



DESTINATION INDIGENOUS at RVC+

2015 - 2023

2015 marked the first year ITAC would house the inaugural National Indigenous Pavilion during Rendez-vous Canada. This was in response to the global demand and growing interest in authentic Indigenous tourism. The following timeline details ITAC's presence at RVC from 2015 - 2023. ➤

RVC 2015 - Niagara Falls, ON

This would be the first year ITAC was invited to host the inaugural all-Indigenous pavilion at Rendez-vous Canada. Creating a space for ITAC's members, partners, and allies to showcase Indigenous tourism products or experiences among like-minded businesses and entrepreneurs. There were **17 booths registered within ITAC's pavilion** for RVC 2015; showing promising representation from Indigenous tourism organizations.

2015

2016

2017

RVC 2017 - Calgary, AB

In 2017, 35 booths were present in the ITAC pavilion, Introduced at RVC was the Guide to Indigenous Tourism showcasing 55 market-ready & export ready members.

RVC 2016 - Montreal, QC

During the second year in attendance, the ITAC pavilion saw a +45% increase in Indigenous representation at RVC 2016, with a total of 30 seller booths in attendance.

AUTOCHTONE

DU CANADA

“

Having a dedicated section showcasing all the Indigenous businesses was very inspiring. The energy in the room was amazing and I'm looking forward to returning.

”

M. Gamache, BOREALIS BEADING
RVC 2023 Attendee

RVC 2018 - Halifax, NS

In 2018, 35 booths were present in the ITAC pavilion. the RVC event organizers looked to ITAC to support in helping add an Indigenous component to the Rendezvous Canada Welcome Ceremony. This would lay the foundation and precedent for future events, encouraging inclusivity through protocols such as land acknowledgments and opening prayers.

RVC 2022 - Toronto, ON

In 2022, ITAC presented 24 businesses and tourism partners at RVC, and hosted the Welcoming Ceremony. ITAC was recognized as a Gold Level Sponsor during RVC 2022, allowing for Indigenous tourism to be showcased throughout the event. As a Gold Level Sponsor, responsibilities included a branded networking zones on the RVC showroom floor (showcasing a large tipi activation), presenting an Indigenous Showcase featuring local chefs and artisans, and the opportunity to deliver a Travel Media Presentation

2018

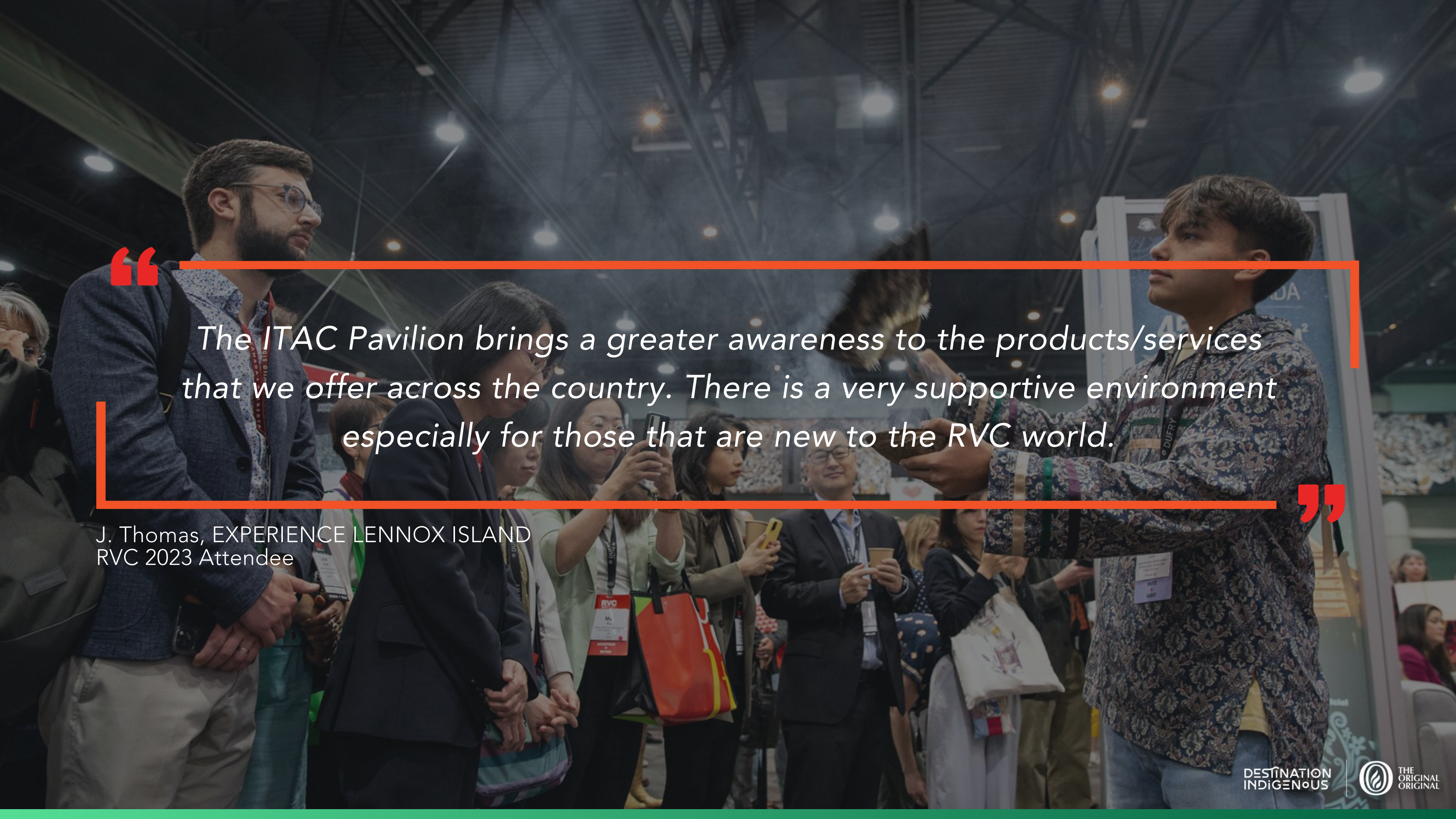
2019

2022

RVC 2019 - Toronto, ON

In 2019, ITAC presented 34 booths and hosted the RVC Welcoming Ceremony in Toronto, ON.

ALL 2020/2021 RVC PROGRAMMING WAS POSTPONED DUE TO THE COVID-19 PANDEMIC.



“

The ITAC Pavilion brings a greater awareness to the products/services that we offer across the country. There is a very supportive environment especially for those that are new to the RVC world.

”

J. Thomas, EXPERIENCE LENNOX ISLAND
RVC 2023 Attendee

RVC

2023 Ville de Québec
Québec City

ITAC presents 46 booths and 109 delegates to RVC 2023, in Quebec City, QC

During RVC 2023, ITAC was recognized as a **Diamond Level Sponsor**, the highest-recognized sponsorship package available. As a Diamond Level Sponsor, ITAC received enhanced recognition to showcase Indigenous tourism during the event through the following:

- ITAC hosts the RVC Welcoming Ceremony
- Strategic partnership with Destination Canada and Indigenous Tourism Quebec to create a shared networking space on the RVC showroom floor. Indigenous artifacts and designs were incorporated into the space
- ITAC hosts the RVC delegate luncheon held on the first day of National Indigenous History Month. This included an Indigenous lunch menu and a captivating Inuit throat singing performance.
- ITAC was given the opportunity to deliver a Travel Trade Media Presentation



RVC 2017, Calgary



RVC 2022, Toronto



RVC 2019, Toronto



RVC 2018, Halifax



RVC 2023, Quebec City



RVC 2023, Quebec City



RVC 2015, Niagara



RVC 2016, Montreal

“

Indigenous business needs representation to be moved from the margins and spotlight. The ITAC pavilion made it easy to connect and share with other Indigenous businesses from across Canada – this facilitates connections/ sharing and helps lift each business up even further.

”

C. Tait, KLAHOOSE WILDERNESS RESORT
RVC 2023 Attendee

As the national body for Indigenous tourism in Canada, ITAC takes pride in creating a safe and welcoming space for its members. The Indigenous pavilion at RVC is an example of such a space.