



# 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

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

## Our Vision

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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

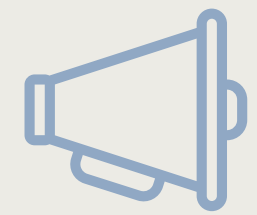
# Five Year Plan 2016-2021

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## 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	<b>\$1.7 billion</b>
Indigenous Tourism Jobs	33,112	40,233	<b>39,036</b>
Export-Ready Indigenous Tourism Experiences	80	130	<b>133</b>





The Conference Board  
of Canada

*Research Report*

# Canada's Indigenous Tourism Sector: Insights & Economic Impacts



The Conference Board  
of Canada

Le Conference Board  
du Canada

## Canada's Indigenous Tourism Sector.

Insights and Economic Impacts

REPORT MAY 2019





**From 2014-2017, tourism across Canada grew by an estimated 14.5%**

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**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

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## 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:**

<b>Culinary Tourism</b>	<b>Artisan Authenticity</b>
<b>Micro-grant Program</b>	<b>Marketing</b>
<b>Photo &amp; Video Assets</b>	<b>Airports &amp; Cruise Ship Terminals</b>
<b>Provincial/Territorial Support</b>	<b>Research</b>



	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
		<b>\$72,061,152</b>





A Native American man in traditional regalia, featuring a large feathered headdress with blue and yellow feathers. He is holding a staff with a skull and feathers. The background is dark with a red gradient overlay.

# INDIGENOUS PARTNERSHIPS



# Partnerships to Grow Indigenous Tourism

What do we know about Indigenous tourism in Canada?

What is authentic Indigenous Tourism and how does ITAC define ownership?

Why would you want to partner with Indigenous or non-Indigenous operators?

Tips to being a good partner.





**What does Indigenous  
Tourism in Canada look  
like?**





Only three years into ***The Path Forward*** — our current 5-year plan — ITAC has already exceeded overall targets for our three priority goals.



Demand for Indigenous tourism in Canada continues to exceed expectations as more international visitors seek authentic experiences.



# National Guidelines

## PLANNING

You are just starting to think about an Indigenous tourism business.

## VISITOR-READY

You have an Indigenous tourism business and wish to improve or expand.

## MARKET-READY

You have a market ready business and wish to work with the trade or other partners.

## EXPORT-READY

You want to learn more about Indigenous tourism and the tourism industry.



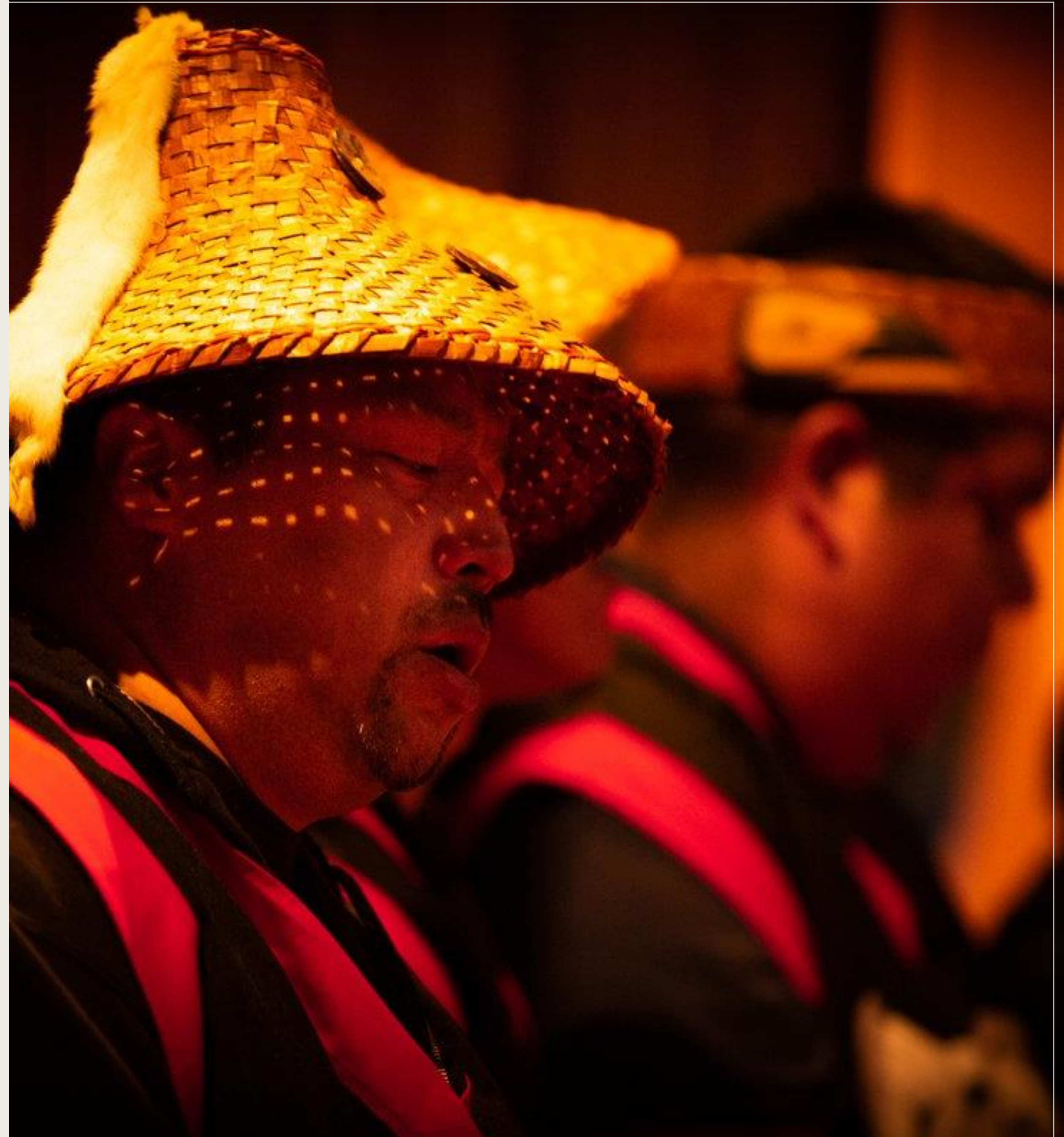


**Authenticity —  
the Heart of Indigenous  
Tourism.**





**Culture belongs to the  
Community.**





**Diversity of Indigenous  
communities means there  
is no  
universal truth.**



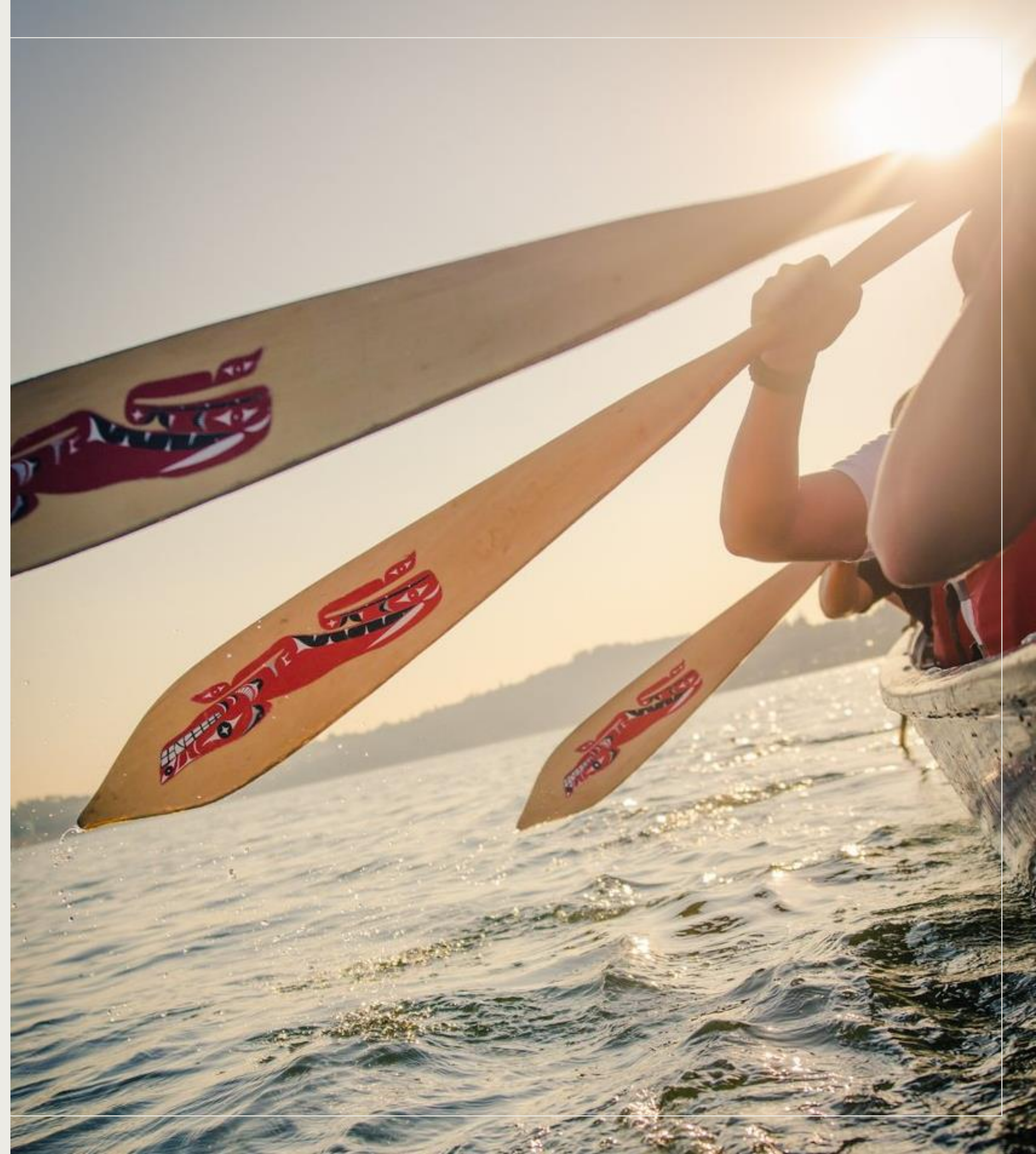


**Why Authenticity  
matters.**





Indigenous Tourism  
is *by* Indigenous peoples,  
not *about* Indigenous  
peoples.





**Visitors want connection.**





**Visitors want unique  
experiences.**



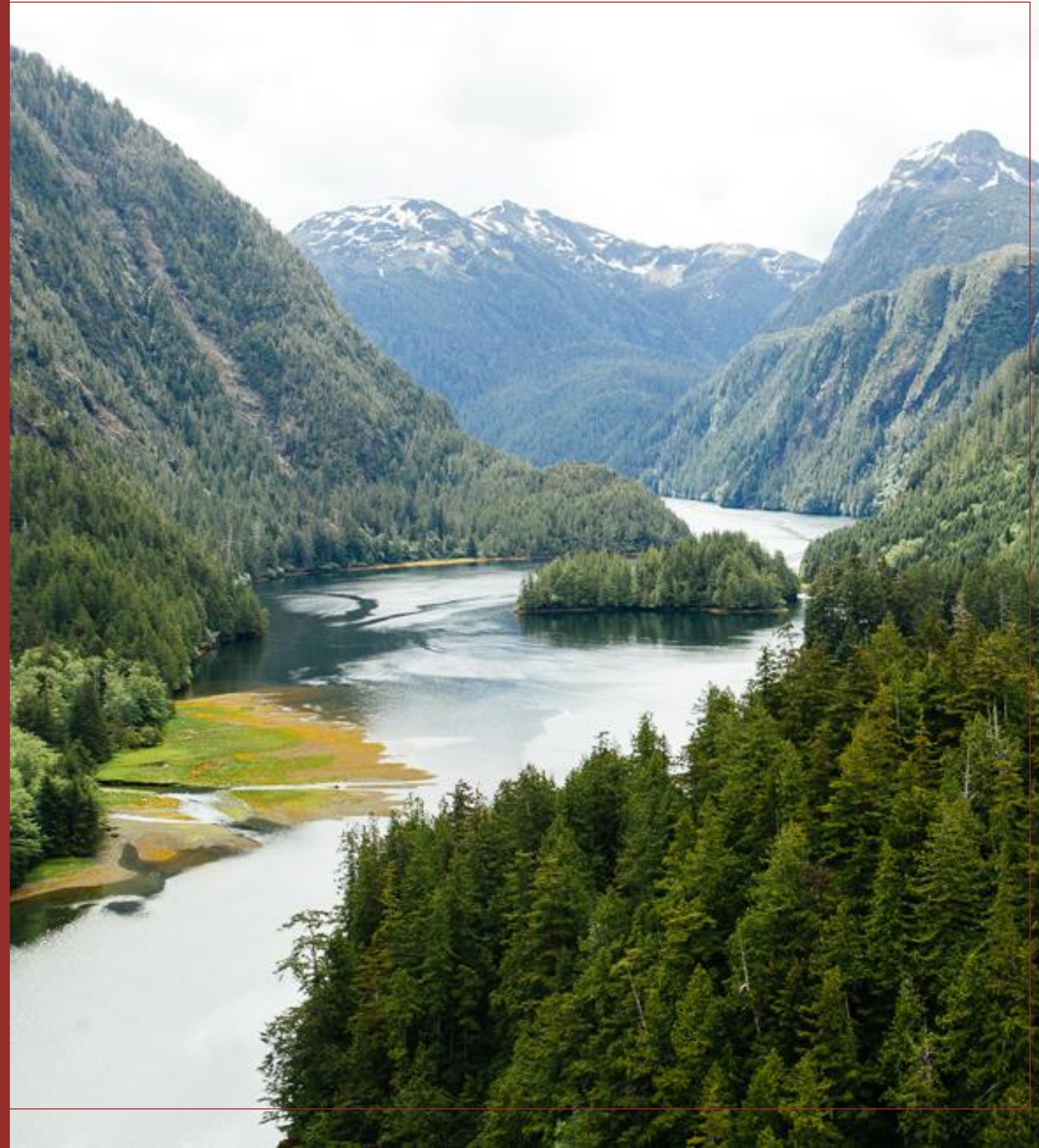


**Visitors want personal  
perspectives.**



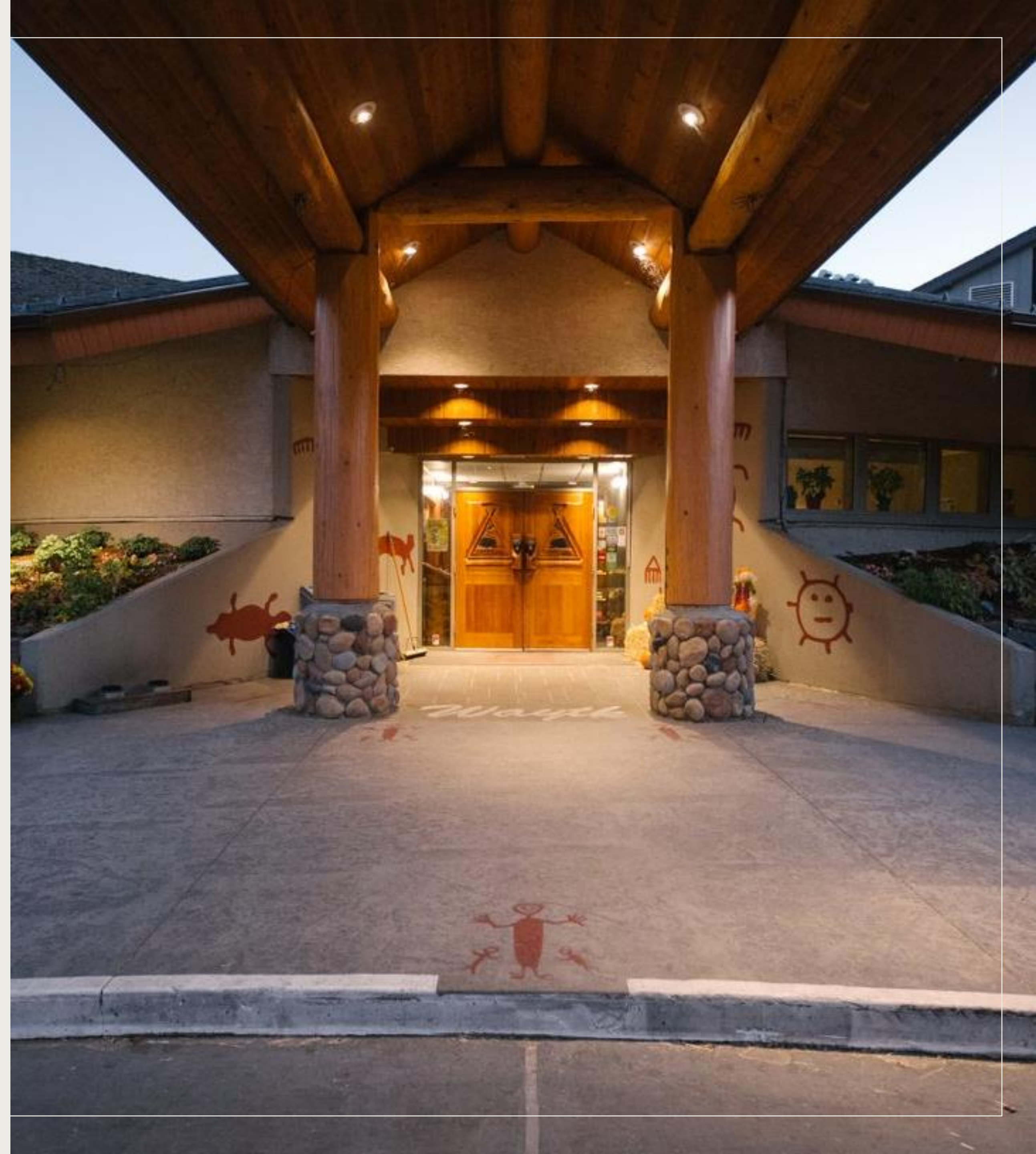


# Indigenous Tourism Protocols.





**51% Indigenous owned & controlled.**





**Knowledge from  
the keepers.**





**Indigenous  
content led by  
Indigenous people.**





**Protecting culture while  
supporting community.**





**Connect with Elders.**





**Create positive economy.**





**Protect sacred places.**





# Bridging the Gap: Introducing Visitors to your Culture.





**Define your guest code of conduct.**





**Allow guests to access  
information about your  
culture.**





**Include culture wherever possible.**



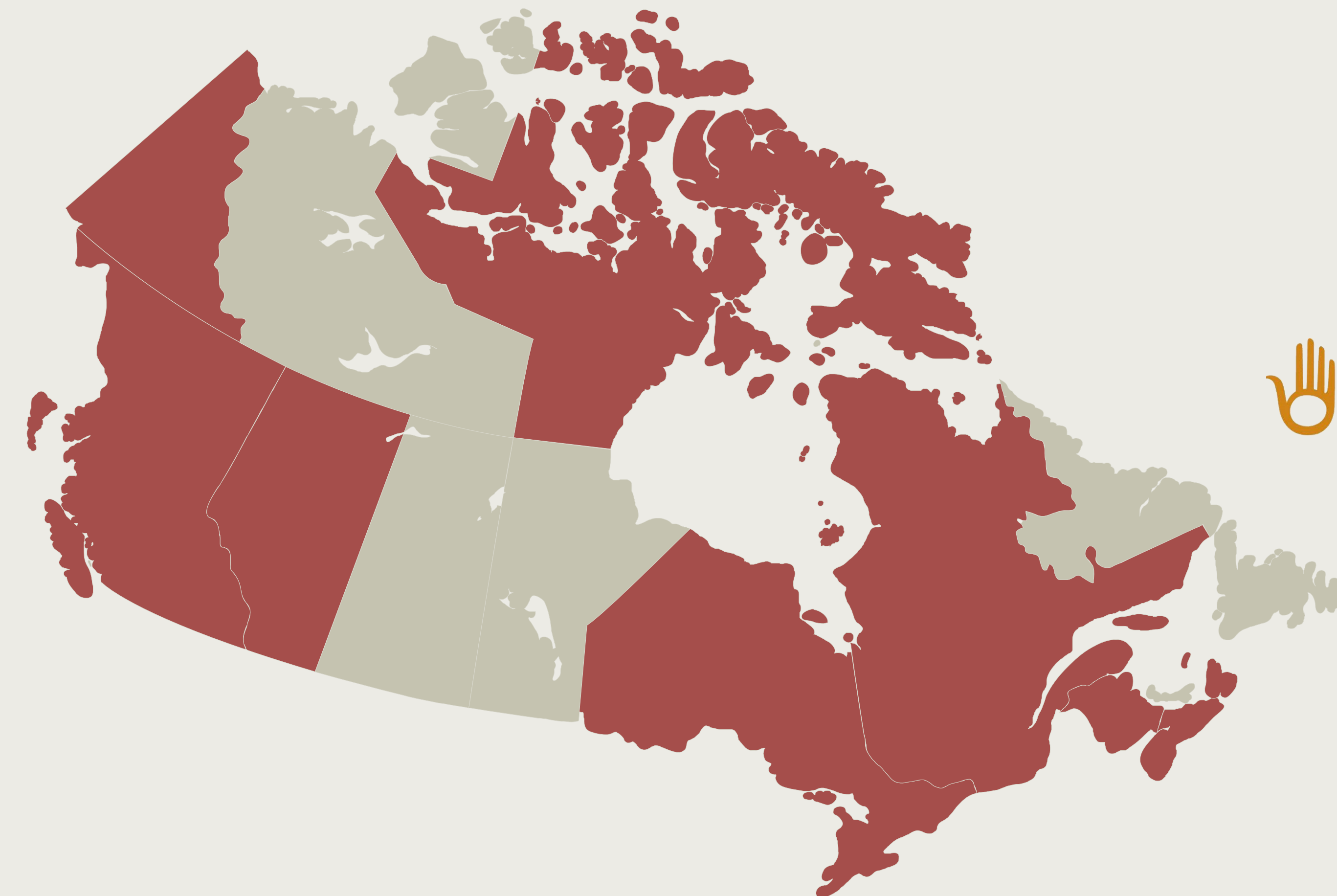


**Powerful Partnerships.**





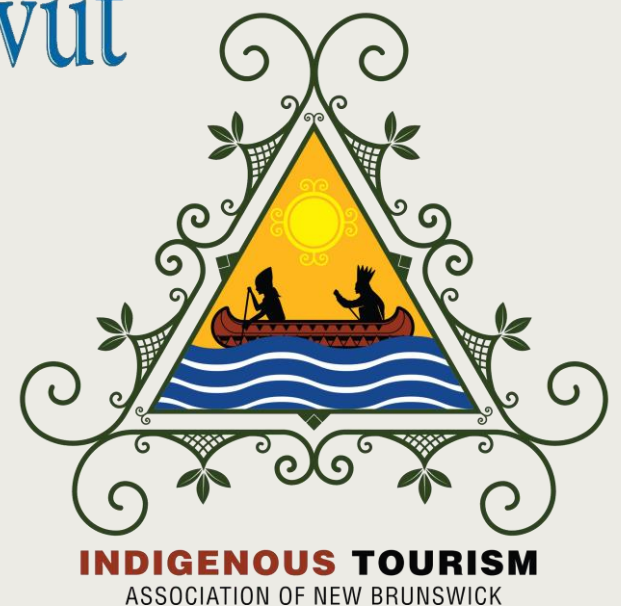
# 8 Provincial & Territorial Indigenous Tourism Operators



Yukon First Nations  
**CULTURE &  
TOURISM**  
Association



**INDIGENOUS  
TOURISM BC**



**Indigenous  
TOURISM  
ONTARIO**



**TOURISME  
AUTOCHTONE  
QUÉBEC  
ABORIGINAL  
TOURISM**



**NOVA SCOTIA INDIGENOUS  
TOURISM ENTERPRISE NETWORK**



## 5 Provincial & Territorial Indigenous Tourism Working Groups



**Northwest Territories**

**Saskatchewan**

**Manitoba**

**Newfoundland & Labrador**

**Prince Edward Island**

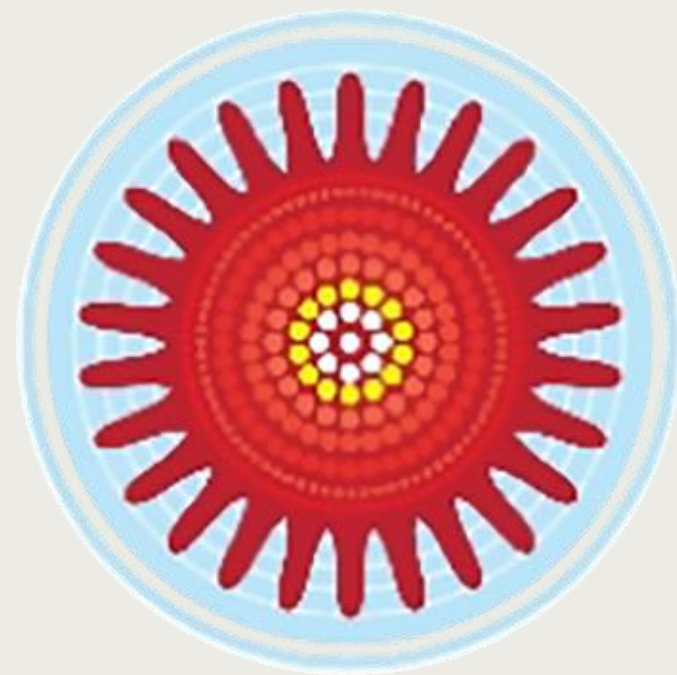


## National Partners





## International Partners



**WINTA**  
WORLD INDIGENOUS  
TOURISM ALLIANCE



**AIANTA**  
American Indian Alaska Native  
Tourism Association



# Why partner with an Indigenous operator?

Set yourself apart  
in the market

Add cultural content

Corporate social  
responsibility

Visitor demand





# Tips for being a Good Partner.





# Create a meaningful partnership.

Build a relationship without a timeline.

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Be open — come without expectation.

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Commit to sharing.





# Know what you bring to the partnership.

New ideas	New location
New customers	Mutual benefits

How you compliment each  
other





# Relinquish Control

**Understand that Indigenous people are in control of their own stories.**

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**Respect autonomy of Indigenous experience being shared.**





# DEVELOPMENT







# 2019 IITC



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November 12—14, 2019 | Kelowna, BC

**[IndigenousTourismConference.com](http://IndigenousTourismConference.com)**





# Microgrant Program

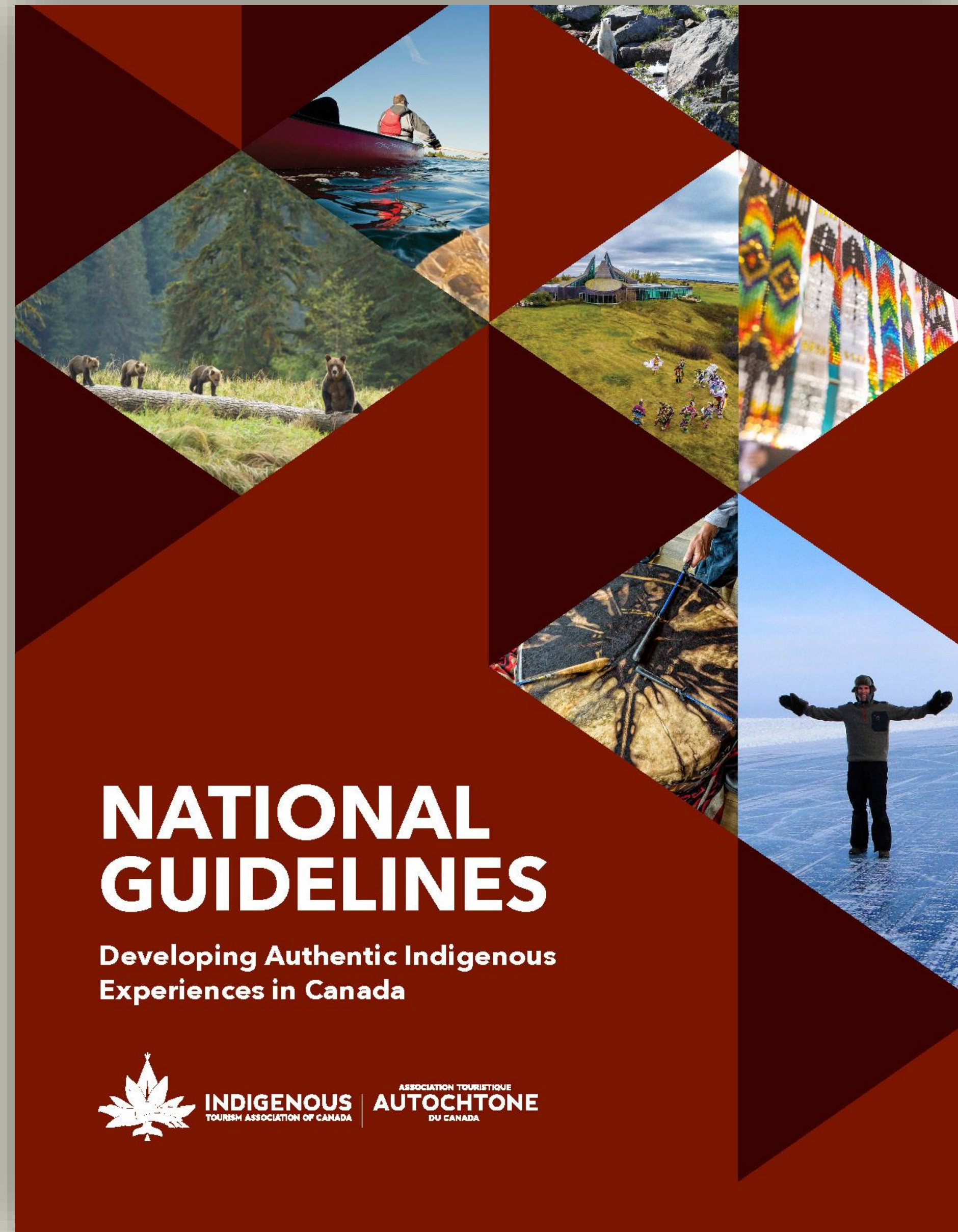
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**Distributing \$273,000 in 2019  
to 55 businesses in 12 provinces  
& territories.**

**138 Applications**

**\$1.35M in Requests**





# National Guidelines

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## 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**

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**Development program to help increase  
the number of  
export-ready businesses.**





# Indigenous Tourism Strategies

Saskatchewan

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Atlantic Canada





# Indigenous Culinary

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**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 more trees and a small white structure. The sky is dark blue and filled with stars, with a vibrant green and blue aurora borealis visible in the upper half of the image.

# **National Indigenous Tourism Fund**

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

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**Access to capital.**



# MEMBERSHIP





A photograph of three hikers ascending a rocky mountain trail. The hiker in the foreground is wearing a green jacket and a black cap, carrying a large backpack. The hiker behind him is wearing a blue jacket. The hiker to the left is wearing a grey shirt and a white cap. They are surrounded by green shrubs and a vast mountain landscape in the background.

# Membership 2019-2020

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**A 58% increase since last year.**

**258 Market-Ready**

**112 Marketing Upgrade**

**83 Non-Market-Ready**

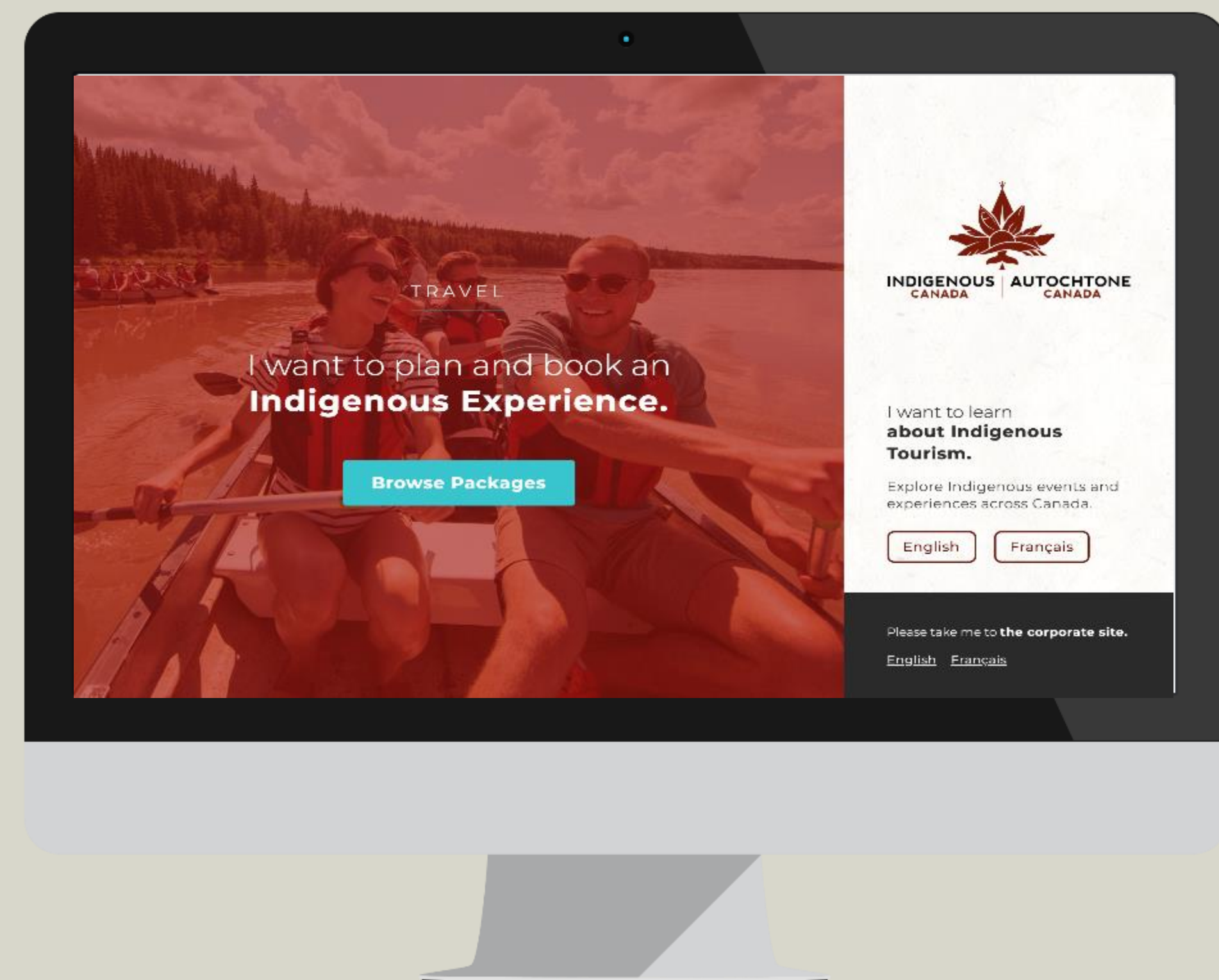
**217 Industry Partners**



# MARKETING







# Consumer Website

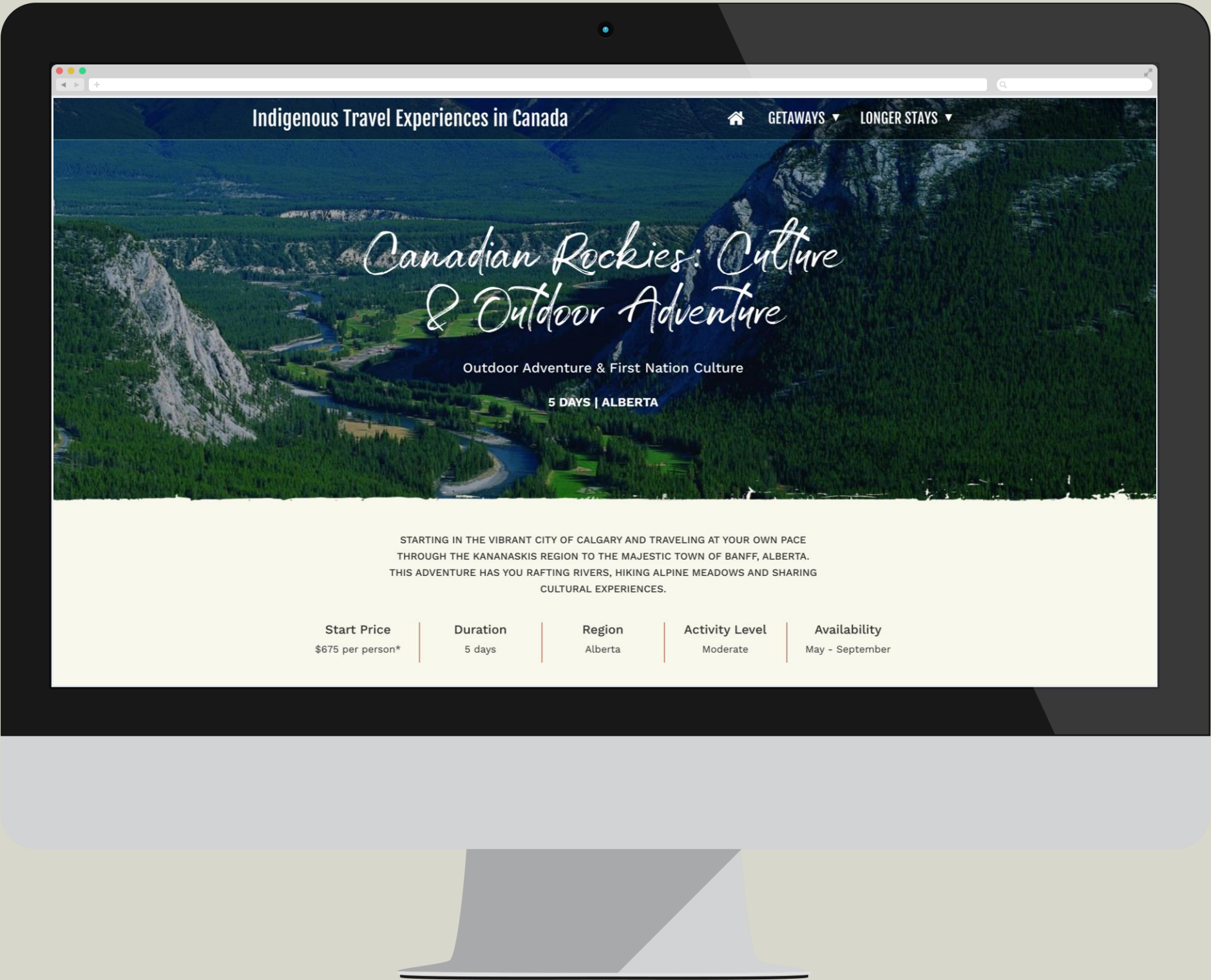
96,800 unique  
visitors

2min 13s average time  
on site

267,397 pageviews

130,600 sessions

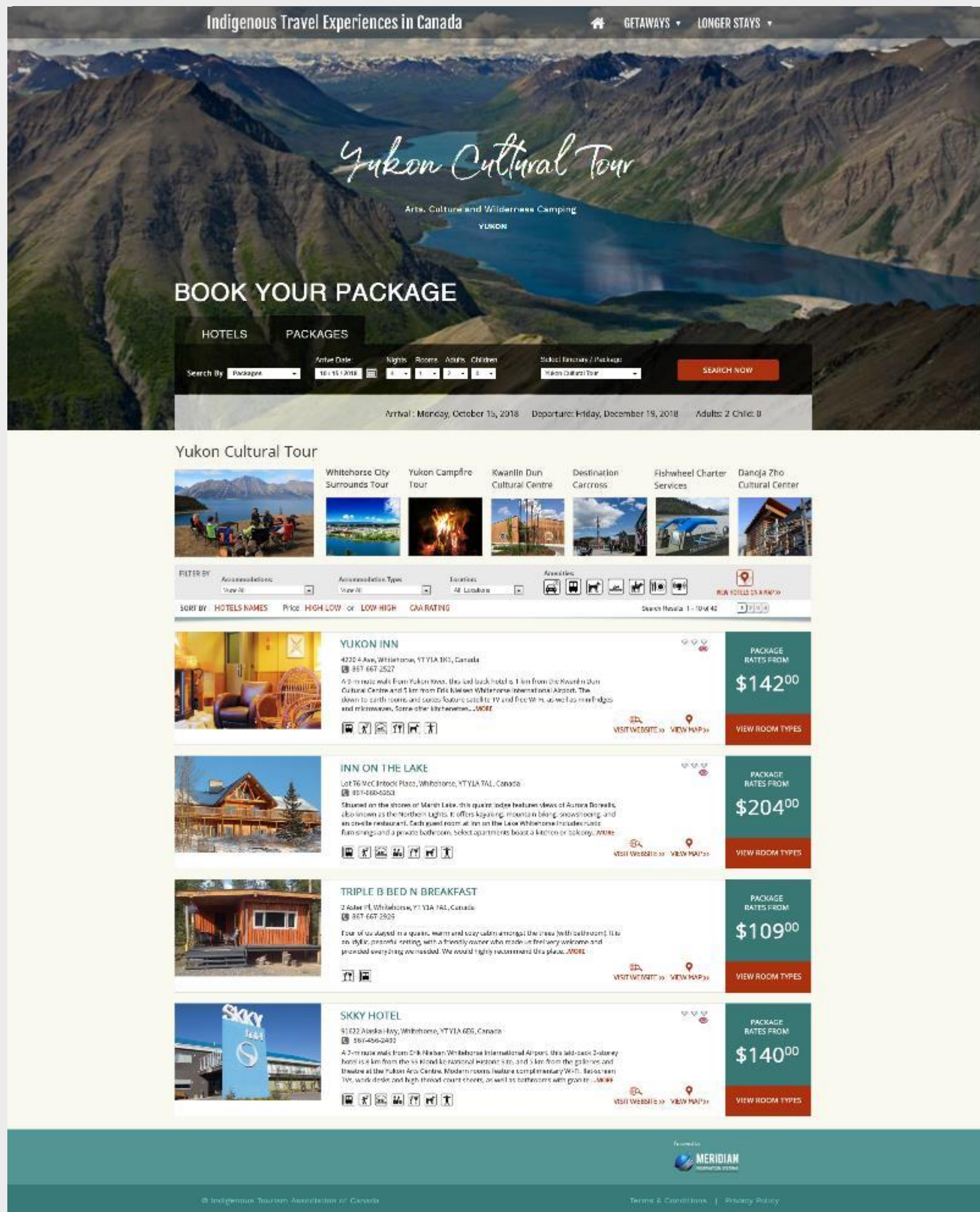




# Launching Our Updated Travel Packages Website

Selling Indigenous travel itineraries direct to consumers.

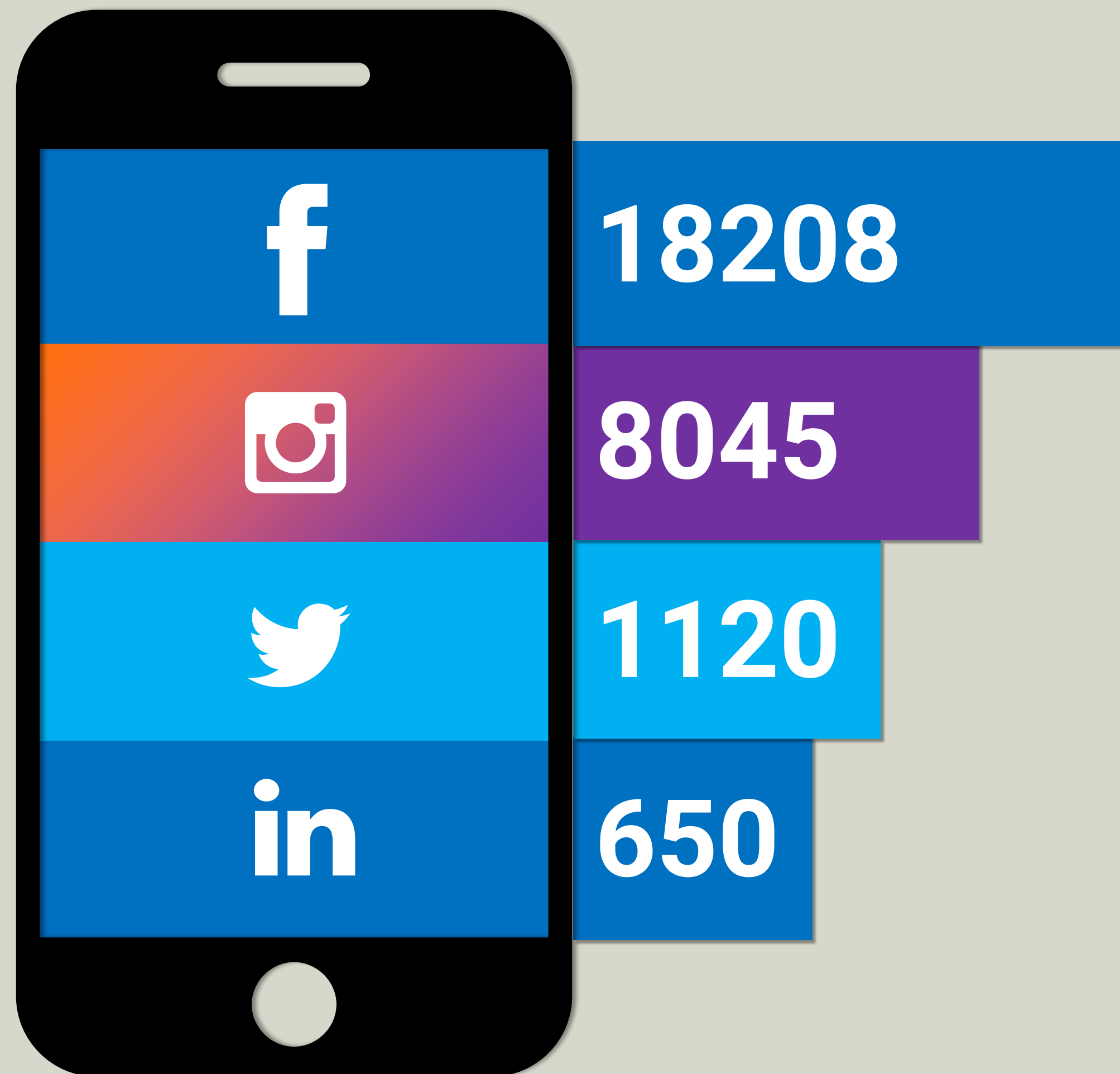




# Online Booking

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





## Social Engagement

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Connecting with users from across the world over multiple platforms.





# Indigenous Tourism Lifestyle Magazine

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Published and distributed a lifestyle magazine featuring 112 Marketing Upgrade Indigenous tourism experiences from across the country.





# Canadian Signature Experiences Collection Booklet

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Featuring 12 Canadian Indigenous Tourism  
Experiences across Canada.

In Partnership with



**DESTINATION  
CANADA**





# Connecting America Campaign

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In partnership with  
Destination Canada.

9.3M+ reach

525K+ engagement

4 mins+ on content

300% fan growth





# Destination Indigenous Campaign

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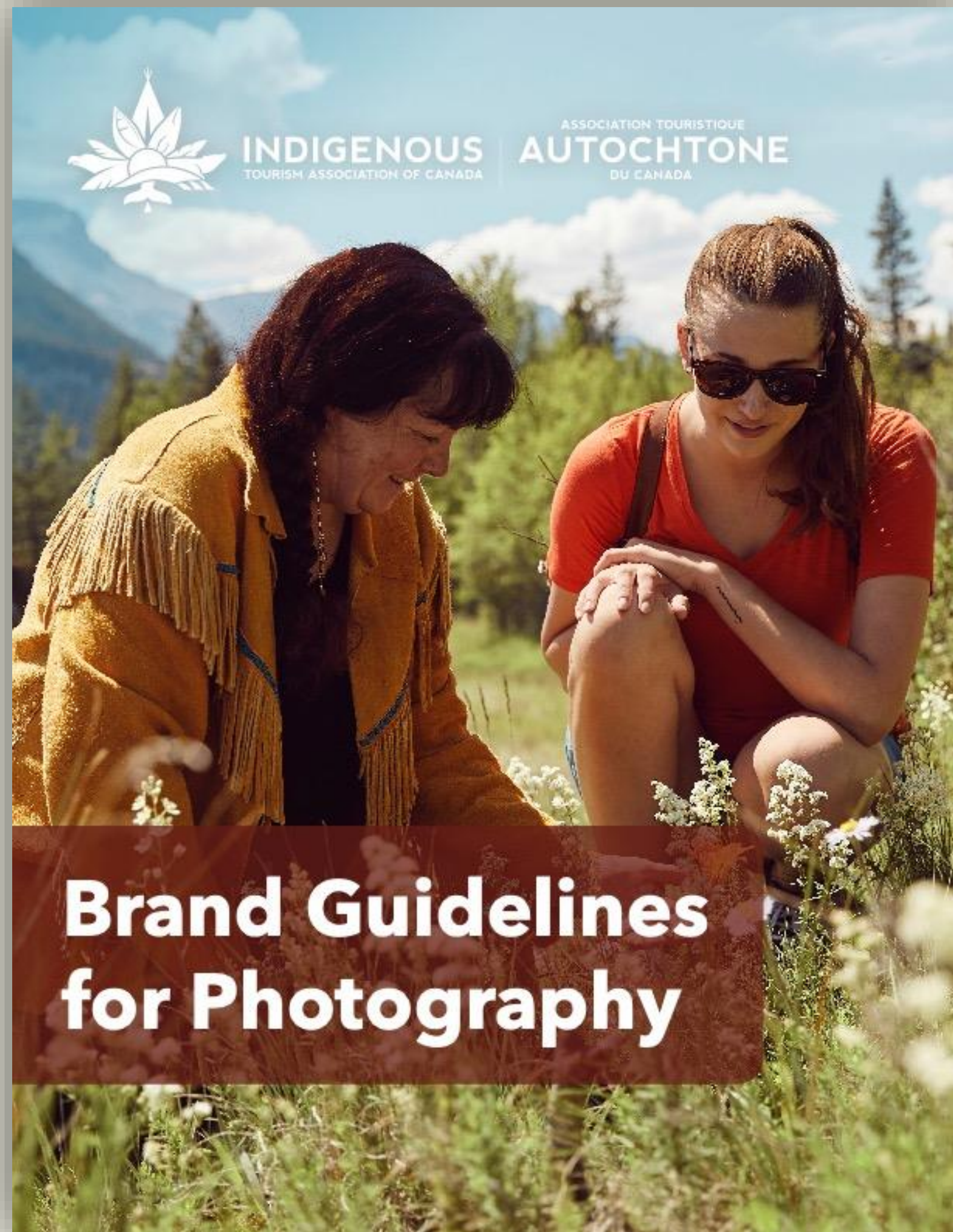
**New international and domestic campaign  
targeting niche travellers.**



# DIGITAL ASSETS







# Brand Guidelines for Photography

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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](mailto: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**

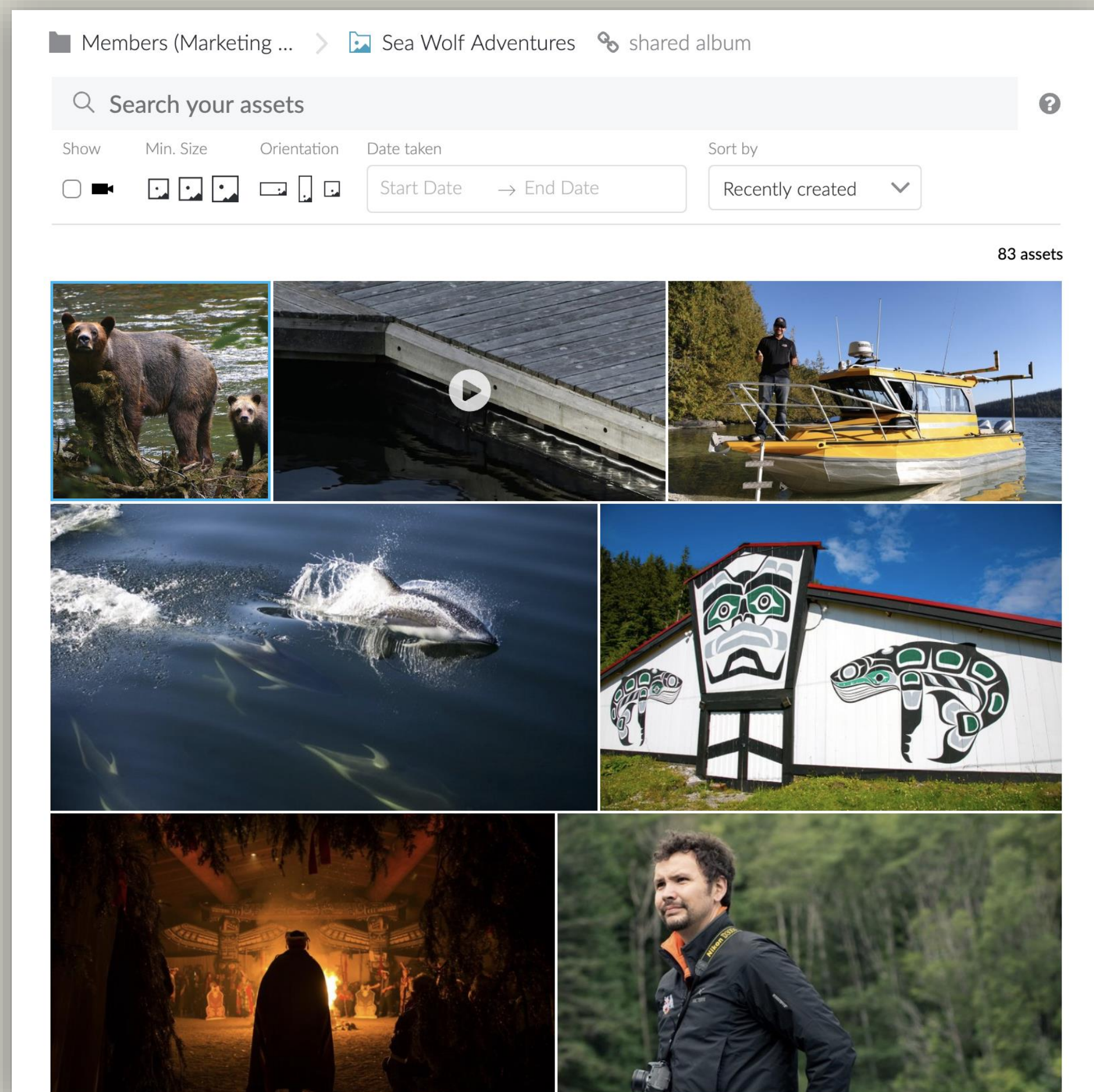
Director of Marketing, Indigenous Tourism Association of Canada

**418-655-0210**

**[Sebastien@IndigenousTourism.ca](mailto:Sebastien@IndigenousTourism.ca)**







# CrowdRiff

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





# Video Content

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**WESTJET** 

 **NATIONAL  
GEOGRAPHIC**

 **DESTINATION  
CANADA**

























# **Public Service Announcement Video Campaign**

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











# TRADE & MEDIA







# Rendez-Vous Canada 2019

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



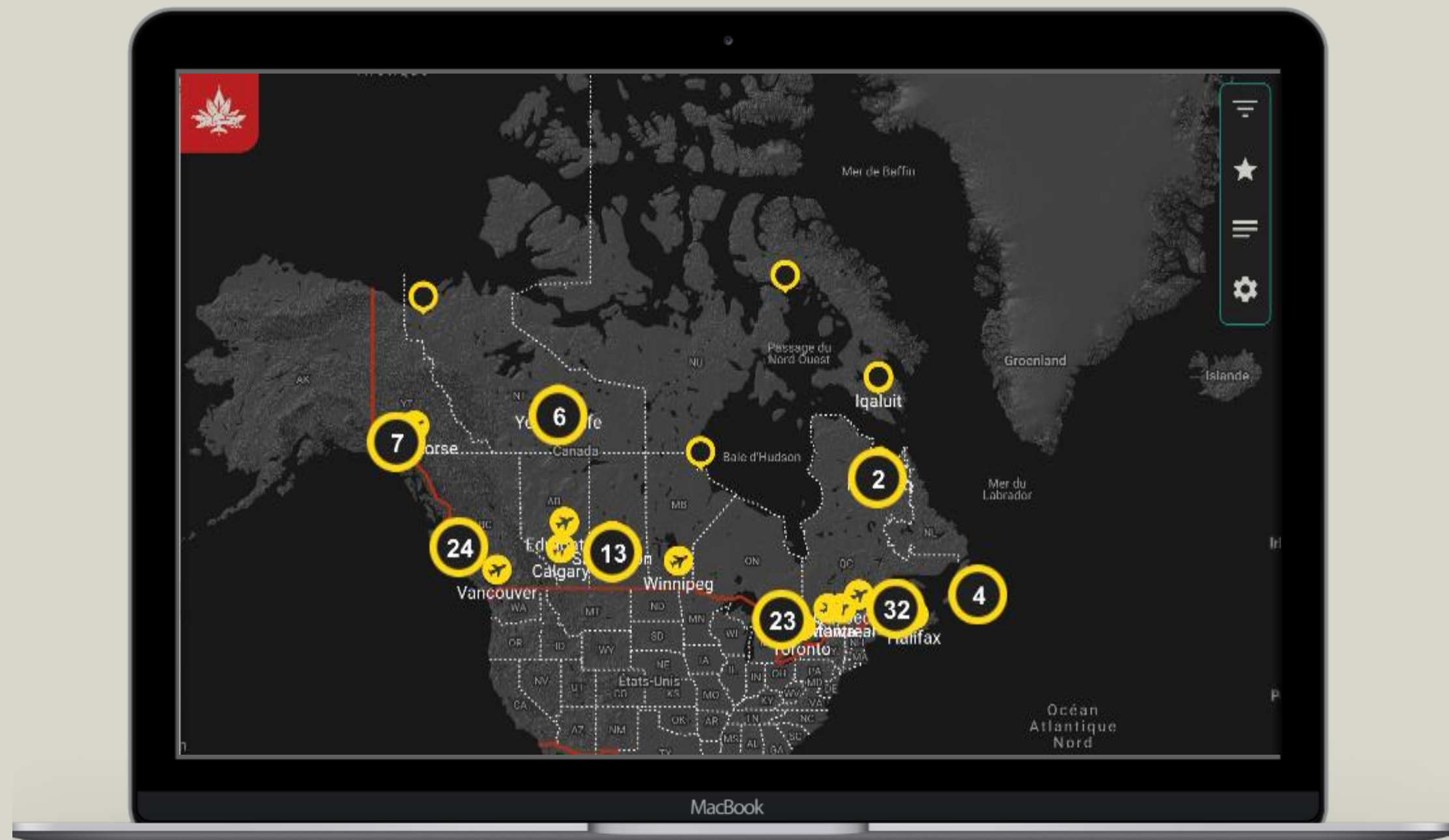


# Showcase Asia

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**Over 790 meetings in the Indigenous pavilion, with 9 businesses representing 4 provinces and territories.**





# Interactive Sales Tool

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



# Earned Media Stories

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







# Indigenous Tourism in Canada

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*Keith@IndigenousTourism.ca*

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