



INTERNATIONAL
INDIGENOUS TOURISM
CONFERENCE
NOVEMBER 12-14, 2019 | KELOWNA, BC



INDIGENOUS
TOURISM ASSOCIATION OF CANADA
ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

Finalists Announced!

Top Indigenous tourism operators and experience providers celebrated at International Indigenous Tourism Conference

November 8, 2019, Coast Salish Territories (Vancouver, BC) – The finalists for the Indigenous Tourism Association of Canada’s (ITAC) and Indigenous Tourism Association of BC’s (ITBC) annual **Indigenous Tourism Awards** were announced today.

Both the national and provincial awards will be presented during the 8th annual *International Indigenous Tourism Conference* (IITC) on November 14, 2019, hosted on the traditional and unceded territory of the Syilx Nation (Kelowna, BC). A highlight event for the conference, the awards gala recognizes both Indigenous tourism operators and experience providers from across Canada and exceptional Indigenous experiences within the host province.

“It was gratifying to see so many nominations representing Indigenous tourism businesses from every province and territory,” says Keith Henry, CEO and President of ITAC. “Along with ITBC, we will be celebrating the achievements of so many Indigenous entrepreneurs on November 14th.”

This year, close to 100 nominations were received, showcasing the growth in number and quality of Indigenous tourism experiences across the country. Each year, nominees must be majority Indigenous owned/controlled and provide tourism experiences or tourism related services.

About the International Indigenous Tourism Conference (IITC)

The eighth annual IITC brings together delegates from the Canadian tourism industry, First Nations, Inuit, and Metis communities, as well as representatives from global Indigenous tourism organizations to discuss Indigenous tourism topics, barriers, opportunities and trends across Canada and the world. This year, the Conference theme is, “Inspire. Transform. Unite. Accelerating Indigenous tourism growth.” Indigenous tourism has the power to change perspectives, preserve culture, language, and community and provide Indigenous relatives with a platform to be the leading voice in reclaiming Indigenous space in history — both ancient and modern. This year the conference event includes local Indigenous cultural tours, the Indigenous Tourism Awards gala dinner and the annual general meetings of both Indigenous Tourism BC (ITBC) and the Thompson Okanagan Tourism Association (TOTA).

Registration is [available online](https://indigenoustourismconference.com/) and more information may be found at <https://indigenoustourismconference.com/>

About the Indigenous Tourism Association of Canada

The Indigenous Tourism Association of Canada (ITAC) works to improve the socio-economic conditions of Indigenous people within the 13 regions; 10 provinces and 3 territories of Canada. They provide economic development advisory services, tourism conferences, capacity development training and workshops, and industry research and information for Indigenous tourism operators and communities.



ITAC develops relationships with groups and regions with similar mandates, uniting the Indigenous tourism industry in Canada and working to enable collective support, product development, promotion and marketing of authentic Indigenous cultural tourism businesses in a respectful protocol. To download the full 2018/19 Guide to Indigenous Tourism in Canada go to:

<https://indigenoustourism.ca/corporate/indigenous-tourism-experience-guide/>.

The ITAC Board is made up of Indigenous tourism industry representatives from each of the provinces and territories. For more information, visit www.indigenoustourism.ca.

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The finalists for each category include:

BRITISH COLUMBIA AWARDS

Remarkable Indoor Cultural Experiences

Exceptional delivery of cultural knowledge and guest experience at Indigenous Cultural Centres, Museums, Galleries, Retail Stores, Food Establishments, Entertainments Centres and Spa/Retreats.

[St. Eugene Resort & Casino](#)

[Rain Wellness Spa](#)

[Squamish Lil'wat Cultural Centre](#)

Exceptional Outdoor Cultural Experiences

Exceptional knowledge and delivery of an Indigenous cultural experience and/or adventure in an outdoor environment. Outdoor Adventure, Wildlife Viewing, Outdoor Guided Tours.

[Haida Style Expeditions](#)

[Homalco Wildlife and Cultural Tours](#)

[Kiixin Tours](#)



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Outstanding Indigenous Accommodations

Providing an excellent lodging experience for guests while incorporating Indigenous themes, design elements, and/or cultural experiences. Hotels, Motels, Accommodations, Cabins, Campgrounds, Lodges.

[The Lund resort at Klahmen](#)

[St. Eugene Resort & Casino](#)

[Chims Guest House](#)

Customer Service Award

This award recognizes frontline team members in Indigenous tourism in BC, whose exceptional customer service has contributed to an outstanding travel experience for visitors.

Sierra Hall, [Spirit Bear Lodge](#)

Allison Burns Joseph, [Squamish Lil'wat Cultural Centre](#)

Frank Antoine, [Moccasin Trails](#)



NATIONAL AWARDS

Most Improved Business

An Indigenous tourism business who has significantly improved its market/export readiness allowing for a stronger business opportunity and professionally demonstrates Indigenous tourism's ability to meet and exceed consumer and travel trade expectations.

[The Lund Resort at Klahmen](#), BC

[Homalco Wildlife & Cultural Tours](#), BC

[Site Interpretation Micmac de Gespeg](#), QC

Best Marketing Campaign

An Indigenous tourism business or organization that has planned and implemented an effective marketing campaign or program showing real results and leveraging paid, earned, shared, and/or owned media.

[Vacances Essipit](#), QC

[Aurora Village](#), NWT

Gwich'in Pride - [YFNCT](#), [Travel Yukon](#), and [Air North](#), YK

Most Inspiring Cultural Ambassador

A representative of an Indigenous business or organization who inspires those around them in the way they represent their culture to visitors. The recipient leads by example and provides guidance and mentorship to those who are finding their path to represent their culture.

Sierra Hall, [Spirit Bear Lodge](#), BC

Levy Uttaq, [Igloo Tourism](#), NU

Matricia Brown, [Warrior Women](#), AB



Indigenous Adventure Award

This award is presented to a business that recognizes best practices in Indigenous adventure travel with a focus on responsibility and sustainability. The business must demonstrate effective sustainable management, provide social and economic benefits to the local community, respect cultural heritage, and minimize environmental impacts.

[Wikwemikong Tourism](#), ON

[Fishwheel Charter Services](#), YK

[Wapusk Adventure](#), MB

Inspiring Indigenous Culinary Award

This award recognizes a business or an Indigenous operator who is significantly raising the profile of Indigenous cuisine and food experiences.

[Han Wi Moon Dinner](#), Wansukewin Heritage Park, SK

[Buffalo Point Lodge](#), MB

[Hiawatha Catering](#), ON

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