

23 export-ready Indigenous tourism businesses receive \$455,000 in stimulus funds from the Indigenous Tourism Association of Canada's COVID-19 Development Stimulus Fund.

COAST SALISH TERRITORY (Vancouver, BC) – July 6, 2020 – The second announcement of funding is being extended to 23 export-ready Indigenous tourism businesses from across Canada who applied for grants of up to \$25,000 from the Indigenous Tourism Association of Canada's (ITAC) COVID-19 Development Stimulus Fund.

Following the June 4th announcement from ITAC where 94 successful applicants were approved for \$1.850 million, “Today, we are pleased to announce that 23 more export-ready businesses will be benefiting from much-needed support during these unprecedented times” says Keith Henry, President and CEO of ITAC.

ITAC had received over 600 applications from Indigenous tourism businesses across Canada requesting \$14.4 million in total. These funds are being used to help Indigenous entrepreneurs and their businesses stay afloat during the shutdown of the global tourism industry as a result of COVID-19 and as they are slowly preparing to reopen for domestic visitors. ITAC hopes the program will help businesses to prepare for future tourism seasons by allowing them to focus on market awareness, training qualified staff and designing sustainable business growth strategies.

ITAC was pleased to hear the announcement made by the Federal Government of Canada on June 11th, where Minister Miller made a commitment of \$16 million to ITAC to support Indigenous businesses in the tourism sector strongly impacted by this pandemic.

“We are thankful to the support of the Government of Canada and certainly with these funds, we will be able to help all of the Indigenous tourism operators that made a request for funds during the intake period to our Development Stimulus Grant Funding” said Henry.

While ITAC is awaiting funds to be released from the Treasury Board of Canada to Indigenous Services Canada, ITAC's team is finalizing the review of all applications already submitted

through the intake in April. A second grant intake for those businesses who missed the original intake is being prepared for later in Summer, 2020.

To view the initial successful applicants in Phase 1, click [here](#).

For more information on the ITAC's COVID-19 Development Stimulus Fund, click [here](#).

To view all of ITAC's communications around COVID-19 and the resources available, click [here](#).

About the Indigenous Tourism Association of Canada

The Indigenous Tourism Association of Canada (ITAC) is the lead organization tasked with growing the Indigenous tourism industry across the country. Inspired by a vision for a thriving Indigenous tourism economy sharing authentic, memorable and enriching experiences, ITAC develops relationships with other groups and regions with similar mandates. By uniting the Indigenous tourism industry in Canada, ITAC works to enable collective support, product development, promotion and marketing of authentic Indigenous cultural tourism businesses in a respectful protocol. Prior to 2020, Indigenous tourism was outpacing Canadian tourism activity overall, and international demand for Indigenous experiences was at an all-time high. Due to COVID-19, ITAC recently released [a report](#) on the financial challenges facing Indigenous tourism operators and recommended stimulus solutions. As well, a 2020-2021 revised [action plan](#) focused on sustaining Indigenous tourism in the face of COVID-19 was released in March.

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