



**INDIGENOUS**  
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE  
**AUTOCHTONE**  
DU CANADA

**Authentic Indigenous tourism experiences featured in launch of new stand-alone travel booking site**  
*Indigenous Experiences in every province and territory are represented on <https://indigenouscanada.travel/>*

**May 14, 2018, Mi'kma'ki (Halifax, NS)** – “We have been here for more than 15,000 years,” begins the call to action on the new [IndigenousCanada.travel](https://indigenouscanada.travel/) site launched by the Indigenous Tourism Association of Canada (ITAC) at Rendez-vous Canada 2018\*, inviting travellers to book authentic Indigenous tourism experiences across Canada.

Visitors are invited to visit Indigenous tourism businesses, hear stories, and learn about the various Indigenous tourism experiences across the country. The 19 travel packages are divided into a Getaway (one to three days) or a Longer Stay (four to seven days) and the site details include information on best time of year to visit, activity level, detailed itinerary, and starting price. Itineraries also detail the authentic Indigenous experiences that visitors will be immersed in during their visit.

“The launch of this stand-alone travel site creates a one-stop shop for visitors heading to any corner of Canada to choose their immersive, authentic Indigenous experience,” says Keith Henry, President & CEO of the Indigenous Tourism Association of Canada. “Indigenous tourism in Canada is so much more than observing historic items or touring ancient sites— all across this country these travel experiences are fun, engaging, and educational.”

“Growing Canada’s authentic Indigenous tourism industry is a key area of action for Canada’s Tourism Vision,” says the Honourable Bardish Chagger, Leader of the Government in the House of Commons and Minister of Small Business and Tourism. “As these unique and captivating experiences show, Indigenous tourism in Canada is hitting new heights. My congratulations to Keith Henry and ITAC, and all the hard-working entrepreneurs and owners who make up our Indigenous tourism industry.”

The new site highlights to consumers, travel agents, and tour operators how Indigenous tourism experiences may be added to longer travel itineraries in Canada. For example, a visit to Montreal may include a stay in a traditional village site showcasing culture by the Innu, Atikamekw, and Anishnabe Aloginquin Nations, while a journey to Vancouver Island could include an exploration of Kwakwaka'wakw and Gwa'sala-'Nakwaxda'xw cultures, customs, and outdoor adventures.

Each package is available to be booked directly through the site or by phone at 1-800-665-6345 through ITAC partner [The Travel Group](#). Additional packages and partners will be added over the coming weeks with more than 35 travel packages to be added by the end of the summer season. For more information, visit <https://indigenouscanada.travel/>

*\*[Rendez-vous Canada 2018](#) is taking place on Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq People. This territory is covered by the “Treaties of Peace and Friendship” which Mi'kmaq and Wolastoqiyik/Wəlastəkwiyik (Maliseet) People first signed with the British Crown in 1726. The treaties did not deal with surrender of lands and resources but in fact recognized Mi'kmaq and Wolastoqiyik/Wəlastəkwiyik (Maliseet) title and established the rules for what was to be an ongoing relationship between nations.*

#### **About the Indigenous Tourism Association of Canada**

The Indigenous Tourism Association of Canada (ITAC) works to improve the socio-economic condition of Indigenous peoples through the provisions of economic development advisory services, tourism conferences, capacity development training and workshops, industry research and information for Indigenous tourism operators and communities within the 13 regions; 10 provinces and three territories of Canada. ITAC develops relationships with other groups and regions with similar mandates, uniting the Indigenous tourism industry in Canada and works to enable collective support,



**INDIGENOUS**  
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE  
**AUTOCHTONE**  
DU CANADA

product development, promotion and marketing of authentic Indigenous cultural tourism businesses in a respectful protocol. The ITAC Board is made up of Indigenous tourism industry representatives from each of the provinces and territories. For more information, visit [www.IndigenousTourism.ca](http://www.IndigenousTourism.ca).

**About [indigenoustravel.com](http://indigenoustravel.com)**

The Travel Group's distinctive style of travel packages offers something different to your ordinary guided tour or package holiday. The Indigenous Tourism Association of Canada is an Indigenous-led, industry-focused, non-profit organization that is committed to growing and promoting a sustainable, culturally rich Indigenous tourism industry in Canada. Together, we present this website for people from all over the world who find that culturally-focused adventure holidays offer great value and a dependable way to explore unique aspects of Canada.

-30-

**Media contacts:**

Brian Cant, Beattie Tartan: 250-592-3838, 250-888- 8729 (cell) or [brian.cant@onlybeattie.com](mailto:brian.cant@onlybeattie.com)

Keith Henry, Indigenous Tourism Association of Canada: 604-639-4408 or [keith@indigenoustourism.ca](mailto:keith@indigenoustourism.ca)