

# Indigenous Tourism in Manitoba: *An Economic Development Opportunity for Manitoba*



# Canada's Indigenous Population

- More than 1.4 million people in Canada identify as Indigenous
- Fastest growing population in Canada
- Youngest population in Canada: 46% under 25
- Increasingly urban: 56% live in urban areas





# What is Indigenous Tourism?

Defined as all tourism businesses majority owned, operated and/or controlled by first Nations, Métis or Inuit peoples that can demonstrate a connection and responsibility to the local Indigenous community and traditional territory where the operation resides.



# Current Look at Indigenous Tourism

- Increasing importance, growth and sophistication
- \$2.5 billion in gross economic output
- \$1.34 billion in national GDP
- \$817 million in wages and salaries
- \$63 million in tax revenue to municipal, provincial and federal governments
- Over 1,500 Indigenous-owned tourism business, employing 32,000 people
- Involved in a variety of business areas
  - ✓ outdoor and adventure related activities
  - ✓ event and conference management
  - ✓ attractions
  - ✓ related products, experiences and services.

# Current Look at Indigenous Tourism

- Key markets: Canada, US, France, Germany, UK, China and Japan
- Growth markets: Australia, Mexico and Korea
- Indigenous tourism stands to benefit greatly from the modern traveller's appetite for immersive educational experiences





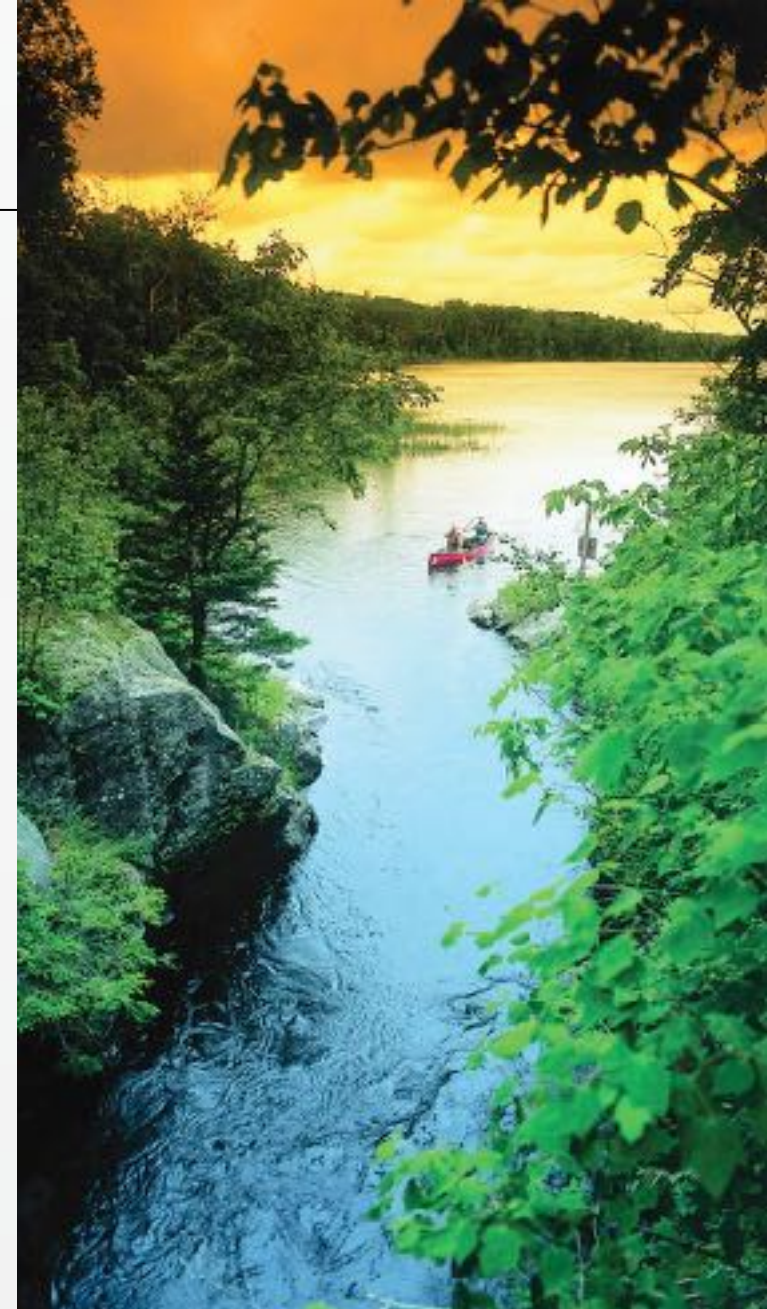
# What do US travellers think about Indigenous tourism experiences?

1. Authenticity is Key
2. Interest is There, But Awareness is Low
3. Indigenous Tourism Differentiation
4. Canadian Differentiation
5. Strong and Compelling Positioning



# Challenges

- Young industry still faces challenges in meeting the expectations of travellers
  - ✓ Market visibility
  - ✓ Customer service
  - ✓ Business practices
- Not all provinces have provincial Indigenous tourism organizations,
  - ✓ Difficult for operators to work together and with DMOs
- Need for better promotion, especially to Canadian travellers who might be more likely to seek Indigenous tourism experiences abroad than at home





# Indigenous Tourism Association of Canada

- ITAC Mission: To provide leadership in the development and marketing of authentic Indigenous tourism experiences through innovative partnerships.
- ITAC Vision: a THRIVING Indigenous tourism economy sharing authentic, memorable and enriching experiences.





# Indigenous Tourism Association of Canada

- In third year of five-year plan
- The number of Indigenous tourism businesses in Canada is larger than ever
- Indigenous tourism can:
  - ✓ Change perspectives
  - ✓ Preserve culture, language and community
- Provide a platform for Indigenous people to be the leading voice in reclaiming their space in history – both ancient and modern
- Indigenous people have always welcomed visitors to traditional territories to learn, share and celebrate

# Indigenous Tourism is a Priority in Manitoba

- On September 26, 2017, Travel Manitoba and ITAC sign MOU to foster the growth of Indigenous tourism in the province
- The MOU will set the foundation for partnerships with other organizations to advance economic development and tourism growth that supports Indigenous communities.





# Manitoba's Indigenous Population

- Manitoba is home to 63 First Nation communities from five different linguistic groups (Cree, Ojibway, Dakota, Ojibway-Cree and Dene)
- There are seven different treaties with First Nations across the province, and five communities are not a signatory to any of the treaties
- In 2011, 1 in 7 Indigenous people in Canada lived in Manitoba
- 17% of Manitoba's total population in Indigenous (114,230 First Nations people, 78,835 Métis and 580 Inuit)



# Indigenous Tourism in Manitoba

- Indigenous tourism experiences are an important part of the Manitoba tourism experience
- Potential to be recognized as iconic Canadian tourism products
- Manitoba's Indigenous communities have stories to share
  - ✓ Travel Manitoba and ITAC will share them with the world





# Build Leadership Capacity

## Progress to date

- Hosted 4 Regional Engagement Sessions in Winnipeg, Brokenhead, Dauphin and The Pas
  - Opportunities:
    - ✓ Outdoor adventure
    - ✓ Workshops and cultural training
    - ✓ Live events and festivals
    - ✓ Lodging and accommodation
    - ✓ Wildlife viewing
  - Challenges:
    - ✓ Access to financing
    - ✓ Technical knowledge
    - ✓ Availability of product development and marketing support

# Build Leadership Capacity

## Progress to date

- Established an Indigenous Tourism Advisory Committee
  - David Daley – Wapusk Adventures
  - Carl Smith – Brokenhead Sky Wind Tours & Debwendon Board Chair
  - Josh Sinclair – Fisher River Cree Nation
  - Sophia Rabliauskas – Sagatay Enterprise Inc.
  - Desmond Mantuk – Riding Mountain National Park Interpretation Officer
  - Jason Gobeil – Brandon Urban Aboriginal Peoples Council
  - Marilyn Tanner – Teekca's Boutique



# Build Leadership Capacity

## Future Plans

- Host a Manitoba Indigenous Tourism Summit in Winnipeg in 2018
- Create a new Manitoba Indigenous Tourism Strategy and founding Business Plan for a Manitoba Indigenous Tourism Association

# Support the Development of Existing and New Indigenous Tourism Experiences

## Progress to date

- Inventory of Indigenous tourism experiences
  - Over 50 Indigenous tourism businesses, events, exhibitions and experiences in Manitoba.
    - ✓ Retail: Teekca's Aboriginal Boutique at The Forks, Cree Star Gifts
    - ✓ Events: Aboriginal Day Live, York Boat Days
    - ✓ Exhibitions: Wah-Sa Gallery, Nunavut Gallery
    - ✓ Experiences: Eco-tour at FortWhyte Alive: A Prairie Legacy: The Bison and its People, Bluesky Adventures
    - ✓ Culinary: Feast Café & Bistro, Neechi Foods Co-op
    - ✓ Nature Sites: Bannock Point petroforms
    - ✓ Lodging: Bloodvein River Lodge, God's Lake Narrows Lodge
    - ✓ Entertainment: eg. Aseneskak Casino, Southbeach Casino

## Future Plans

- Investing in product development partnerships



# Lead Marketing Excellence

## Future Plans

- Create joint marketing plan
- Identify partnership opportunities to expand marketing reach
- Create and share content that will inspire visitors to experience Manitoba's Indigenous tourism products



# Advance Partnerships to Grow the Indigenous Tourism Industry

## Future Plans

- Develop and market Indigenous tourism experiences that celebrate the history of Manitoba for Manitoba's 150<sup>th</sup> in 2020
- Link ITAC's website and Travel Manitoba's website





# Thank You