

MEMBERS COMMUNIQUÉ

ITAC Sponsors and Attends Canada's Premier International Travel Trade Show, Rendez-vous Canada+ 2022

Thirty-eight Indigenous tourism businesses participated

Xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish) and səliłwətał (Tseil-Waututh), Vancouver, BC (May XX, 2022) – The Indigenous Tourism Association of Canada (ITAC) was pleased to participate as a gold level sponsor of the Rendez-Vous Canada+ (RCV+) 2022, which took place from May 24-27, 2022 on the traditional territory of the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat Peoples.

Established in 1976, Rendez-vous Canada (RVC) is Canada's premier international travel trade show, the largest gathering of travel professionals from around the world to meet with Canadian tourism industry partners. ITAC was honoured to be a gold sponsor and shine a light on all of the amazing Indigenous experiences from coast to coast to coast at such a prestigious event. ITAC also had a dedicated networking zone within the RVC show floor, showcasing Indigenous cuisine, artists and a traditional teepee.

At RVC, qualified travel buyers met with Canadian tourism professionals to gain the product knowledge needed to confidently promote and sell Canada as a destination. RVC is an important event for Canada's tourism industry and the Indigenous tourism sector. It provided an opportunity to build relationships with foreign buyers, and these relationships are critical to the recovery and resiliency of the tourism sector in the months and years ahead.

For the past six years, ITAC has been working with its members and partners to offer an Indigenous pavilion during the trade show, helping export-ready Indigenous tourism operators shine in the international tourism landscape and demonstrating the richness of Indigenous culture across the country.

"This year, it was really important to us to become a gold-level sponsor to ensure a large dedicated space on the RVC floor to promote Indigenous tourism businesses and to maintain financial support to our export-ready operators to attend RVC," says Keith Henry, ITAC's President and CEO. "ITAC is pleased to be a part of helping Indigenous tourism businesses in Canada grow to meet the demand from international visitors as well as recover and build resiliency from the ongoing impacts of the COVID-19 pandemic."

There were thirty-eight Indigenous tourism businesses and regional Indigenous tourism associations in attendance during the three-day event.