



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

Aurora Village ‘ViTeepee’ becomes twelfth Indigenous Signature Experience

March 13, 2019, Coast Salish Territories (Vancouver, B.C.) — Aurora Village ‘ViTeepee’ is the newest Indigenous Signature Experience after [Destination Canada announced five new members](#) to their Canadian Signature Experiences collection.

Located on the Ingraham Trail just outside of Yellowknife, Northwest Territories, [Aurora Village](#) is the perfect place to experience the magic of the Northern Lights, otherwise known as Aurora Borealis.

“We are extremely proud to have Indigenous experiences included in the Canada Signature Experiences program,” said Keith Henry, CEO and president of the Indigenous Tourism Association of Canada. “With one in three people visiting Canada looking to engage in an Indigenous experience, this list helps to showcase what each province has to offer.”

The Canadian Signature Experiences are a carefully selected collection of over 200 travel experiences across the country, showcasing what Canada has to offer. There are now 12 Indigenous Signature Experiences included within the Canadian Signature Experience program.

[Click here for a list](#) of Indigenous Signature Experiences in Canada.

About Destination Canada

Destination Canada is a Crown corporation wholly owned by the Government of Canada. It uses data-driven marketing strategies to stimulate international demand and tourism export revenue for Canada in 10 countries: Australia, China, France, Germany, India, Japan, Mexico, South Korea, the UK and the USA. Destination Canada campaigns are targeted to reflect individual market conditions and traveller interests. In collaboration with our tourism industry partners, it promotes Canada internationally as a premier four-season tourism destination. For more information, please visit www.destinationcanada.com

About the Indigenous Tourism Association of Canada

The Indigenous Tourism Association of Canada (ITAC) is a national non-profit and membership association focusing on creating partnerships between associations, organizations, government departments and industry leaders across Canada to support the growth of Indigenous tourism in Canada. ITAC publishes an annual experience guide, detailing Indigenous tourism experiences available for visitors across Canada. This year’s guide features more than 170 experiences, stories and businesses to inspire you to visit and learn more about the many Indigenous nations, peoples and communities across Canada. To download the full 2018/19 Guide to Indigenous Tourism in Canada go to: <https://indigenoustourism.ca/corporate/indigenous-tourism-experience-guide/>.

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