



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

Tourism Business Development

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Indigenous Tourism Association of Canada







Unique Set of Benefits

2015 National Indigenous Tourism Research determined:

- ✿ Enhances livelihood for Indigenous tourism businesses;**
- ✿ Provides an opportunity to develop businesses that showcase a community's traditions and culture;**
- ✿ It enhances cultural awareness delivering understanding and connection;**
- ✿ Supplies the inspiration for elders to pass down culture, history and tradition to cultural ambassadors for sharing;**
- ✿ It revitalizes Indigenous traditions for the benefit of communities as well as travelers.**

Barriers to Growth

2015 National Indigenous Tourism Research determined:

-  Lack of organization & coordinated Indigenous tourism approaches;**
-  Lack of market-readiness & Indigenous cultural tourism product;**
-  Deficiency of a qualified workforce;**
-  Infrastructure challenges;**
-  Lack of community support is prominent;**
-  Limited access to business capital and support.**

Strategic Pillar

DEVELOPMENT

BUSINESS PLANNING PROCESS



BUSINESS PLANNING PROCESS



Proven Path to Success

Success in Aboriginal tourism businesses stems from success in 5 areas:

- 1. Operations;**
- 2. Partnerships;**
- 3. Sharing culture appropriately;**
- 4. Involving community;**
- 5. Planning for the future.**

What is ITAC
doing to support
business
development?

Micro-Grant Product Development Program

- Maximum grant = \$10,000/business
- In 2017, 115 applicants from across Canada
- Funding requests total = \$1.2 million
- \$410,000+ distributed in 2017
- Grants going to 60+ businesses representing all 13 provinces and territories



Website Upgrades



New Tradeshow Booth

DEVELOPMENT MICRO GRANTS



INDUSTRY EVENTS – for Indigenous Tourism

International Indigenous Tourism Conference

- 2016 conference sold-out – 350 participants (Membertou, Nova Scotia)
- 2017 conference sold-out – 500 participants (Calgary Alberta - Tsuut'ina Nation)

Annual conference includes:

- Off-site Cultural Tours and Awards Gala
- Pre-conference Provincial Development Day
- Next conference Oct. 30-31, 2018 in Saskatoon, SK

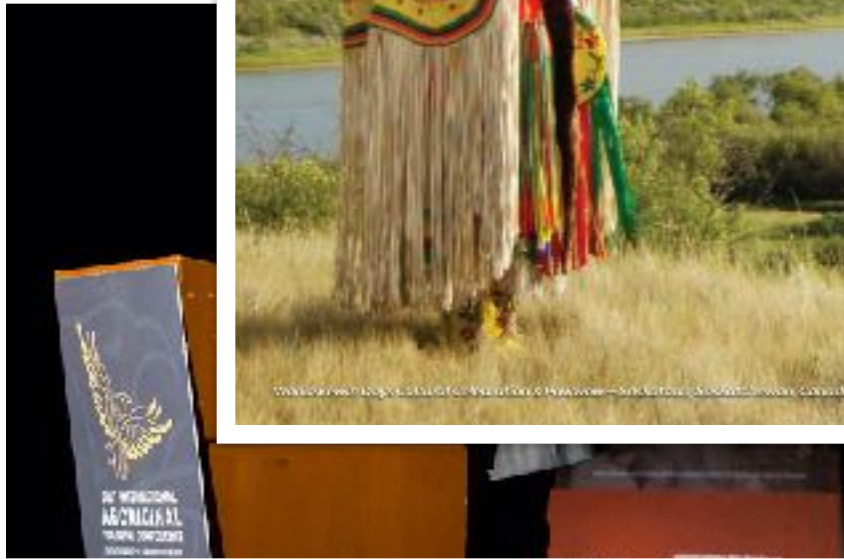
2018 Venue – TCU Place - Saskatoon



www.indigenoustourismconference.co

A screenshot of the website for the 2018 International Indigenous Tourism Conference. The page has a green header with navigation links: "2018 IITC", "Small Updates", "Past IITC Highlights", and "ABOUT IITC". The main content area features a large image of a person in traditional Indigenous attire. The text reads: "2018 International Indigenous Tourism Conference" and "October 30-31 2018 | TCU Place in Saskatoon, Saskatchewan". Below this is a video player showing a man in a striped shirt speaking, with a quote: "A place of unexpected surprise." and a "Watch the video" button.

IITC – SAVE THE DATE! OCT 30-31, 2018



SAVE THE DATE
RÉSERVEZ LA DATE

2018
International Indigenous
Tourism Conference

OCTOBER 30 – 31, 2018

Treaty 6 Territory, TCU Place
Saskatoon, Saskatchewan

IndigenousTourismConference.com

www.indigenoustourismconference.com — www.autochtone.com



DEVELOPMENT - Examples of Training Delivery

Lennox Island Dev. Corp. (PE)

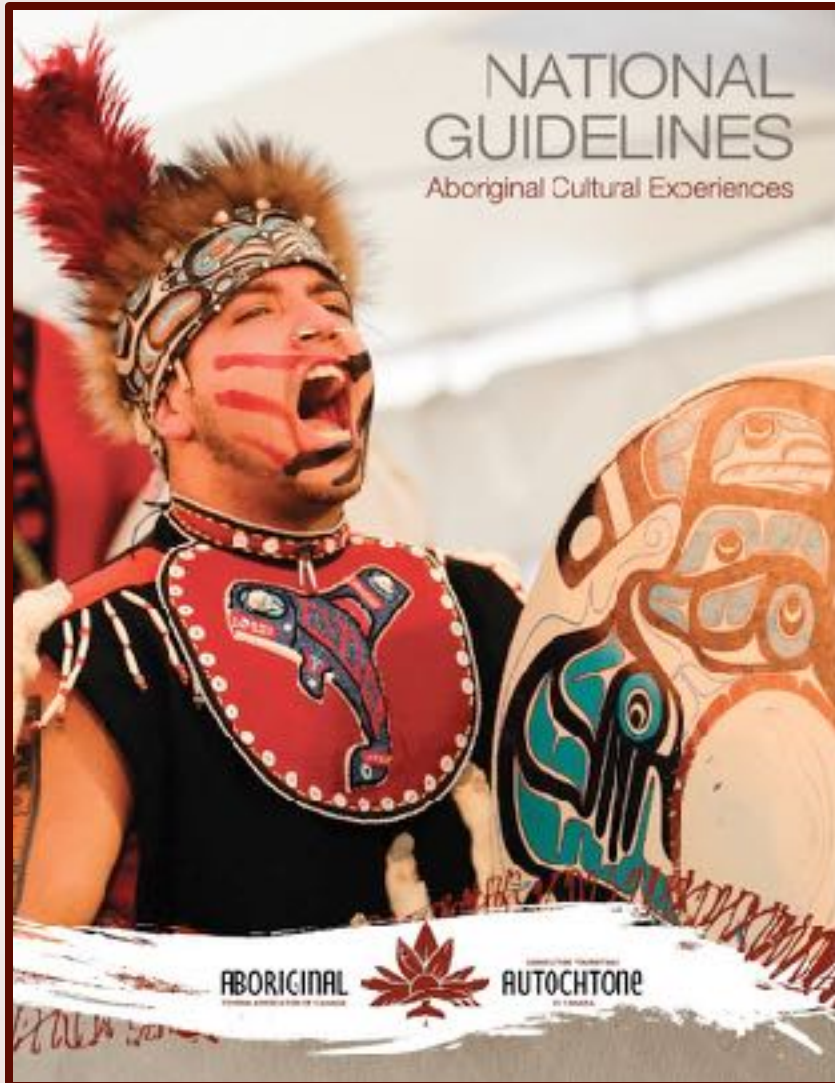
- Advisory and mentorship services to assist with tourism industry tradeshow preparation to sell “Bannock and Clams in the Sand” experience to travel trade representatives.
- Attending Rendezvous Canada trade show for the first time in May 2018 to meet with travel trade representatives to book business for 2018 and 2019



Wya Point Resort (BC)

- Luxurious oceanfront lodges, yurt glamping, tent and RV site camping
- ITAC provided two-days of front-line staff training (Service Excellence Certificate, Tourism Workplace & Heritage Interpreter Essentials)
- “Our spirits have been raised, our intention and mission have become clear.” Andrew Young – CEO, YFN Holdings Limited Partnership

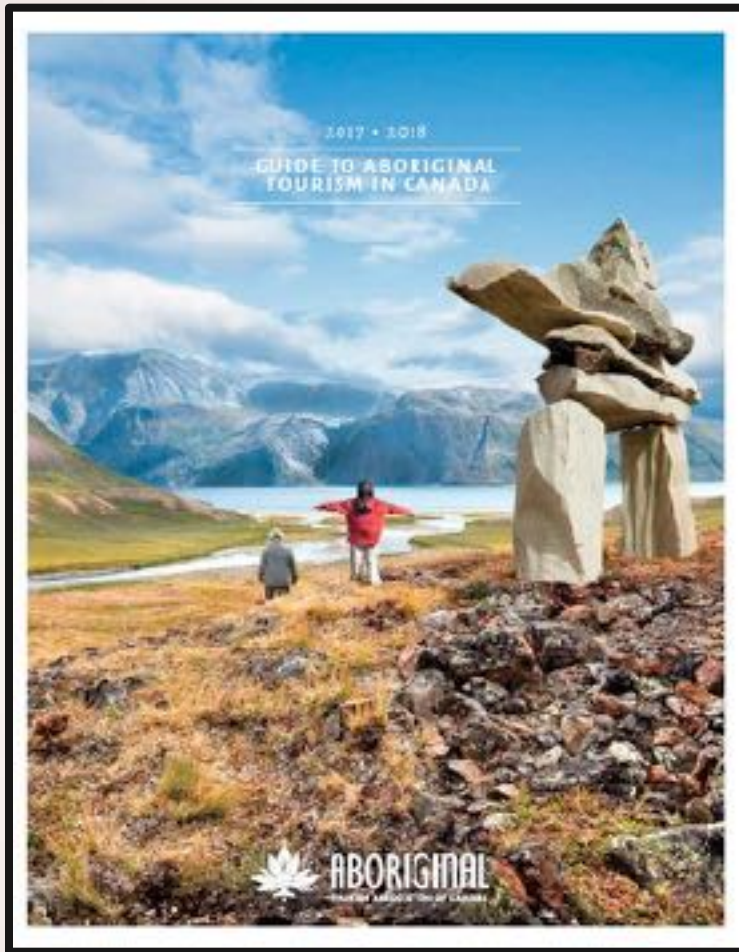




National Cultural Tourism Guidelines

- Definitions and case studies
- Questionnaire workbook format
- Guidelines for various stages of development

GROWING NUMBER OF EXPERIENCES TO MARKET

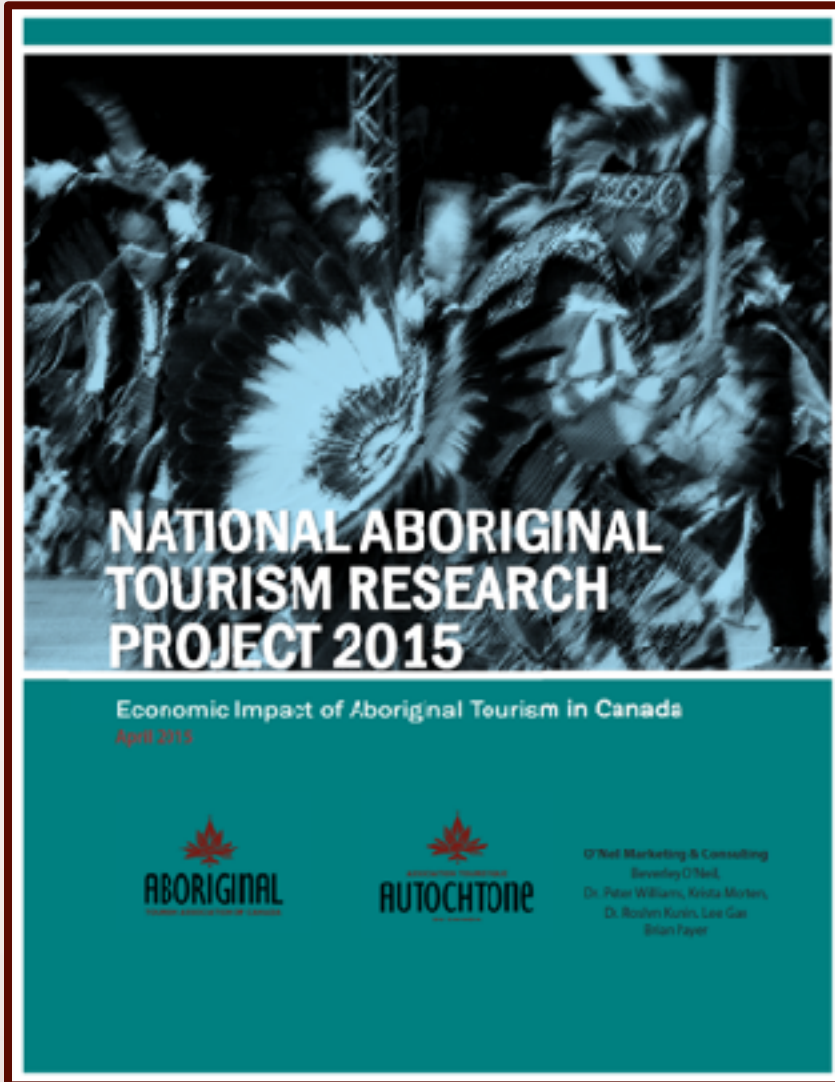


Annually Updated: Guide to Indigenous Tourism in Canada



IndigenousTourism.ca

- Listings of almost 200 market-ready Indigenous tourism experiences across Canada



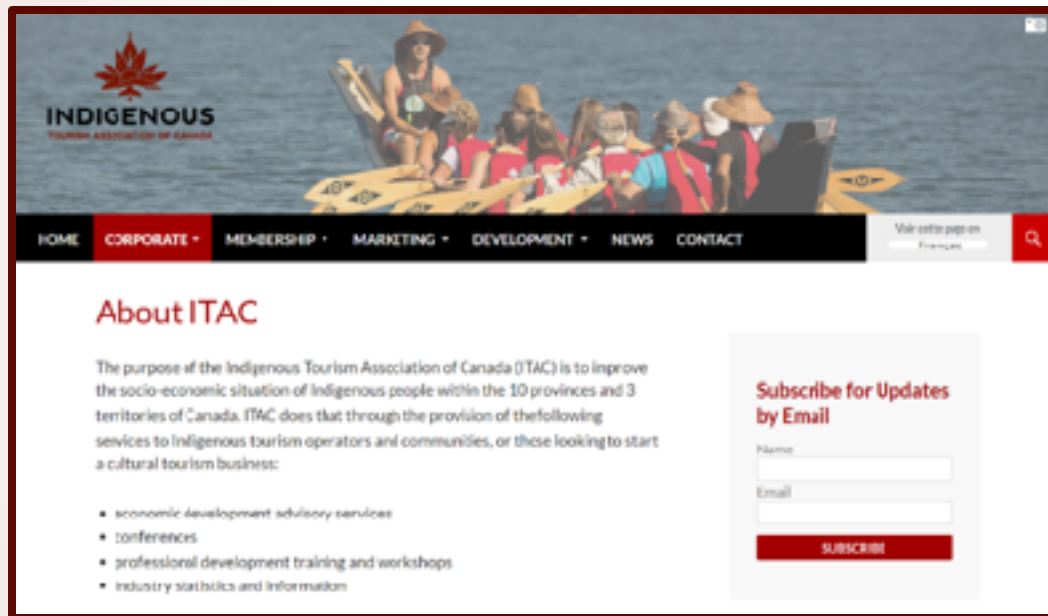
Updating research by December 2018

Update economic impact of
Indigenous tourism:

- Revenues/GDP
- Jobs
- # of Businesses

TO LEARN MORE:

IndigenousTourism.ca/corporate



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

HOME CORPORATE MEMBERSHIP MARKETING DEVELOPMENT NEWS CONTACT

Voir cette page en Français

About ITAC

The purpose of the Indigenous Tourism Association of Canada (ITAC) is to improve the socio-economic situation of Indigenous people within the 10 provinces and 3 territories of Canada. ITAC does that through the provision of the following services to Indigenous tourism operators and communities, or those looking to start a cultural tourism business:

- economic development advisory services
- conferences
- professional development training and workshops
- industry statistics and information

Subscribe for Updates by Email

Name:

Email:

SUBSCRIBE

- Corporate documents including full National Indigenous Tourism research report
- National Market-Readiness Guide
- ITAC Five-Year Strategy 2016-21
- Newsletter Sign-up

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