

Greg Hopf

Greg Hopf is an Indigenous tourism leader who is passionate about building vibrant and thriving Indigenous communities, sharing stories and cultural traditions in an authentic and meaningful way, and working towards reconciliation through his philosophy of 'Living in Two Worlds'. Greg learnt his culture and value system through lived experiences, and built a strong connection to the land, the animals, and the spirits. These values and stories brought him out on the land hunting, trapping, fishing and harvesting with his family. To this day Greg Hopf is still practicing his traditional way of life with his wife Sharon and his kids in the Okanagan Valley. Greg Hopf takes tremendous pride in passing his culture to his children, while professionally working towards building the capacity and a positive legacy in all Indigenous communities, and educating non-Indigenous peoples in a respectful and authentic way.

Greg previously worked with the Thompson Okanagan Tourism Association as the first Indigenous Tourism Specialist. His work with TOTA established a strong foundation of relationships that TOTA continues to foster over many years of collaboration. Greg's ability to develop lasting relationships through a listen first approach paved the way for TOTA to continue working with Indigenous communities to establish strong tourism partnerships.

Greg has an unwavering commitment to the promotion and preservation of Indigenous cultures and the advancement of Indigenous tourism in Canada. Greg has demonstrated an exceptional ability to bridge the gap between the Indigenous tourism sector and the broader tourism industry. Greg's remarkable qualities is his dedication to strategic planning and fostering collaborative partnerships. He has a proven track record of building and nurturing relationships among Indigenous communities, government agencies, and industry stakeholders. Greg's ability to bring people together and create a sense of unity and shared purpose is unmeasurable.

Greg successfully developed the Indigenous cultural tourism strategy for the Thompson Okanagan region. A passionate leader and expert in cultural affairs and Indigenous tourism. Greg would later lead the successful bid to host the International Indigenous Tourism Conference (IITC) in Kelowna in 2019.

Joining forces with his now business partner Frank Antoine in 2015, Together they launched Moccasin Trails Incorporated, an award-winning Indigenous tourism company, through the difficult time of COVID they launched Moccasin Trails Consulting, which is focused on guiding our Communities and organizations in economic development, tourism development, and building a positive partnership between Indigenous and non-Indigenous organizations. Successful projects include:

- Explore Edmonton - Indigenous Tourism Strategy
- Elsipogtog First Nation (New Brunswick) - Indigenous Tourism Strategy
- Squamish and Lil'wat Cultural Centre – (Whistler) - 10 yr Business strategy plan
- Travel Alberta - Tourism Development Indigenous Engagement.

Greg's wish to represent BC on the Indigenous Tourism Association Canada board of directors is to ensure British Columbia is at the forefront of our Nationals Tourism Issues. Greg's main focus will be to ensure communication is flowing from our National Organization to our

stakeholders through our Provincial Organization – ITBC, and that our provincial stakeholders needs and concerns are addressed at our national level through a solution-based approach. Holding our leaders accountable and responsible is a priority.

