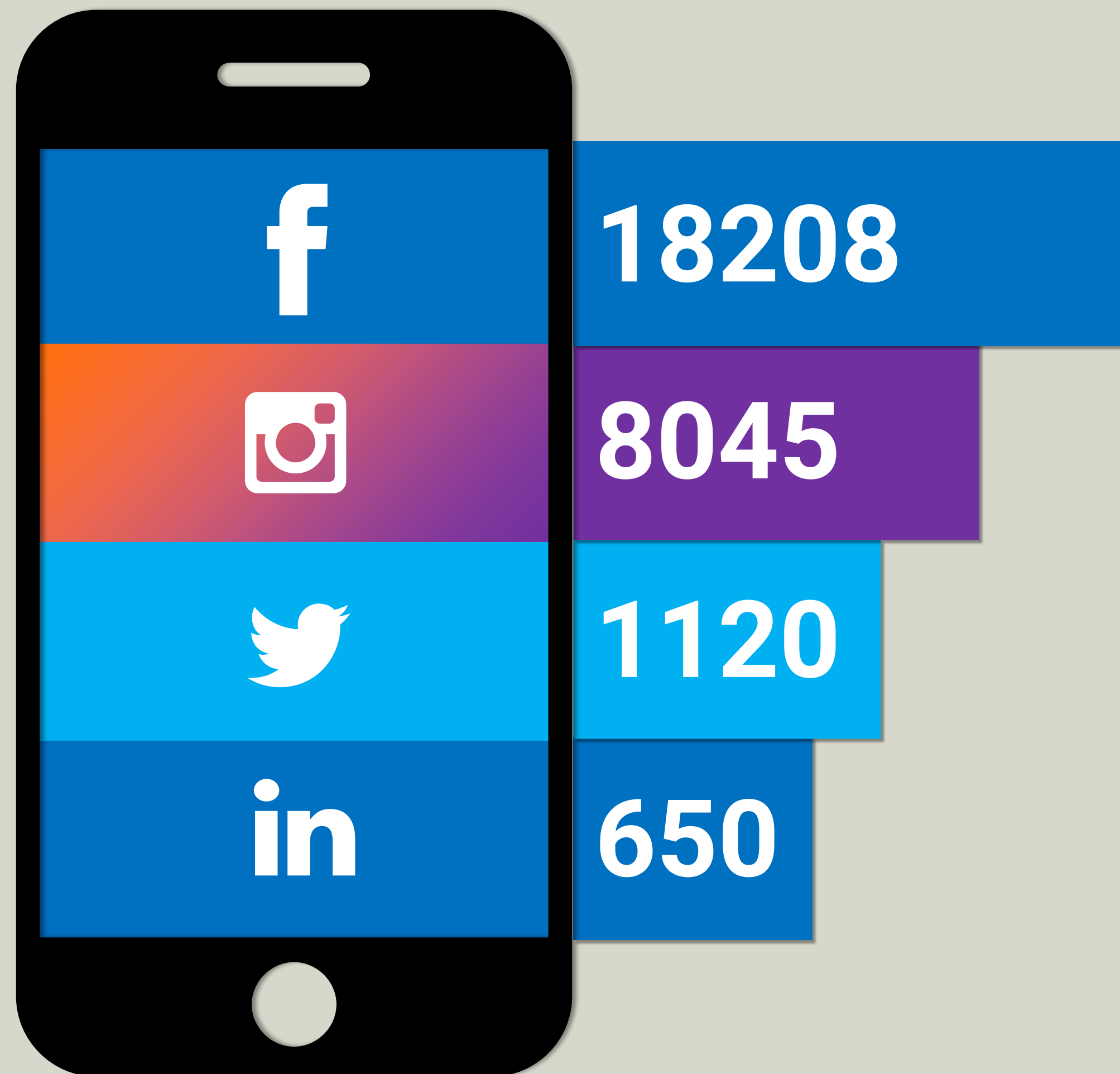
Launching Our Updated Travel Packages Website

Selling Indigenous travel itineraries direct to consumers.



Online Booking

Adding functionality to our travel packages site to allow consumers to book online.



Social Engagement

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.

In Partnership with





Connecting America Campaign

In partnership with
Destination Canada.

9.3M+ reach

525K+ engagement

4 mins+ on content

300% fan growth

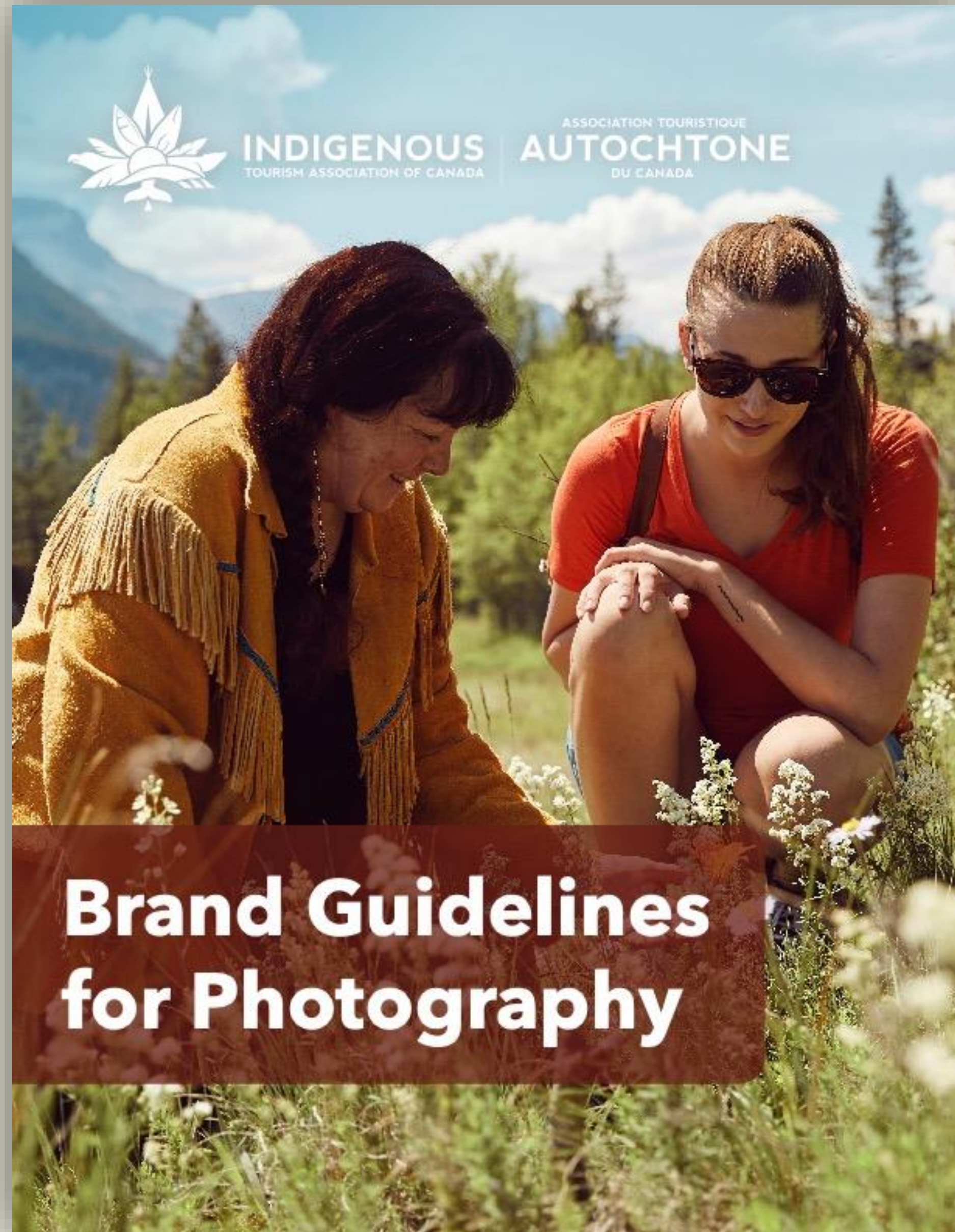


Destination Indigenous Campaign

**New international and domestic campaign
targeting niche travellers.**

DIGITAL ASSETS





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 nationhood 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 download link for the photos, must be received by ITAC prior to March 31, 2020.

SPECIAL OFFER FOR MEMBERS WITH THE MARKETING UPGRADE

To learn more about purchasing the Marketing Upgrade, visit:
[Bit.ly/MarketingUpgrade](https://bit.ly/MarketingUpgrade)

Subsidy Requirements

Any models or people who can be identified in the photos must sign the Privacy Release Form that is included with this document.

Hire a professional photographer and ensure the copyrights of the photos are without conditions of time and use.

Follow ITAC's Branding Guidelines for Photography, available at:
[Bit.ly/ITACBranding](https://bit.ly/ITACBranding)

Invoice ITAC for the reimbursement amount (up to \$500), and provide a receipt from the professional photographer.

Send all related photos in high resolution to: **Sebastien@IndigenousTourism.ca**

Minimum Required Specifications

Formats: JPG or TIFF

Minimum Dimensions: 7874px x 5908px

Minimum Resolution: 300dpi (print-ready)

Asset Subsidy Program

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



For additional information, please contact:

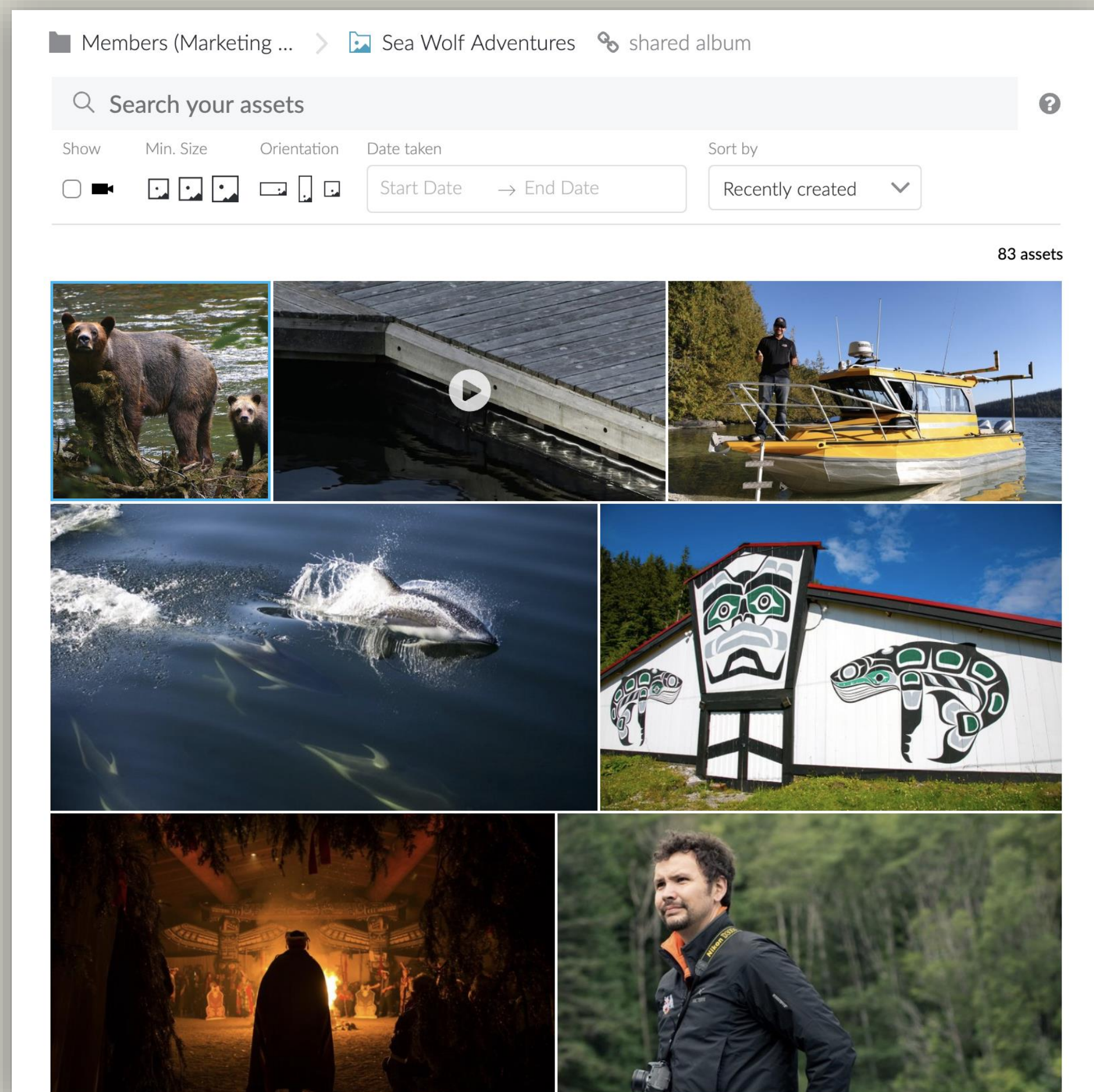
Sébastien Desnoyers-Picard

Director of Marketing, Indigenous Tourism Association of Canada

418-655-0210

Sebastien@IndigenousTourism.ca





CrowdRiff

Gathering user-generated content from social media users tagging Indigenous tourism experiences.



Video Content

WESTJET 

 **NATIONAL
GEOGRAPHIC**

 **DESTINATION
CANADA**













Public Service Announcement Video Campaign

**Development of 5 PSA that will be
showcase across Canada in more than 5
million Canadian households.**





TRADE & MEDIA





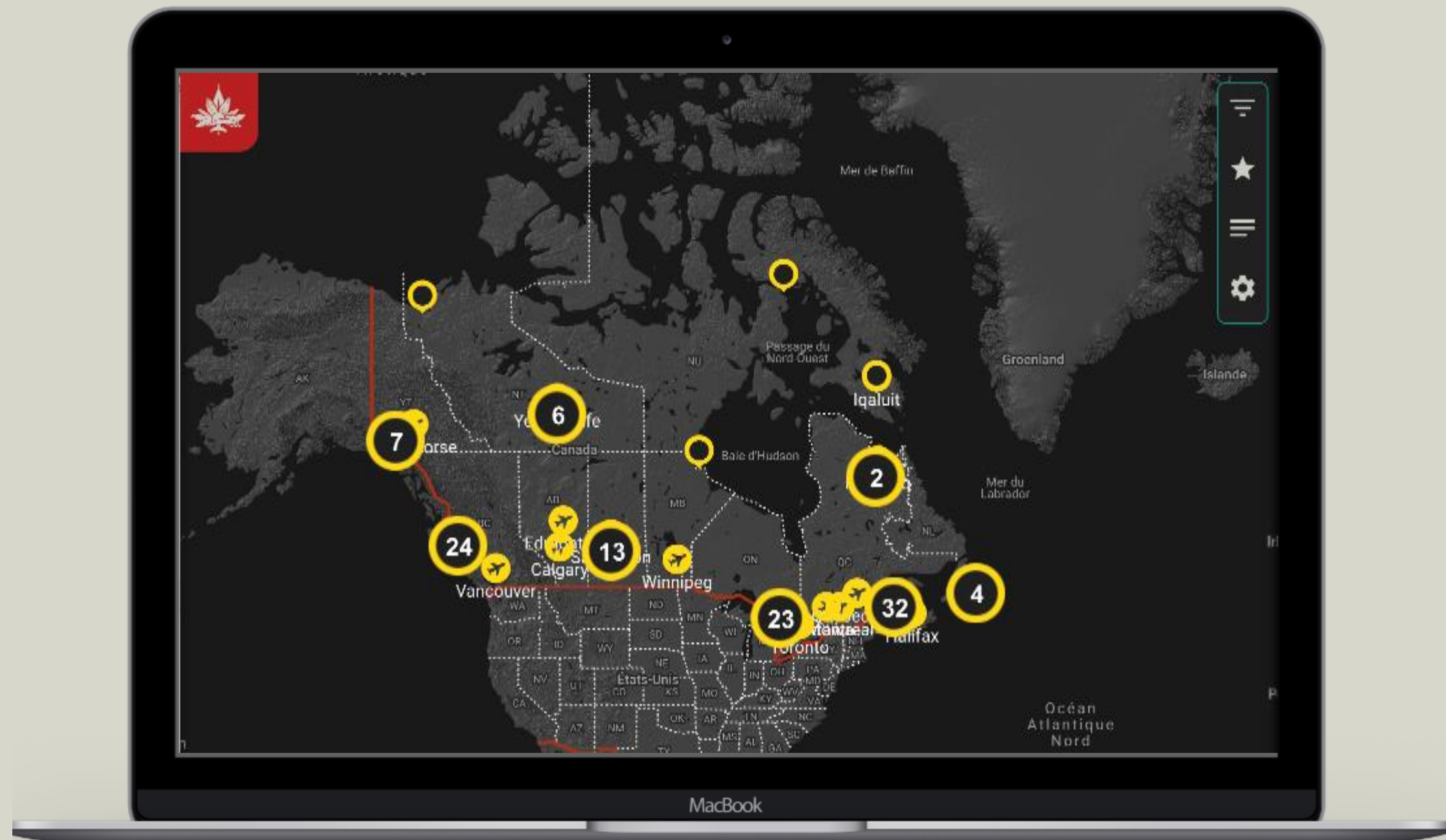
Rendez-Vous Canada 2019

**68 delegates in the
Indigenous pavilion,
43 businesses representing
all 13 provinces and territories.**



Showcase Asia

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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