



977 MEMBERS ACROSS CANADA* +13%

594 Market-Ready Indigenous Tourism Experiences[†]

8 Indigenous Tourism Associations[†]

248 Non-Market-Ready Indigenous Tourism Experiences

127 Industry Partners

* 594 voting members

† A total of 134 Marketing Upgrades were approved for Market-Ready Indigenous Tourism Experiences and Indigenous Tourism Associations

MEMBERS BY EXPERIENCE CATEGORY[‡]

118 Culture & Heritage

186 Wildlife, Nature & Adventure

217 Accommodation & Relaxation

71 Culinary

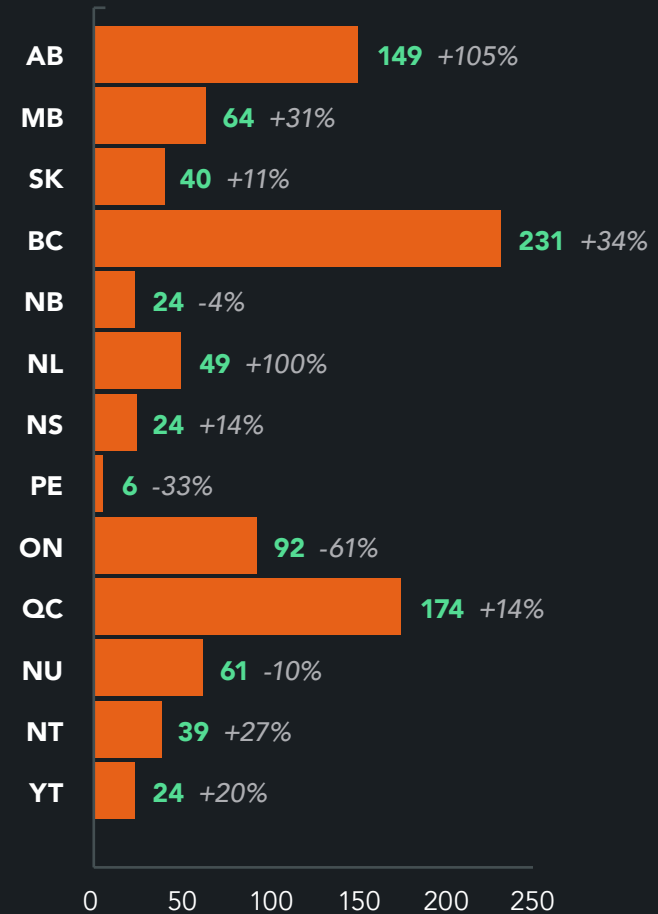
158 Art, Crafts & Gifts

59 Outfitters

24 Events

‡ Only includes Indigenous tourism businesses. Some members are counted in more than one category

MEMBERS BY PROVINCE OR TERRITORY



Percentage change is compared to 2020-21 membership totals