



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

Marketing with ITAC

Manitoba Indigenous Tourism Summit:
May 31, 2018

Dené Sinclair, Director of Marketing
Indigenous Tourism Association of Canada





DESTINATION MARKETING

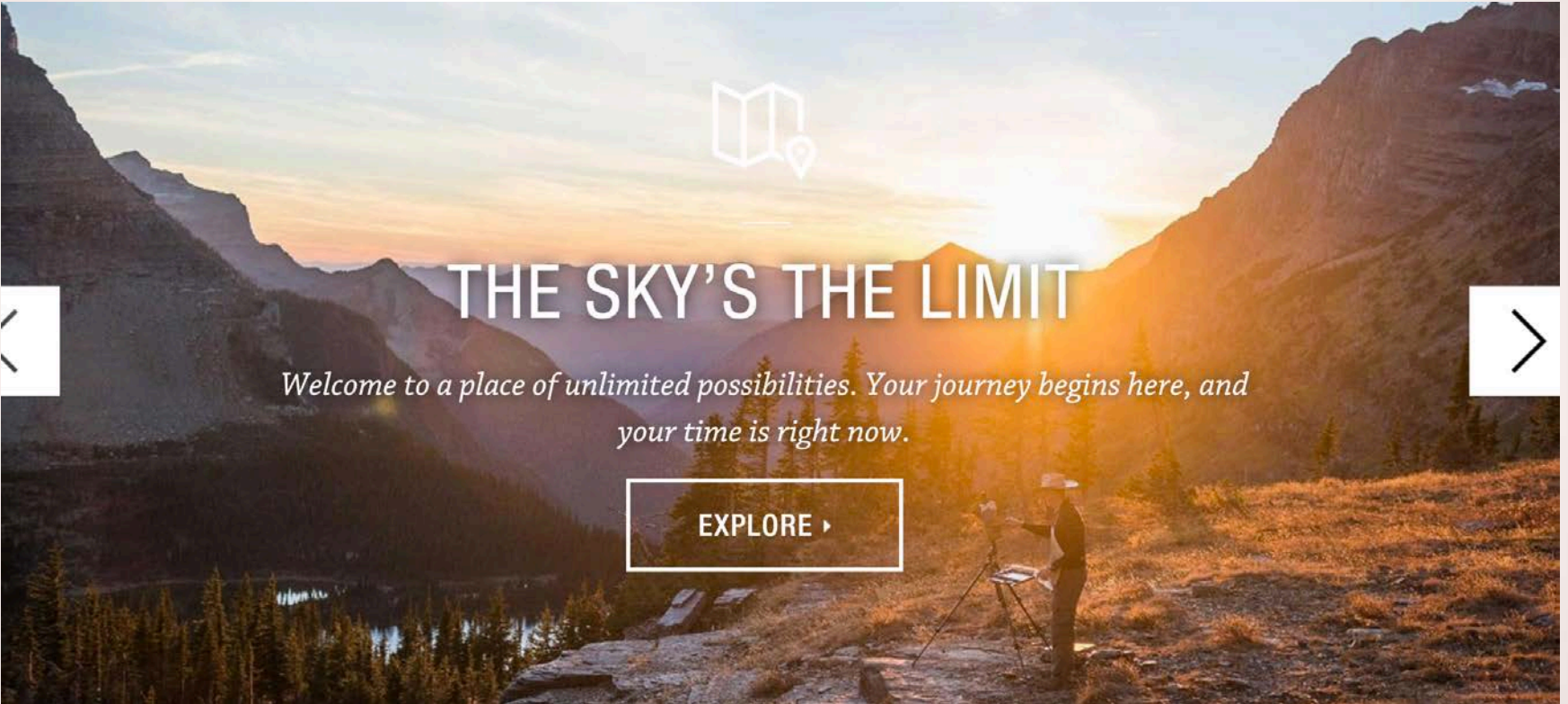
Creating a story about a place



THE SKY'S THE LIMIT

Welcome to a place of unlimited possibilities. Your journey begins here, and your time is right now.

EXPLORE ▶



INDIGENOUS TOURISM MARKETING

Stories about people, connected to place



Dahgáts'enehtän yéh gutie

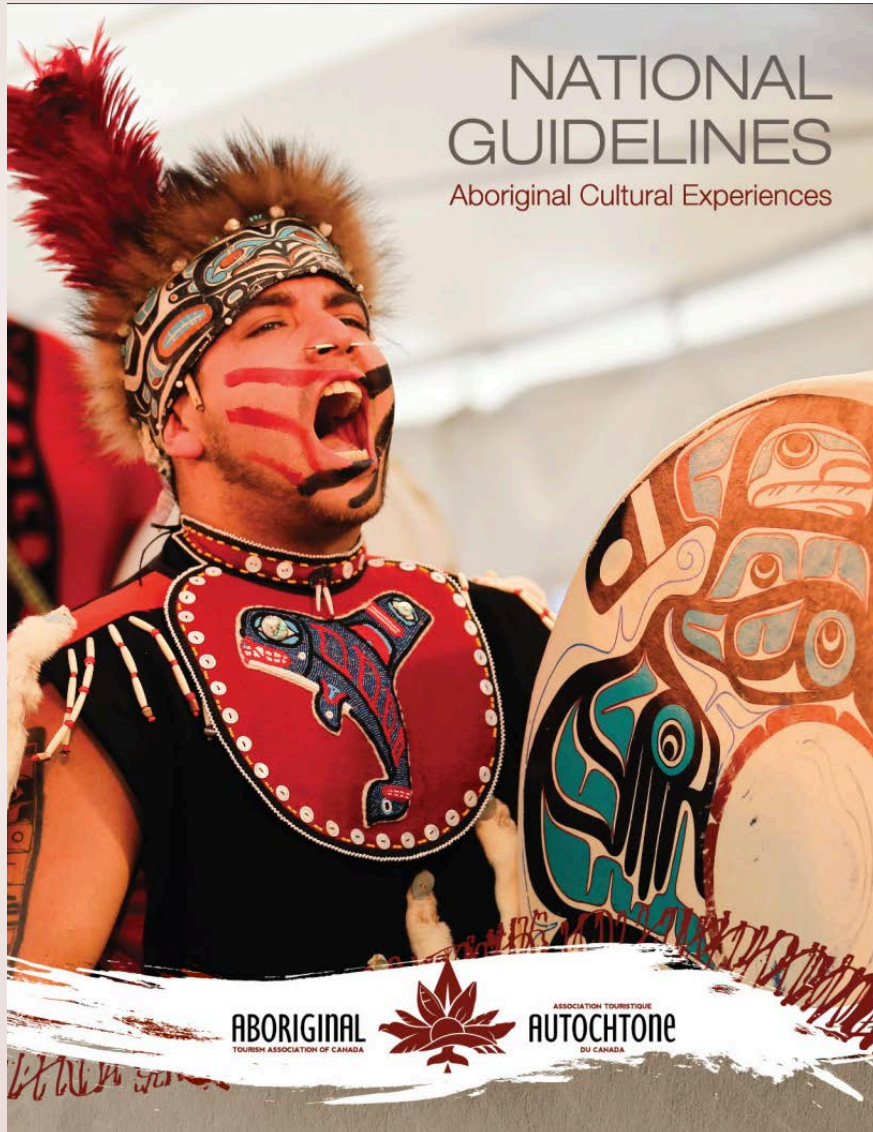
"We are happy to see you" in the Kaska language.

INDIGENOUS TOURISM DEFINITIONS

Defined by the Indigenous Tourism Association of Canada:

- 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.
- Offers the visitor a cultural experience that is appropriate, respectful and true to the Indigenous culture being portrayed.

BECOMING MARKET-READY



Available on our website:

indigenoustourism.ca/corporate

BECOMING EXPORT-READY

Tourism Sales Distribution Channels



Being export-ready means your business meets all “market-ready” requirements AND is prepared to work with resellers: the travel trade.

OPPORTUNITIES FOR ITAC INDUSTRY GROWTH (2015)

Opportunities

Common opportunities identified through interviews, surveys and secondary research were:

- 1) Product development is critical to securing greater travel trade interest and partnerships with Aboriginal tourism, and for building confidence within the Aboriginal community by visitors. This can be done through training and development programs for the Aboriginal tourism operations and labour. Suggested training is leadership and business skills, customer service, tourism industry knowledge, and cultural protocols.
- 2) Improve competitiveness through enhanced business development with mainstream tourism businesses/associations and network development with industry leaders.
- 3) Meet consumer demand through enhanced product development. There is consumer demand for Aboriginal tourism experiences that is authentic, unique and engaging, such as providing learning opportunities. These can be paired with wilderness, nature-based soft or hard adventures, food, arts and culture. They should exist in gateway communities to promote going 'beyond the gateway'.

Source: National Aboriginal Tourism Research Project (2015)

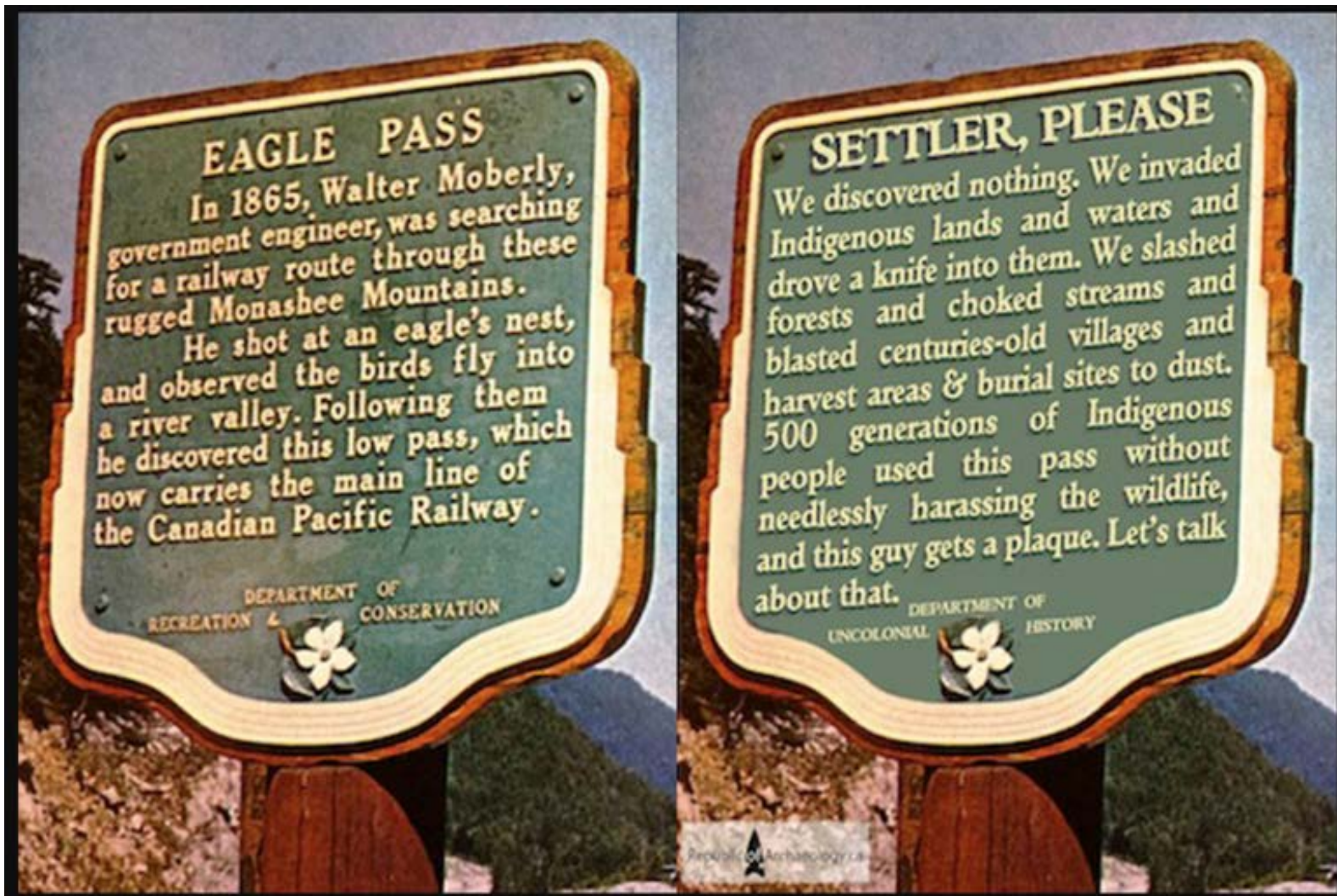
TWO QUESTIONS TO PONDER TODAY....

#1: How are we introduced to places?

#2. How do we introduce places (and peoples) to our audiences?

Let's celebrate Columbus day by walking into someone's house and telling them we live there now





Source: Joanne Hammond (@KamloopsArchaeo)
<http://republicofarchaeology.ca/>



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ITAC BRAND STANDARDS

**Practical Usages for
Consumer & Corporate Brand Assets**

Published: January 2018



DESTINATION
CANADA



ABORIGINAL
TOURISM ASSOCIATION OF CANADA

Aboriginal Tourism
US Qualitative Research
Summary of Findings and Considerations

Canada

RESEARCH FINDING #1

- Interest is there, Awareness is low



Photo Courtesy: Aboriginal Experiences, Ottawa, ON.

ITAC BRAND STANDARD #1

- Host visitors with the understanding that they are **interested** in Indigenous cultures, but do not necessarily understand us or have ever learned anything about our history and relationship with Canada.
- **Clearly name your community or nation** within your marketing descriptions – share your language if you like.

Your visitors are interested in learning!

RESEARCH FINDING #2

- Authenticity is key
 - One-on-one unique experiences
 - Actively involved in learning about culture, traditions, land, environment
 - Messaging should not be overly commercial



Photo by: Cody Drygeese
Photo courtesy: B. Dene Adventures, Yellowknife, NT.

ITAC BRAND STANDARD #2

- **Be yourself**, be authentic, and avoid ‘staged’ experiences.
- Find multiple ways your guests can interact with your staff, performance groups and knowledge keepers.
- **Include land acknowledgements** in your business and experience descriptions.
- When talking about your business, **focus on what makes it unique** and different

RESEARCH FINDING #3

- Indigenous Tourism Differentiation
 - Transform trip to Canada from ordinary to extraordinary
 - Experiential and emotional



Photo courtesy: I-Hos Gallery, Courtenay BC.

ITAC BRAND STANDARD #3

- Visitors are seeking what is unique, what stands out, and what is 'new' in a destination - focus on showcasing what you do best – **keep it authentic, engaging, and extraordinary.**

Showcase what you do best

RESEARCH FINDING #4

- Canadian Differentiation
 - Impressions of Indigenous tourism in the US may be negative (are visitors welcome?)
 - Indigenous experiences in Canada are perceived as more authentic



Photo courtesy: Sidney Whale Watching, Sidney, BC.

ITAC BRAND STANDARD #4

- Do not be afraid to **share your community's story** and historic relationships with Canada.
- Acknowledge that there are locations, information and stories which your community has decided are not to be shared; tell your visitors why.
- Authentic Indigenous tourism experiences **do not live in the past**. Indigenous people in Canada are young and vibrant, traditional and modern, and diverse across the country.

RESEARCH FINDING #4

- Strong & Compelling Positioning
 - Personal and unique experiences
 - An experience they could not find anywhere else
 - Interaction focused



Photo courtesy: Eskasoni Cultural Journeys, Eskasoni, NS

ITAC BRAND STANDARD #4

- Use marketing photography which includes people doing your experiences.
- **Highlight your knowledge keepers and storytellers** by name – tell their story too!
- Embrace how **Indigenous cultures are alive and well**, and part of a modern society – the experiences are not ‘stuck in the past’.

A personal and authentic connection

“An elder once told me the only way an Indian would make it on the news is if he or she were one of the 4Ds:

drumming,

dancing,

drunk or dead.”

Duncan McCue, Chippewas of
Georgina Island First Nation

CBC Reporter, Host of CBC Radio
One Cross Country Checkup



INDIGENOUS TOURISM

WE HAVE A STORY TO TELL

Discovering authentic Mi'kmaq culture with Ekksami Cultural Journeys.

Découvrir le culture authentique Mi'kmaq avec Ekksami Cultural Journeys.



INDIGENOUS
TOURISM ASSOCIATION OF 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.

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

Join us today!

Visit IndigenousTourism.ca/members



AUTOCHTONE
ASSOCIATION OF CANADIAN
INDIGENOUS TOURISM

Le tourisme autochtone aide à préserver la culture, les langues et les communautés et offre aux Autochtones la possibilité d'être les porte-paroles de notre histoire en marche — depuis des millénaires jusqu'à nos jours. L'ATAC incarne la voix unifiée de l'industrie touristique autochtone et met l'accent sur la création de partenariats entre les associations, les organisations, les ministères et les chefs de file de l'industrie à travers le Canada afin de soutenir la croissance du tourisme autochtone.

Rejoignez-nous dès aujourd'hui!

Visitez AutochtoneCanada.ca/membres

Marketing Indigenous Tourism Experiences (old)



METEPENAGIAG HERITAGE PARK

Red Bank, New Brunswick

MetPark.ca

Info@MetPark.ca

506-836-6118

Metepenagiag Heritage Park is a state of the art facility in the heart of our enduring community that tells our story, the Mi'kmaq of Metepenagiag (Meh-deh-b'nag-ghee-agh). Visit two Aboriginal National Historic Sites. View and explore The Exhibit Hall, a theater presentation and explore the Nature Trails and Tipi's.

Marketing Indigenous Tourism Experiences (new)

Metepenagiag Heritage Park

The building is modern but the history it showcases is ancient. A walk through Metepenagiag Heritage Park takes you back “30 centuries” to the time when the Mi'kmaq lived in a thriving fishing community. Take a self-guided tour or join a Mi'kmaw guide who will take you around the park, tell you about the archeological finds of villages and cemeteries and answer your questions about the recent and not so recent history of the Mi'kmaq.

“We are in one of New Brunswick’s oldest continuously inhabited communities,” says Patricia Dunnett, general manager of Metepenagiag Heritage Park. “It dates back almost 3,000 years. We are an ancient Mi'kmaw community.” Visitors from around the world come to stay in a teepee on the powwow grounds, sit around the fire to hear elders tell stories, or go inside to wander through interactive displays, images and videos about archeological finds.

“We have a lot of people who are specifically trying to find out about First Nations,” says Dunnett. When they do, many experience a connection to the Mi'kmaq. “A lot of the visitors that I talk to about our culture like to find a similarity to their own culture,” says Dunnett. Sometimes those connections can be quite emotional. “I’ve made people cry, in a really good way. They’re very touched in their spirit and they are overcome with emotion. They just fall in love with this place.”

At A Glance

- Walking Trails
- Guided Tours
- Traditional Foods
- Outdoor Adventure Lodge
- Conference Centre

Details

- 📍 Red Bank, New Brunswick
- 💰 \$6 - \$18
- 🌐 MetPark.ca
- 📞 +1-888-380-3555
- ✉ Info@MetPark.ca

Marketing Indigenous Tourism Experiences (old)



SEA WOLF ADVENTURES

Port McNeill, British Columbia

SeaWolfAdventures.ca

Mike@SeaWolfAdventures.ca

250-902-9653

Reconnect with nature and learn all about First Nations culture in an all-in-one experience that combines respectful wildlife viewing with a sustainable tour through the super natural scenery of northern Vancouver Island and coastal mainland BC.

Marketing Indigenous Tourism Experiences (new)

KWAKWAKA'WAKW OWNED WILDLIFE VIEWING AND WATER TAXI COMPANY OF THE MUSGAMAKW DZAWADA'ENUXW FIRST NATION.

Get up close and personal with British Columbia's grizzly bears on an intimate and immersive wildlife watching experience. Owner Mike Willie is from the remote village of Kingcome Inlet and guides you a tour through the awe-inspiring waterways of his people's traditional territories.

DURATION: 10-12 hours

LOCATION: Northern Vancouver Island & coastal mainland BC



SELLING TRAVEL PACKAGES

Indigenouscanada.travel

<https://indigenouscanada.travel/packages/northern-island-experience/>



Indigenous Travel Experiences in Canada



GETAWAYS ▾

LONGER STAYS ▾

Northern Island Experience

West-coast Wildlife

4 DAYS | BRITISH COLUMBIA

THIS NORTHERN TIP OF VANCOUVER ISLAND EXCURSION OFFERS A COMBINATION OF OCEAN-INSPIRED WILDERNESS TOURS ALONG WITH HANDS ON CULTURAL EXPERIENCES ASSOCIATED WITH THE DIVERSE INDIGENOUS PEOPLES OF THIS REGION.

Start Price
\$1,170 per person*

Duration
4 days

Region
British Columbia

Activity Level
Easy

Availability
May - September

SELLING TRAVEL PACKAGES

Indigenouscanada.travel

ITINERARY

Day 1

Flight from Vancouver International Airport (YVR) to Port Hardy Airport (YZT)

Quatse Salmon Stewardship Centre & Storey's Beach: k'awa'tsi Tours 

Restaurant Reservation at Dine at Ha'me' Restaurant 

Check in: Kwa'lilas Hotel (3 Nights) 

Day 2

Nakwakto Rapids & Cultural Tour: k'awat'si Tours 


Drum Making: ka'wat'si Tours 

Elder Story Telling: ka'wat'si Tours 

Day 3

Zodiac Expedition: Sea Wolf Adventures 

Day 4

Tour: Umista Cultural Centre 

What's Included

This package includes experiences with the following authentic Indigenous tourism businesses:

- k'awat'si tours, ha'me' Restaurant & Kwa'lilas Hotel: owned by k'awat'ski Economic Development Corporation of the Gwa'sala-'Nakwaxda'xw Nations
- Sea Wolf Adventures: owned and operated by Mike Willie of the Musgamakw Dzawada'enuxw First Nation
- Umista Cultural Centre: operated by the U'Mista Cultural Society, members of the Kwakwaka'wakw

Package includes:

- 3 nights deluxe accommodation
- Nakwakto rapids boat tour
- Zodiac wildlife viewing excursion
- Drum making class
- 1 dinner at Hame restaurant
- Return airfare between Vancouver and Port Hardy
- 1 night deluxe accommodation in Vancouver
- 3 days self drive car rental
- Comprehensive documentation package including driving instructions and stops of interest along the way

SELLING TRAVEL PACKAGES

Indigenouscanada.travel

Day 3

Zodiac Expedition: Sea Wolf Adventures

Sea Wolf Adventures guides your journey to ancient places in a manner that honours the values of First Nations people who live here. Sea Wolf Adventures, based out of Port McNeill, connects travellers to destinations in the Broughton Archipelago and surrounding areas for personal travel, charters, freight and local First Nations cultural tours.

During the exhilarating zodiac expedition you will discover the home of orca, humpback, grey and minke whales. Watch them feed, spout and breach while we wait at a respectful distance from the whales and keep an eye out for other wildlife; from eagles that soar across our bow to seals, sea lions and porpoises swimming in the waters surrounding us.

Website: SeaWolfAdventures.ca

This activity is an authentic Indigenous experience 



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