



ITAC BEST PRACTICES TRIP - WENDAKE

June 13-15, 2018

(travel days June 12 and 16)



Arrival Day: June 12, 2018

Arrive and check in to the Hotel-Musée Premières Nations, Wendake, Quebec

Nestled on the banks of Akiawenrahk River and only a 14-minute drive from Old Québec, the Hôtel-Musée Premières Nations welcomes you to the Huron-Wendat reserve of Wendake. This 4-star boutique hotel with 55 rooms & suites blends traditions seamlessly with modernity. Inspired by First Nations culture, the rooms are amazingly comfortable and the decor is simply exquisite. The renowned in-house restaurant, LA TRAITÉ, offers the finest Northern Quebec gourmet cuisine. In summer, you can enjoy food and drinks on a patio cradled by Nature. An enchanting Indigenous-style natural spa will help you relax after a dip in the brand new indoor swimming pool.

7pm - 9pm **Welcome reception, networking**

Day 1: June 13, 2018

9am **Grand Chief Konrad Sioui, Protocol Welcome of the Huron Wendat Nation and Elder Oney Maher for the Welcoming smudge.**

9:15am **Keith Henry, ITAC - Welcome remarks**

9:30am **Setting the Stage: Why are we here?**

10:30am **Walking Tour of Wendake**
Wendake is a Huron Wendat community, and home to around 1,800 of the 4,000 band members living on reserve. A guide from the Huron Wendat Museum will take you first to the museum, and then lead the group on a walking tour of Wendake. Visits will include the Tsawenhohi (Chief's House), the chapel, the fresco, waterfall and the longhouse at the Hotel-Musée Premières Nations.

12:30pm **Lunch and visit to the Huron Traditional Site**
The Huron Traditional Site is a recreation of an authentic Huron village from days of early European contact. The site includes a number of buildings, largest gift shop in Wendake and a restaurant. Many packages are available for a variety of clients including hands-on crafting activities.

3pm **Return to the hotel: Debrief**

6pm **Evening of storytelling with Elders in the longhouse behind the hotel**

8:30pm **Group dinner LA TRAITÉ**



Day 2: June 14, 2018

8:30am

Steeve Gros Louis - Demonstrating model of Indigenous entrepreneurship



Steeve Gros Louis

Owner of la Sagamité restaurant, Raquettes et Artisanat Gros-Louis and of the Indigenous Dance Troup Sandokwa

Steeve Wadohandik Gros-Louis is a proud Huron-Wendat of the Wendake community. Through a variety of projects and Indigenous tourism businesses, he has made this distinctive culture a keystone in his life and he enjoys sharing it.

Driven by the desire to provide authentic and unforgettable Indigenous cultural tourism experiences, Steeve sits on the board of directors of Québec Aboriginal Tourism (QAT) since 2003. In 2005, he became the President of QAT. He is also a member of the board of directors of the Wendake Tourism Industry since 2011.

9:30am

Colombe Bourque - Demonstrating model of community owned ventures



Colombe Bourque

GM of the Tourism Industry of Wendake

Colombe Bourque General Manager of Wendake Tourism Industry Colombe has more than 27 years of experience in hotel management and the development of tourism markets both nationally and internationally. In addition to product marketing, Colombe has also participated in hotel openings and the creation of packages targeting various business and leisure clientele.

Colombe joined the Wendake Tourism Industry in October 2012 as the General Manager of three enterprises belonging mainly to the Huron-Wendat Nation Council: the Hôtel-Musée Premières Nations, the Huron-Wendat Museum and the Office de tourisme de Wendake.

10:30am

BREAK

11:00am

Casey Vanden Heuvel, ITAC - A review of the differences in tourism models

12pm

LUNCH at La Traite Restaurant

1:30pm

Martin Soucy



Martin Soucy

President and CEO of Quebec Tourism Alliance

Martin Soucy was named Chief Executive Officer of Alliance de l'industrie touristique du Québec in August 2016. With his team, he works on promoting Québec as a world-class destination and enhancing this industry which generates major economic benefits for Québec.

Holder of an MBA from École supérieure de gestion at Université du Québec à Montréal, and a Bachelor in Business Administration (Marketing) from École des Hautes Études Commerciales, he has over 20 years of experience leading companies both in the private and parapublic sectors.

Before joining the Alliance, he was among others Vice President, Operations at Société des établissements de plein air du Québec (Sépaq), where he was in charge of the operation and development of the network of 24 national parks of Québec.



2:15pm

BREAK

2:30pm

Jean Vincent - A Community of Leaders: Wendake as a Case Study



Jean Vincent, FCPA, FCA, CAFM

Vice Grand Chief of the Huron-Wendat Nation, President and CEO of Native Commercial Credit Corporation, vice president of NACCA and President of the Tourism Industry of Wendake

Jean Vincent is President and Chief Executive Officer of the Native Commercial Credit Corporation ("SOCCA") since its creation in 1992 and the President and CEO of the Aboriginal Savings Corporation of Canada (ABSCAN).

Mr. Vincent is also the Vice Grand-Chief of the Huron-Wendat Nation and responsible for managing the public finances of the Huron-Wendat Nation and acting as Chairman of several companies belonging to the Nation and carrying on their activities in various sectors: tourism, construction and energy.

Mr. Jean Vincent is Vice-Chairman of the Board of Directors of National Aboriginal Capital Corporation Association (NACCA). He played a prominent role in the development of the First Nations Venture Capital of Québec, Limited Partnership. He acted as Chairman of the Board and then as Executive Director since its inception in 2002 until December 2009.

Mr. Vincent was also a founding member and Vice-President of the Board of Directors of the Aboriginal Financial Officers Association of Canada. Lately, he was honored with the title of Fellow (FCPA) of the Ordre des Comptables Professionnels Agréés.

3:15pm

Casey Vanden Heuvel, ITAC - A review of Indigenous industry structures.

3:30pm

ITAC - Exercise to evaluate models that could work in your regions,

4pm

Debrief - What does this mean for us?

5pm

Shuttle departing towards Quebec City for an evening tour (Montmorency Falls, Cruise line area, Petit Champlain and Dinner at Le Chateau Frontenac)



Day 3: June 15, 2018: Partnerships in the tourism industry

9am **Caroline Têtu and Nancy Houley**



Caroline Têtu

International Cruise development with Quebec City Tourism

Born and raised in Québec City, Caroline has always been passionate about her hometown. After being involved for many years in the economic development of the region, she now shares her expertise with Québec City Tourism and Port, as she dedicates herself to the growth of the international cruise sector.



Nancy Houley

Cruise Line Market Development Director with Quebec City Port

As Director of Cruise Development of the Québec Port Authority, Nancy Houley's mandate is far-reaching. In addition to managing the development of a robust cruise destination, she is also responsible for the complex maritime logistics required to welcome cruise ships.

Nancy joined the Port in 2012 and her passion for the market also led her to her role of Vice President of the Committee for the Board of Directors of the St. Lawrence Cruise Association. Nancy has over 20 years of experience in marketing and business development. She has initiated major partnerships and has led several development projects with leading companies such as Starbucks, Google, and Coinstar.

10am **Dave Laveau – Provincial Indigenous Tourism Organizations: A Case Study of Quebec Aboriginal Tourism**



Dave Laveau

Executive Director, Quebec Aboriginal Tourism

Just past his thirty-seven years old, father of two children and hailing from the indigenous community of Wendake, Dave Laveau is the Executive Director of Quebec Aboriginal Tourism (QAT) since 2010. Under his leadership, the Indigenous tourism industry in the province has made remarkable progress and is now one of the tourism priorities of Quebec's government and tourism industry. M. Laveau's strategic and inclusive initiatives have resulted in a rise of 158% in the association's membership. The overall budget has increased threefold since he was appointed.

11am **Keith Henry, ITAC - What do these models mean for Atlantic Canada**

12pm **LUNCH at La Traite restaurant**

1:30pm **Keith Henry, ITAC**

2:30pm **Atlantic Canada Strategy sessions**

4pm **Closing comments**

6pm **FINAL DINNER**
Experiential dinner at Sagamité Restaurant



Mission Summary and Learning Objectives

Indigenous Tourism Best Practice Mission

There is a growing desire within Indigenous communities in Atlantic Canada to develop and grow specialized tourism experiences that can be successfully delivered to visitors. Having a greater understanding of how to connect culture and heritage to visitors through interactive interpretation and indigenous experiences is paramount to success. During this mission participants will be exposed to Indigenous communities who have developed successful tourism experiences, food and accommodation businesses that allow visitors to experience their indigenous culture.

The destination of Wendake in Quebec will form the base for the trip, with the group engaged in learning opportunities and experiences that highlight the Huron-Wendat culture and history.

This mission will be focused around a consultative approach for a working/advisory group in Atlantic Canada to move forward on Pan-Atlantic Indigenous programming. It is envisioned that working with government and indigenous representatives that the days will be broken into experiences and facilitated discussions around indigenous development in Atlantic Canada.

Leading us in this mission will be Keith Henry, Executive Director of the Indigenous Tourism Association of Canada. Keith and his team will lead us through a series of experiences and help lead the discussions around how we develop and grow indigenous tourism experiences in Atlantic Canada.

Learning Objectives

Participants will learn:

- How to build world class indigenous product for the industry
- Experience development and pricing structure for tour industry
- How to best display and present indigenous culture and art
- Heritage and interpretation
- Appreciate why attention to detail is a critical ingredient to success of tourism enterprises.
- Market Insights, stats and trends
- Destination marketing and development
- Development of a pan-Atlantic draft blueprint for moving development initiatives forward in Atlantic Canada.
- Use storytelling and nature in your backyard to create memorable experiences.

MISSION LEAD

Jonathan Foster from GMIST will be the administrative lead on this mission and can be reached via cell at (506) 754-1200, or e-mail at jonathan@gmist.ca.

INDIGENOUS
TOURISM ASSOCIATION OF CANADA



ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

Indigenous tourism can preserve culture, language and community and provide our relatives with a platform to be the leading voice in reclaiming our space in history — both ancient and modern. Our ancestors have been sharing with and welcoming visitors to our traditional territories since time immemorial. Our communities are guided by values of respect, honour and integrity. Indigenous tourism experiences demonstrate how Indigenous communities, both urban and rural, welcome visitors to learn, share and celebrate together.

Through a unified industry voice, the Indigenous Tourism Association of Canada focuses on creating partnerships between associations, organizations, government departments and industry leaders to support the growth of Indigenous tourism across Canada.

[IndigenousTourism.ca](https://www.IndigenousTourism.ca)