ITAC is investing in Indigenous tourism across Canada

The Indigenous Tourism Association of Canada (ITAC) is the national voice of Indigenous tourism in Canada. Through innovative, Indigenous-led solutions, such as the **Indigenous Tourism Destination Fund (ITDF)**, ITAC has ambitious plans to invest significantly in every province and territory.

Between **April 2024** and **March 2030**, ITAC plans to invest

\$2.6 Billion*

across Canada.

* Projected investment based on the ITDF achieving its contribution targets

\$30 M

Recruitment, Training and Retention

\$500 M

\$1.6 B

Infrastructure

Development

\$117 M

Development

and Promotion

Business

Airport Indigenization

\$300 M

Indigenous Destination Development Between April 2020 and March 2024, ITAC invested more than

\$24.3 Million

across Canada.

\$2.9 Million

in direct support for
 Provincial and Territorial
 Tourism Organizations and other regional initiatives

\$21.4 Million

in direct support for Indigenous tourism businesses in Canada

....**v**

\$16,287,400

to 681 businesses through the **COVID-19 Stimulus Development Fund** (2020-22)

\$1,335,547

to 136 businesses through the **Tourism Relief Fund Business Support Program** (2022-23)

\$3,800,695 to 153 businesses through the Indigenous Tourism Fund Micro and Small Business Stream (2023-24)



Plus, during this same time period, ITAC invested over \$8.3 Million nationwide into marketing—featuring and promoting market ready member businesses from Canada.

2030 Vision ITAC's 2030 Vision is for Canada to be the top Indigenous tourism destination in the world. To make that vision a reality, the Indigenous tourism industry needs to grow significantly. ITAC has developed an investment plan to achieve the following growth targets in Canada ▶



825





22,200







ITAC is investing in the Indigenous tourism industry in BRITISH COLUMBIA

The Indigenous Tourism Association of Canada (ITAC) is the national voice of Indigenous tourism in Canada. Through innovative, Indigenous-led solutions, such as the **Indigenous Tourism Destination Fund (ITDF)**, ITAC has ambitious plans to invest significantly in British Columbia.

Between **April 2024 and March 2030**, ITAC plans to invest more than

\$458 Million*

in British Columbia.

* Projected investment based on the ITDF achieving its contribution targets

\$5.4 M Recruitment, Training and Retention

\$90 M

Airport Indigenization \$288 M

Infrastructure

Development

Development

and Promotion

\$21 M

Business

\$54 M

Indigenous Destination Development Between **April 2020 and March 2024**, ITAC invested more than

\$5.3 Million

in British Columbia.

\$330,789

in direct support for Indigenous Tourism BC

\$4,993,535

in direct support for Indigenous tourism businesses in British Columbia

\$3,785,755 to 156 businesse

to 156 businesses through the **COVID-19 Stimulus Development Fund** (2020-22)

***239,358** to 24 businesses through the **Tourism Relief** Fund Business Support Program (2022-23)

\$968,422

to 39 businesses through the **Indigenous Tourism Fund Micro and Small Business Stream** (2023-24)



Plus, during this same time period, ITAC invested over \$8.3 Million nationwide into marketing—featuring and promoting market ready member businesses from British Columbia.

2030 Vision ITAC's 2030 Vision is for Canada to be the top Indigenous tourism destination in the world. To make that vision a reality, the Indigenous tourism industry needs to grow significantly. ITAC has developed an investment plan to achieve the following growth targets in **British Columbia** ▶



150
new businesse



3,956







ITAC is investing in the Indigenous tourism industry in

ALBERTA

The Indigenous Tourism Association of Canada (ITAC) is the national voice of Indigenous tourism in Canada. Through innovative, Indigenous-led solutions, such as the **Indigenous Tourism Destination Fund (ITDF)**, ITAC has ambitious plans to invest significantly in Alberta.

Between April 2024 and March 2030, ITAC plans to invest more than

\$178 Million* in Alberta.

* Projected investment based on the ITDF achieving its contribution targets

\$2.1 M

Recruitment, Training and Retention

\$35 M

Airport Indigenization \$112 M

Infrastructure

Development

Development

and Promotion

\$8.2 M

Business

Indigenous Destination Development Between April 2020 and March 2024, ITAC invested more than

\$2.3 Million

in Alberta.

\$306,220

in direct support for Indigenous Tourism Alberta

\$2,011,976

in direct support for Indigenous tourism businesses in Alberta

to 67 businesses through the COVID-19 Stimulus Development Fund (2020-22)

to 15 businesses through the Tourism Relief \$148,095 **Fund Business Support Program (2022-23)**

to 11 businesses through the Indigenous Tourism Fund Micro and Small Business Stream (2023-24)



Plus, during this same time period, ITAC invested over \$8.3 Million nationwide into marketing-featuring and promoting market ready member businesses from Alberta.

2030 Vision

ITAC's 2030 Vision is for Canada to be the top Indigenous tourism destination in the world. To make that vision a reality, the Indigenous tourism industry needs to grow significantly. ITAC has developed an investment plan to achieve the following growth targets in **Alberta** >











ITAC is investing in the Indigenous tourism industry in SASKATCHEWAN

The Indigenous Tourism Association of Canada (ITAC) is the national voice of Indigenous tourism in Canada. Through innovative, Indigenous-led solutions, such as the **Indigenous Tourism Destination Fund (ITDF)**, ITAC has ambitious plans to invest significantly in Saskatchewan.

Between **April 2024 and March 2030**, ITAC plans to invest more than

\$127 Million*

in Saskatchewan.

* Projected investment based on the ITDF achieving its contribution targets

\$1.5 M
Recruitment,
Training and
Retention

\$25 M

Airport Indigenization ^{\$}80 M

Infrastructure

Development

Development

and Promotion

\$5.9 M

Business

\$15 M

Indigenous Destination Development Between **April 2020 and March 2024**, ITAC invested more than

\$1.1 Million

in Saskatchewan.

*94,311
in direct support for

Indigenous Destinations
Saskatchewan

\$1,048,925

in direct support for Indigenous tourism businesses in Saskatchewan

to 29 businesses through the **COVID-19 Stimulus Development Fund** (2020-22)

\$89,625 to 9 businesses through the Tourism Relief Fund Business Support Program (2022-23)

\$275,000 to 11 businesses through the Indigenous Tourism Fund Micro and Small Business Stream (2023-24)



Plus, during this same time period, ITAC invested over \$8.3 Million nationwide into marketing—featuring and promoting market ready member businesses from Saskatchewan.

2030 Vision ITAC's 2030 Vision is for Canada to be the top Indigenous tourism destination in the world. To make that vision a reality, the Indigenous tourism industry needs to grow significantly. ITAC has developed an investment plan to achieve the following growth targets in Saskatchewan ▶



40 new businesse



2,052







ITAC is investing in the Indigenous tourism industry in **MANITOBA**

The Indigenous Tourism Association of Canada (ITAC) is the national voice of Indigenous tourism in Canada. Through innovative, Indigenous-led solutions, such as the **Indigenous Tourism Destination Fund (ITDF)**, ITAC has ambitious plans to invest significantly in Manitoba.

Between April 2024 and March 2030, ITAC plans to invest more than

\$127 Million* in Manitoba.

* Projected investment based on the ITDF achieving its contribution targets

\$1.5 M Recruitment, Training and Retention

^{\$}80 M

Infrastructure

Development

Development

and Promotion

\$5.9 M

Business

\$25 M Airport Indigenization

\$15 M Indigenous Destination Development

Between April 2020 and March 2024, ITAC invested more than

.7 Million

in Manitoba.

\$124,462

in direct support for Indigenous Tourism Manitoba

\$1,610,983

in direct support for Indigenous tourism businesses in Manitoba

to 43 businesses through the COVID-19 Stimulus Development Fund (2020-22)

to 13 businesses through the Tourism Relief \$129,860 **Fund Business Support Program (2022-23)**

to 20 businesses through the Indigenous Tourism Fund Micro and Small Business Stream (2023-24)



Plus, during this same time period, ITAC invested over \$8.3 Million nationwide into marketing-featuring and promoting market ready member businesses from Manitoba.

2030 Vision

ITAC's 2030 Vision is for Canada to be the top Indigenous tourism destination in the world. To make that vision a reality, the Indigenous tourism industry needs to grow significantly. ITAC has developed an investment plan to achieve the following growth targets in Manitoba >











ITAC is investing in the Indigenous tourism industry in **ONTARIO**

The Indigenous Tourism Association of Canada (ITAC) is the national voice of Indigenous tourism in Canada. Through innovative, Indigenous-led solutions, such as the **Indigenous Tourism Destination Fund (ITDF)**, ITAC has ambitious plans to invest significantly in Ontario.

Between **April 2024 and March 2030**, ITAC plans to invest more than

\$764 Million*

* Projected investment based on the ITDF achieving its contribution targets

Recruitment,
Training and
Retention

\$480 M

Infrastructure

Development

Development

and Promotion

\$35 M

Business

\$150 M Airport

\$90 M Indigenous

Indigenization

Indigenous
Destination
Development

Between **April 2020 and March 2024**, ITAC invested more than

\$3.4 Million

in **Ontario**.

\$40,082

in direct support for Indigenous Tourism Ontario

\$3,387,294 in direct support for

Indigenous tourism businesses in Ontario

\$2,810,440 to 117 businesses through the COVID-19 Stimulus Development Fund (2020-22)

to 16 businesses through the **Tourism Relief Fund Business Support Program** (2022-23)

424,949 to 17 businesses through the **Indigenous Tourism** Fund Micro and Small Business Stream (2023-24)



Plus, during this same time period, ITAC invested over \$8.3 Million nationwide into marketing—featuring and promoting market ready member businesses from Ontario.

2030 Vision ITAC's 2030 Vision is for Canada to be the top Indigenous tourism destination in the world. To make that vision a reality, the Indigenous tourism industry needs to grow significantly. ITAC has developed an investment plan to achieve the following growth targets in Ontario ▶



246



7,349







ITAC is investing in the Indigenous tourism industry in **QUÉBEC**

The Indigenous Tourism Association of Canada (ITAC) is the national voice of Indigenous tourism in Canada. Through innovative, Indigenous-led solutions, such as the **Indigenous Tourism Destination Fund (ITDF)**, ITAC has ambitious plans to invest significantly in Québec.

Between **April 2024 and March 2030**, ITAC plans to invest more than

\$280 Million*
in Québec.

* Projected investment based on the ITDF achieving its contribution targets

*3.3 M Recruitment, Training and Retention

\$55 M

Airport Indigenization

*33 M Indigenous Destination

Development

\$176 MInfrastructure Development

\$12.9 M

Business Development and Promotion Between April 2020 and March 2024, ITAC invested more than

\$3.9 Million

in **Québec**.

\$710,000

in direct support for Indigenous Tourism Ouébec

*3,257,335
in direct support for Indigenous tourism businesses in Québec

2,991,130 to 122 businesses through the COVID-19
Stimulus Development Fund (2020-22)

\$91,205 to 10 businesses through the **Tourism Relief Fund Business Support Program** (2022-23)

***175,000** to 7 businesses through the **Indigenous Tourism** Fund Micro and Small Business Stream (2023-24)



Plus, during this same time period, ITAC invested over \$8.3 Million nationwide into marketing—featuring and promoting market ready member businesses from Québec.

2030 Vision **ITAC's 2030 Vision is for Canada to be the top Indigenous tourism destination in the world.** To make that vision a reality, the Indigenous tourism industry needs to grow significantly. ITAC has developed an investment plan to achieve the following growth targets in **Québec** ▶



95



2,322







ITAC is investing in the Indigenous tourism industry in NOVA SCOTIA

The Indigenous Tourism Association of Canada (ITAC) is the national voice of Indigenous tourism in Canada. Through innovative, Indigenous-led solutions, such as the **Indigenous Tourism Destination Fund (ITDF)**, ITAC has ambitious plans to invest significantly in Nova Scotia.

Between **April 2024 and March 2030**, ITAC plans to invest more than

\$50 Million*
in Nova Scotia.

* Projected investment based on the ITDF achieving its contribution targets

\$600 K

Recruitment, Training and Retention

\$10 M

Airport Indigenization \$32 M

Infrastructure

Development

Development

and Promotion

\$2.3 M

Business

\$6 M

Indigenous Destination Development Between **April 2020 and March 2024**, ITAC invested more than

\$798,000

in Nova Scotia.

\$235,808

in direct support for the
Nova Scotia Indigenous
Tourism Enterprise
Network

\$562,972

in direct support for Indigenous tourism businesses in Nova Scotia

to 19 businesses through the COVID-19 Stimulus Development Fund (2020-22)

to 5 businesses through the **Tourism Relief**Fund Business Support Program (2022-23)

to 4 businesses through the Indigenous Tourism Fund Micro and Small Business Stream (2023-24)



Plus, during this same time period, ITAC invested over \$8.3 Million nationwide into marketing—featuring and promoting market ready member businesses from Nova Scotia.

2030 Vision ITAC's 2030 Vision is for Canada to be the top Indigenous tourism destination in the world. To make that vision a reality, the Indigenous tourism industry needs to grow significantly. ITAC has developed an investment plan to achieve the following growth targets in **Nova Scotia** ▶



13
new husinesse



498







ITAC is investing in the Indigenous tourism industry in **NEW BRUNSWICK**

The Indigenous Tourism Association of Canada (ITAC) is the national voice of Indigenous tourism in Canada. Through innovative, Indigenous-led solutions, such as the **Indigenous Tourism Destination Fund (ITDF)**, ITAC has ambitious plans to invest significantly in New Brunswick.

Between **April 2024 and March 2030**, ITAC plans to invest more than

\$76 Million*
in New Brunswick.

* Projected investment based on the ITDF achieving its contribution targets

*900 K Recruitment,

Training and Retention

\$48 M

Infrastructure Development

\$3.5 M

Development

and Promotion

Business

\$15 M

Airport Indigenization

Indigenous
Destination
Development

*961,000

Between April 2020 and

March 2024, ITAC invested

in New Brunswick.

\$239,952

in direct support for the Indigenous Tourism Association of New Brunswick

\$721,665

in direct support for Indigenous tourism businesses in New Brunswick



\$506,665

to 22 businesses through the **COVID-19 Stimulus Development Fund** (2020-22)

\$40,000

to 4 businesses through the **Tourism Relief Fund Business Support Program** (2022-23)

\$175,000

to 7 businesses through the **Indigenous Tourism**Fund Micro and Small Business Stream (2023-24)



Plus, during this same time period, ITAC invested over \$8.3 Million nationwide into marketing—featuring and promoting market ready member businesses from New Brunswick.

2030 Vision **ITAC's 2030 Vision is for Canada to be the top Indigenous tourism destination in the world.** To make that vision a reality, the Indigenous tourism industry needs to grow significantly. ITAC has developed an investment plan to achieve the following growth targets in **New Brunswick** ▶



22



471 new job







ITAC is investing in the Indigenous tourism industry in

NEWFOUNDLAND & LABRADOR

The Indigenous Tourism Association of Canada (ITAC) is the national voice of Indigenous tourism in Canada. Through innovative, Indigenous-led solutions, such as the **Indigenous Tourism Destination Fund (ITDF)**, ITAC has ambitious plans to invest significantly in Newfoundland & Labrador.

Between **April 2024 and March 2030**, ITAC plans to invest more than

\$101 Million*

in Newfoundland & Labrador.

* Projected investment based on the ITDF achieving its contribution targets

Recruitment, Training and Retention

^{\$}64 M

\$4.7 M

Development

and Promotion

Business

Infrastructure Development

\$1,2 M

\$20 M

Airport Indigenization

\$12 M

Indigenous Destination Development Between **April 2020 and March 2024**, ITAC invested more than

\$1.6 Million

in Newfoundland & Labrador.

\$257,048

in direct support for the
Newfoundland & Labrador
Indigenous Tourism
Association

\$1,388,718

in direct support for Indigenous tourism businesses in Newfoundland & Labrador

\$766,500

to 33 businesses through the **COVID-19 Stimulus Development Fund** (2020-22)

\$150,000 to 15 businesses through the **Tourism Relief** Fund Business Support Program (2022-23)

\$472,218 to 19 businesses through the Indigenous Tourism Fund Micro and Small Business Stream (2023-24)



Plus, during this same time period, ITAC invested over \$8.3 Million nationwide into marketing—featuring and promoting market ready member businesses from Newfoundland & Labrador.

2030 Vision ITAC's 2030 Vision is for Canada to be the top Indigenous tourism destination in the world. To make that vision a reality, the Indigenous tourism industry needs to grow significantly. ITAC has developed an investment plan to achieve the following growth targets in **Newfoundland & Labrador** ▶



32



571 new jobs







ITAC is investing in the Indigenous tourism industry in

PRINCE EDWARD ISLAND

The Indigenous Tourism Association of Canada (ITAC) is the national voice of Indigenous tourism in Canada. Through innovative, Indigenous-led solutions, such as the **Indigenous Tourism Destination Fund (ITDF)**, ITAC has ambitious plans to invest significantly in Prince Edward Island.

Between **April 2024 and March 2030**, ITAC plans to invest more than

\$25 Million*

in Prince Edward Island.

* Projected investment based on the ITDF achieving its contribution targets

\$300 K Recruitment, Training and Retention

\$16 M

Infrastructure

Development

Development

and Promotion

\$1,2 M

Business

55 MAirport
Indigenization

Indigenous
Destination
Development

Between **April 2020 and March 2024**, ITAC invested more than

\$373,000

in Prince Edward Island.

\$223,170

in direct support for Indigenous Tourism PEI

\$150,000

in direct support for Indigenous tourism businesses in Prince Edward Island

75,000 to 3 businesses through the COVID-19
Stimulus Development Fund (2020-22)

to 5 businesses through the **Tourism Relief**Fund Business Support Program (2022-23)

to 1 business through the Indigenous Tourism Fund Micro and Small Business Stream (2023-24)



Plus, during this same time period, ITAC invested over \$8.3 Million nationwide into marketing—featuring and promoting market ready member businesses from Prince Edward Island.

2030 Vision ITAC's 2030 Vision is for Canada to be the top Indigenous tourism destination in the world. To make that vision a reality, the Indigenous tourism industry needs to grow significantly. ITAC has developed an investment plan to achieve the following growth targets in **Prince Edward Island** ▶



9



106







ITAC is investing in the Indigenous tourism industry in YUKON

The Indigenous Tourism Association of Canada (ITAC) is the national voice of Indigenous tourism in Canada. Through innovative, Indigenous-led solutions, such as the **Indigenous Tourism Destination Fund (ITDF)**, ITAC has ambitious plans to invest significantly in Yukon.

Between April 2024 and March 2030, ITAC plans to invest more than

\$101 Million* in Yukon.

* Projected investment based on the ITDF achieving its contribution targets

\$1.2 M Recruitment. Training and

Retention

\$20 M

Airport Indigenization

\$12 M **Indigenous** Destination

Development

\$64 M

Infrastructure Development

\$4.7 M **Business** Development

and Promotion

Between April 2020 and March 2024, ITAC invested more than

\$925,000

in Yukon.

\$238,636

in direct support for Yukon First Nations Culture and Tourism

§686,755

in direct support for Indigenous tourism businesses in Yukon

\$383,500

to 17 businesses through the COVID-19 Stimulus Development Fund (2020-22)

to 11 businesses through the Tourism Relief \$105,773 **Fund Business Support Program (2022-23)**

to 8 businesses through the Indigenous Tourism Fund Micro and Small Business Stream (2023-24)



Plus, during this same time period, ITAC invested over \$8.3 Million nationwide into marketing-featuring and promoting market ready member businesses from Yukon.

2030 Vision

ITAC's 2030 Vision is for Canada to be the top Indigenous tourism destination in the world. To make that vision a reality, the Indigenous tourism industry needs to grow significantly. ITAC has developed an investment plan to achieve the following growth targets in **Yukon** ▶











ITAC is investing in the Indigenous tourism industry in

THE NORTHWEST TERRITORIES

The Indigenous Tourism Association of Canada (ITAC) is the national voice of Indigenous tourism in Canada. Through innovative, Indigenous-led solutions, such as the **Indigenous Tourism Destination Fund (ITDF)**, ITAC has ambitious plans to invest significantly in the Northwest Territories.

Between **April 2024 and March 2030**, ITAC plans to invest more than

\$127 Million*

in the **Northwest Territories**.

* Projected investment based on the ITDF achieving its contribution targets

*1.5 M Recruitment, Training and Retention

> \$25 M Airport

^{\$}80 M

\$5.9

Business

Infrastructure

Development

Development

and Promotion

Indigenization

\$15 M Indigenous Destination Development Between April 2020 and March 2024, ITAC invested more than

\$894,000

in the Northwest Territories.

\$131,250

in regional support for Indigenous tourism in the Northwest Territories

\$763,484

 in direct support for Indigenous tourism businesses in the Northwest Territories

\$578,500

to 24 businesses through the **COVID-19 Stimulus Development Fund** (2020-22)

\$60,000

to 6 businesses through the **Tourism Relief** Fund Business Support Program (2022-23)

\$**124,984**

to 5 businesses through the **Indigenous Tourism Fund Micro and Small Business Stream** (2023-24)



Plus, during this same time period,
ITAC invested over \$8.3 Million nationwide
into marketing—featuring and promoting
market ready member businesses from
the Northwest Territories.

2030 Vision **ITAC's 2030 Vision is for Canada to be the top Indigenous tourism destination in the world.** To make that vision a reality, the Indigenous tourism industry needs to grow significantly. ITAC has developed an investment plan to achieve the following growth targets in the **Northwest Territories** ▶



40



953new jobs







ITAC is investing in the Indigenous tourism industry in NUNAVUT

The Indigenous Tourism Association of Canada (ITAC) is the national voice of Indigenous tourism in Canada. Through innovative, Indigenous-led solutions, such as the **Indigenous Tourism Destination Fund (ITDF)**, ITAC has ambitious plans to invest significantly in Nunavut.

Between **April 2024 and March 2030**, ITAC plans to invest more than

\$152 Million*
in Nunavut.

* Projected investment based on the ITDF achieving its contribution targets

Recruitment,
Training and
Retention

\$96 M

\$7 M

Business

Infrastructure

Development

Development

and Promotion

\$1.8 M

\$30 M

Airport Indigenization

*18 M Indigenous Destination Development Between **April 2020 and March 2024**, ITAC invested more than

\$840,000

in Nunavut.

\$840,000

in direct support for Indigenous tourism businesses in Nunavut

to 29 businesses through the COVID-19
Stimulus Development Fund (2020-22)

to 3 businesses through the **Tourism Relief**Fund Business Support Program (2022-23)

to 4 businesses through the Indigenous Tourism Fund Micro and Small Business Stream (2023-24)



Plus, during this same time period, ITAC invested over \$8.3 Million nationwide into marketing—featuring and promoting market ready member businesses from Nunavut.

2030 Vision ITAC's 2030 Vision is for Canada to be the top Indigenous tourism destination in the world. To make that vision a reality, the Indigenous tourism industry needs to grow significantly. ITAC has developed an investment plan to achieve the following growth targets in **Nunavut** ▶



new businesse



982





