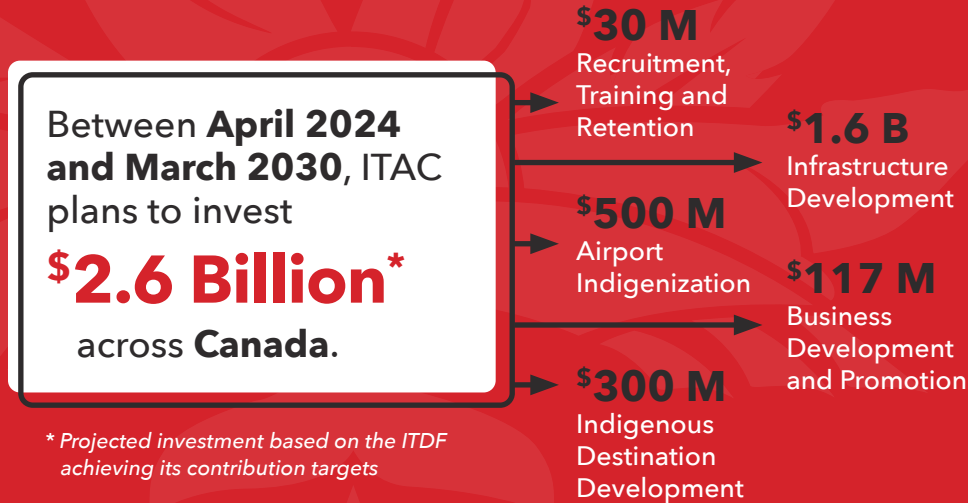


ITAC is investing in Indigenous tourism across Canada

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 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

\$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** new businesses

 **22,200** new jobs



INDIGENOUS TOURISM DESTINATION FUND
ITDF.IndigenousTourism.ca

ITAC will receive a projected \$16.5 Million per year to administer the Indigenous Tourism Destination Fund—**less than 4% of the total investment**. This will cover program delivery, accounting, reporting and other administrative costs.



INDIGENOUS
TOURISM ASSOCIATION OF CANADA
IndigenousTourism.ca

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 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 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 businesses



3,956 new jobs



INDIGENOUS TOURISM DESTINATION FUND

ITDF.IndigenousTourism.ca

ITAC will receive a projected \$16.5 Million per year to administer the Indigenous Tourism Destination Fund—**less than 4% of the total investment**. This will cover program delivery, accounting, reporting and other administrative costs.

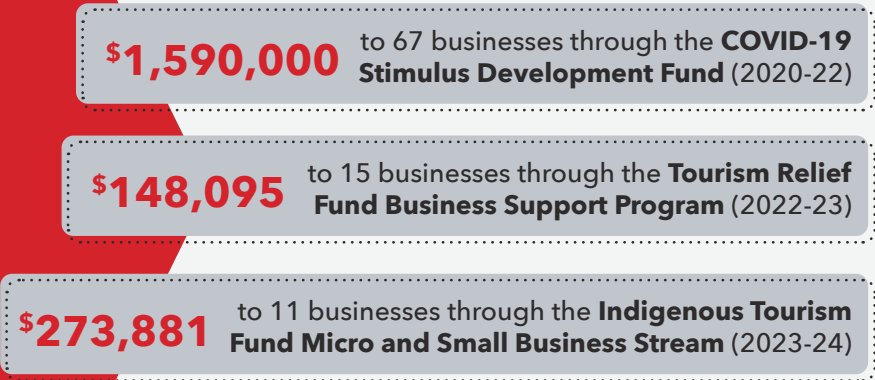
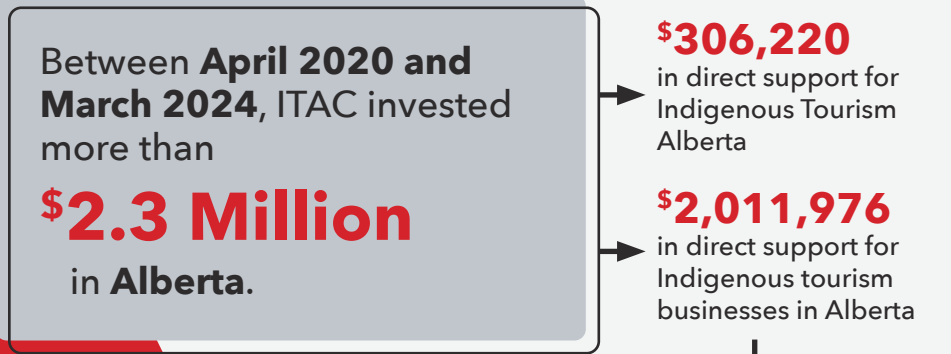


INDIGENOUS
TOURISM ASSOCIATION OF CANADA

IndigenousTourism.ca

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.



*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** ►

 **55** new businesses

 **1,671** new jobs



INDIGENOUS TOURISM DESTINATION FUND
ITDF.IndigenousTourism.ca

ITAC will receive a projected \$16.5 Million per year to administer the Indigenous Tourism Destination Fund—**less than 4% of the total investment**. This will cover program delivery, accounting, reporting and other administrative costs.



INDIGENOUS
TOURISM ASSOCIATION OF CANADA
IndigenousTourism.ca

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
- \$15 M** Indigenous Destination Development
- \$80 M** Infrastructure Development
- \$5.9 M** Business Development and Promotion

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



\$684,300 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 businesses

 **2,052** new jobs



INDIGENOUS TOURISM DESTINATION FUND
ITDF.IndigenousTourism.ca

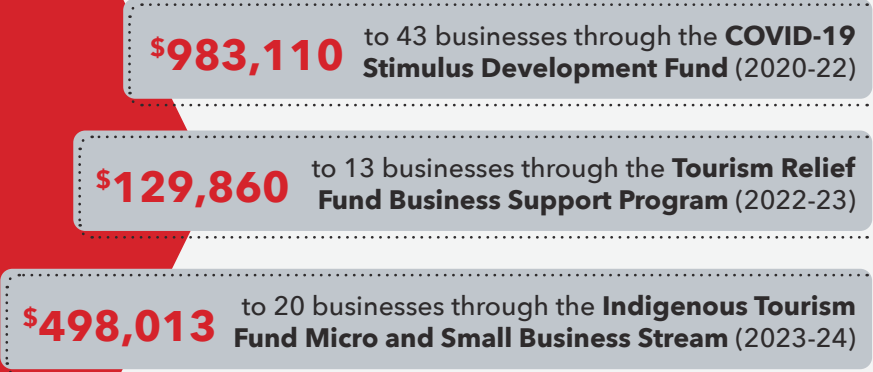
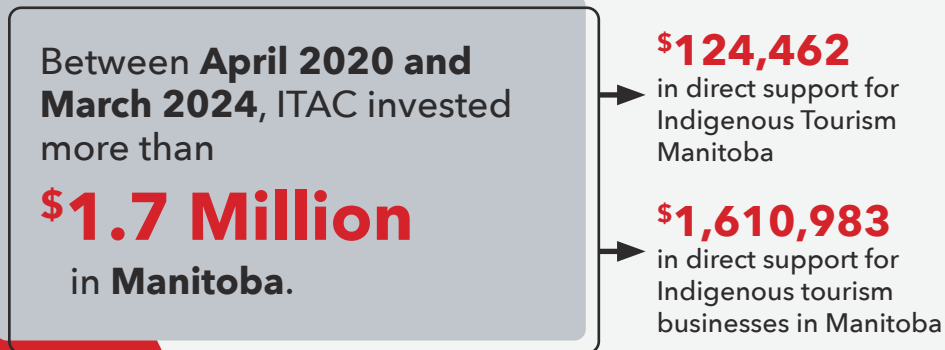
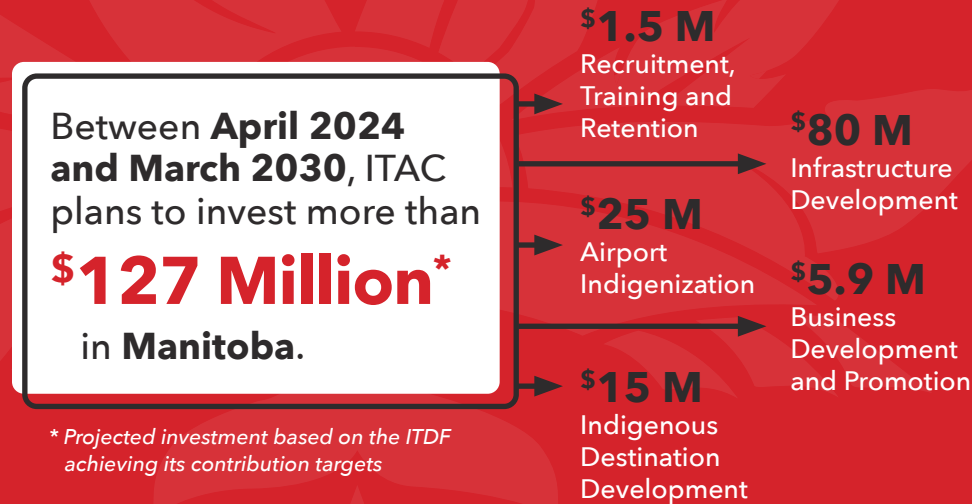
ITAC will receive a projected \$16.5 Million per year to administer the Indigenous Tourism Destination Fund—**less than 4% of the total investment**. This will cover program delivery, accounting, reporting and other administrative costs.



INDIGENOUS
TOURISM ASSOCIATION OF CANADA
IndigenousTourism.ca

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.



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** ▶

 **40** new businesses

 **714** new jobs



INDIGENOUS TOURISM DESTINATION FUND
ITDF.IndigenousTourism.ca

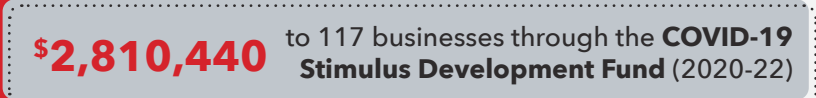
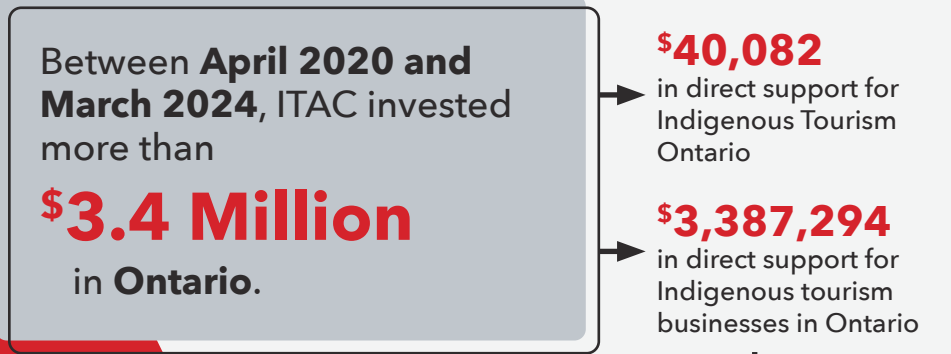
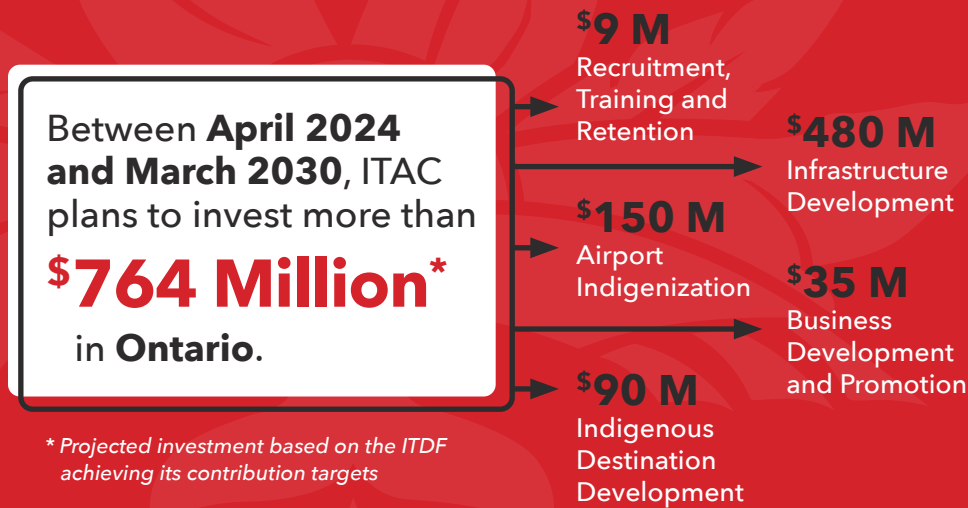
ITAC will receive a projected \$16.5 Million per year to administer the Indigenous Tourism Destination Fund—**less than 4% of the total investment.** This will cover program delivery, accounting, reporting and other administrative costs.



INDIGENOUS
TOURISM ASSOCIATION OF CANADA
IndigenousTourism.ca

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.



*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 new businesses



7,349 new jobs



INDIGENOUS TOURISM DESTINATION FUND

ITDF.IndigenousTourism.ca

ITAC will receive a projected \$16.5 Million per year to administer the Indigenous Tourism Destination Fund—**less than 4% of the total investment**. This will cover program delivery, accounting, reporting and other administrative costs.

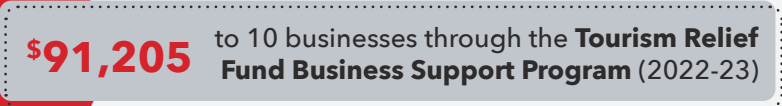
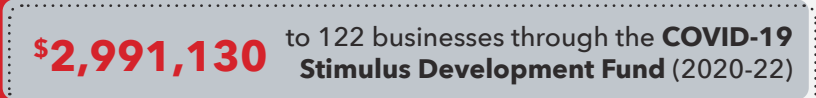
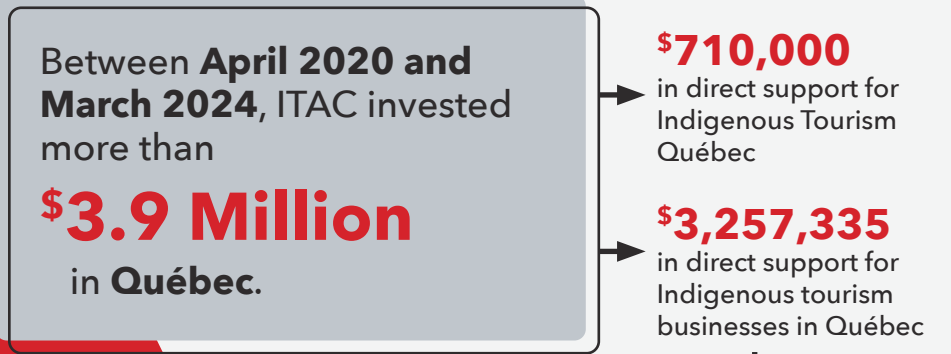
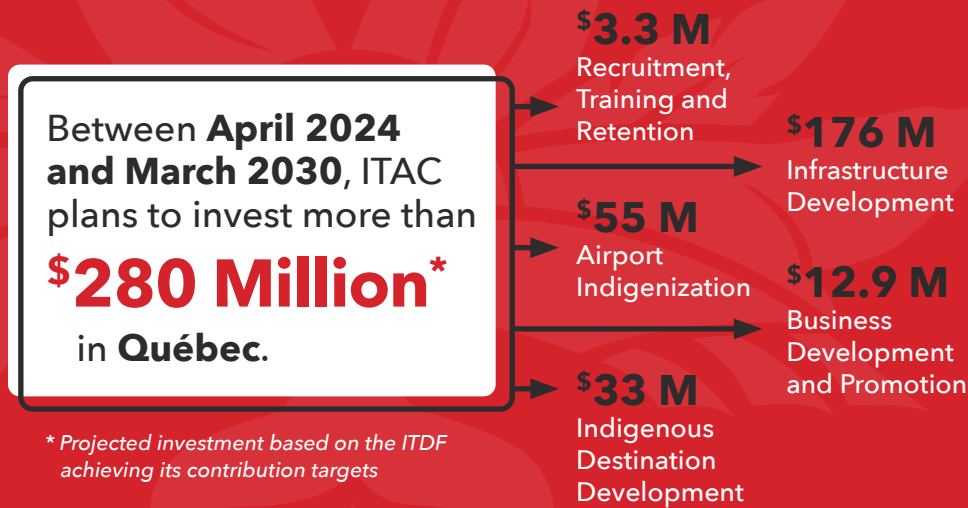


INDIGENOUS
TOURISM ASSOCIATION OF CANADA

IndigenousTourism.ca

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.



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** new businesses

 **2,322** new jobs



INDIGENOUS TOURISM DESTINATION FUND
ITDF.IndigenousTourism.ca

ITAC will receive a projected \$16.5 Million per year to administer the Indigenous Tourism Destination Fund—**less than 4% of the total investment**. This will cover program delivery, accounting, reporting and other administrative costs.



INDIGENOUS
TOURISM ASSOCIATION OF CANADA
IndigenousTourism.ca

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.

- \$600 K** Recruitment, Training and Retention
- \$10 M** Airport Indigenization
- \$6 M** Indigenous Destination Development
- \$32 M** Infrastructure Development
- \$2.3 M** Business Development and Promotion

** Projected investment based on the ITDF achieving its contribution targets*

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

\$422,500 to 19 businesses through the **COVID-19 Stimulus Development Fund (2020-22)**

\$49,726 to 5 businesses through the **Tourism Relief Fund Business Support Program (2022-23)**

\$90,746 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 businesses

 **498** new jobs



INDIGENOUS TOURISM DESTINATION FUND
ITDF.IndigenousTourism.ca

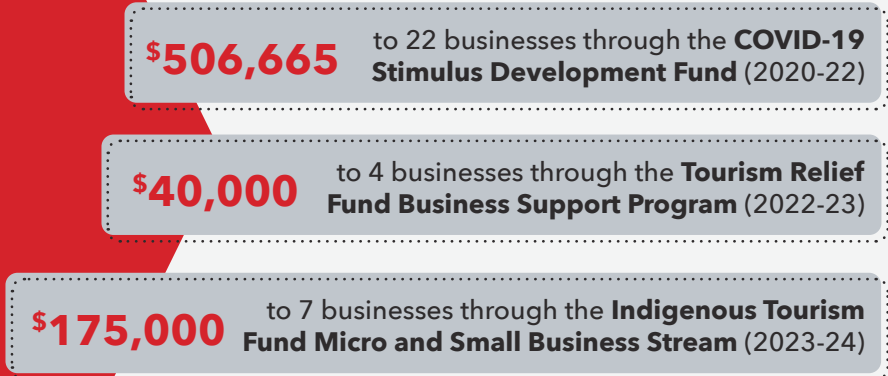
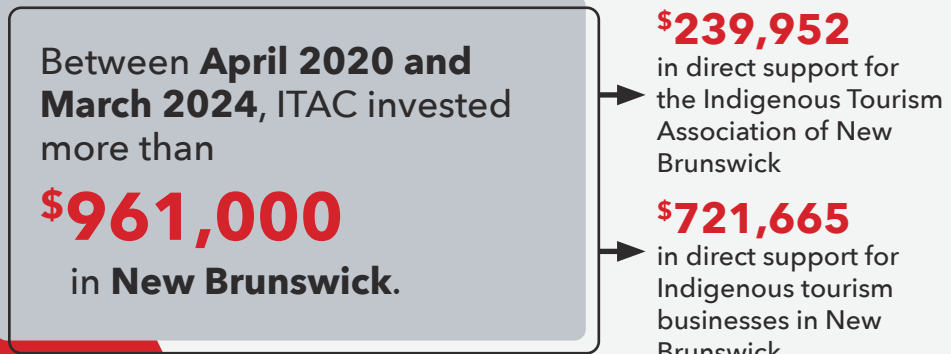
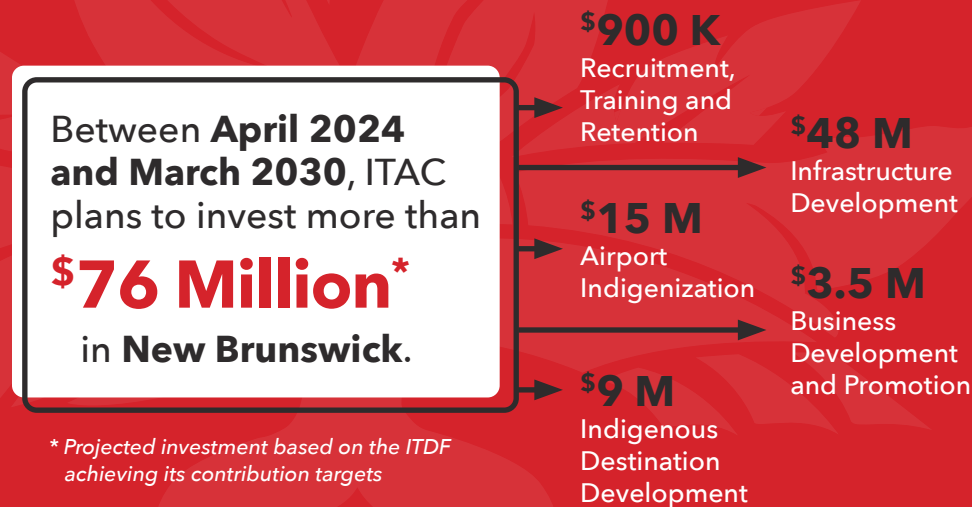
ITAC will receive a projected \$16.5 Million per year to administer the Indigenous Tourism Destination Fund—less than 4% of the total investment. This will cover program delivery, accounting, reporting and other administrative costs.



INDIGENOUS
TOURISM ASSOCIATION OF CANADA
IndigenousTourism.ca

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.



*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** new businesses

 **471** new jobs



INDIGENOUS TOURISM DESTINATION FUND
ITDF.IndigenousTourism.ca

ITAC will receive a projected \$16.5 Million per year to administer the Indigenous Tourism Destination Fund—**less than 4% of the total investment**. This will cover program delivery, accounting, reporting and other administrative costs.



INDIGENOUS
TOURISM ASSOCIATION OF CANADA
IndigenousTourism.ca

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*

\$1.2 M

Recruitment, Training and Retention

\$64 M

Infrastructure Development

\$20 M

Airport Indigenization

\$4.7 M

Business Development and Promotion

\$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 new businesses



571 new jobs



INDIGENOUS TOURISM DESTINATION FUND

ITDF.IndigenousTourism.ca

ITAC will receive a projected \$16.5 Million per year to administer the Indigenous Tourism Destination Fund—**less than 4% of the total investment**. This will cover program delivery, accounting, reporting and other administrative costs.

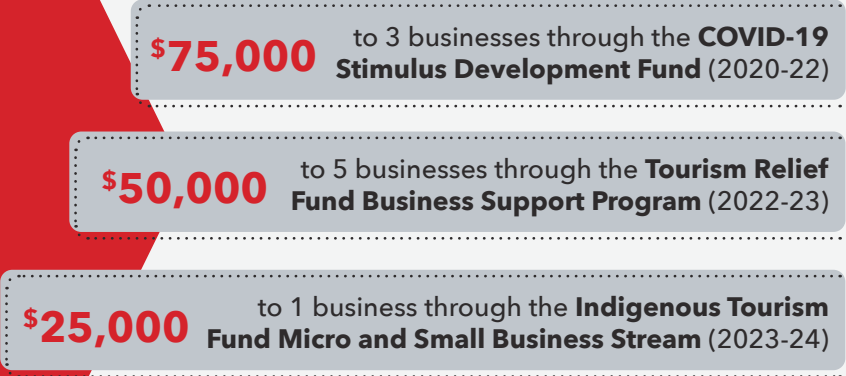
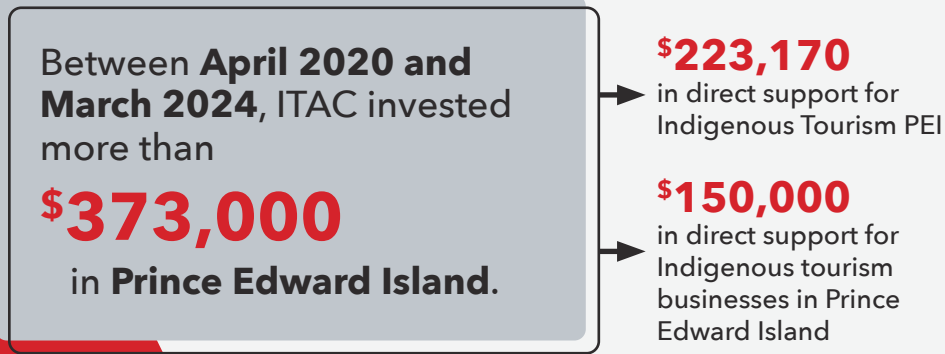
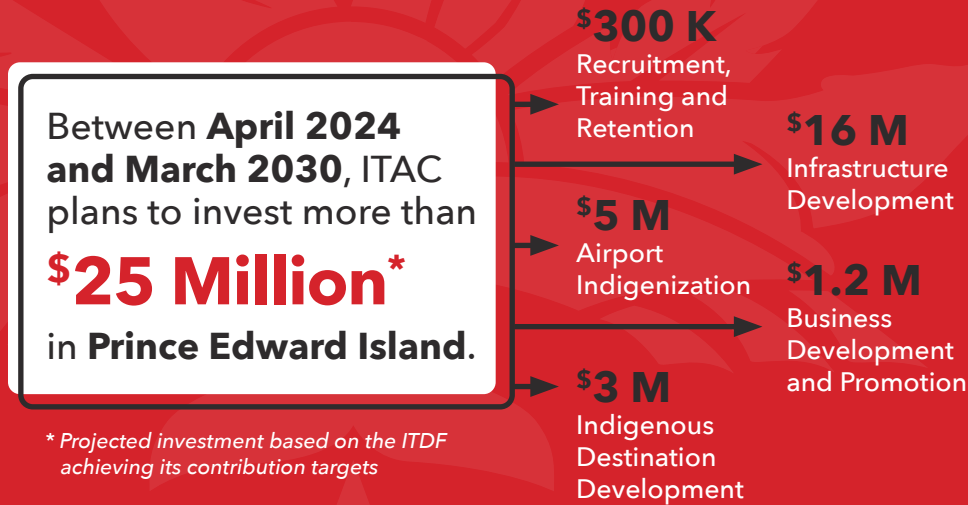


INDIGENOUS
TOURISM ASSOCIATION OF CANADA

IndigenousTourism.ca

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.



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** new businesses

 **106** new jobs



INDIGENOUS TOURISM DESTINATION FUND
ITDF.IndigenousTourism.ca

ITAC will receive a projected \$16.5 Million per year to administer the Indigenous Tourism Destination Fund—**less than 4% of the total investment**. This will cover program delivery, accounting, reporting and other administrative costs.



INDIGENOUS
TOURISM ASSOCIATION OF CANADA
IndigenousTourism.ca

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)**

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

\$197,482 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** ▶



36 new businesses



554 new jobs



INDIGENOUS TOURISM DESTINATION FUND

ITDF.IndigenousTourism.ca

ITAC will receive a projected \$16.5 Million per year to administer the Indigenous Tourism Destination Fund—less than 4% of the total investment. This will cover program delivery, accounting, reporting and other administrative costs.



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

IndigenousTourism.ca

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 Indigenization

\$15 M

Indigenous Destination Development

\$80 M

Infrastructure Development

\$5.9

Business Development and Promotion

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 new businesses



953 new jobs



INDIGENOUS TOURISM DESTINATION FUND

ITDF.IndigenousTourism.ca

ITAC will receive a projected \$16.5 Million per year to administer the Indigenous Tourism Destination Fund—less than 4% of the total investment. This will cover program delivery, accounting, reporting and other administrative costs.

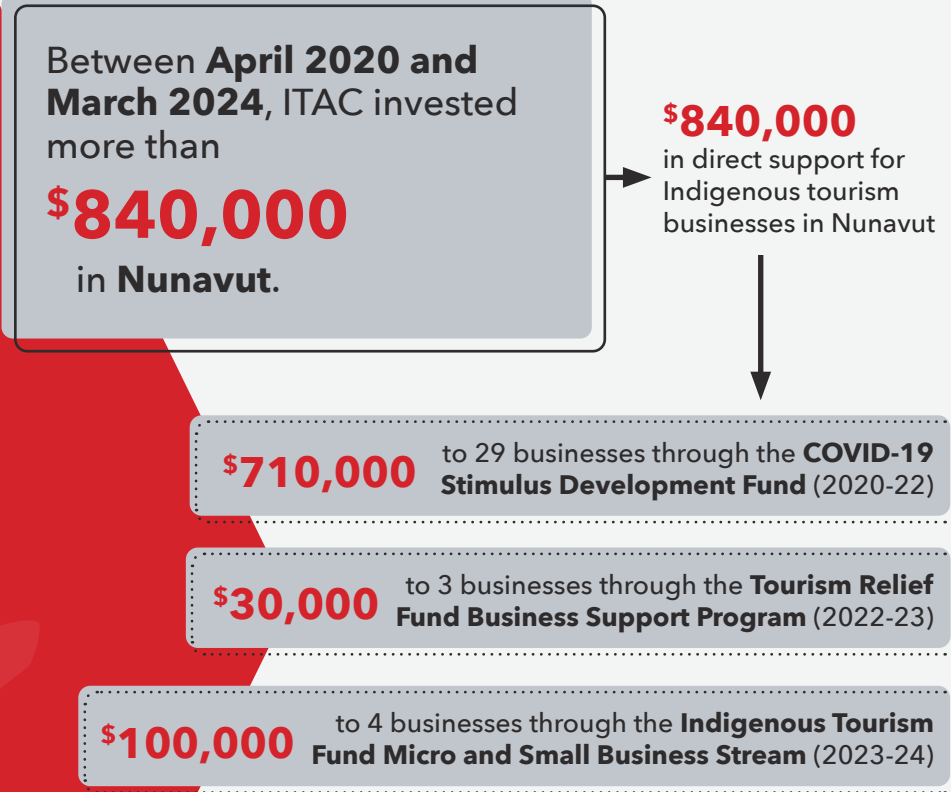


INDIGENOUS
TOURISM ASSOCIATION OF CANADA

IndigenousTourism.ca

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.



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** ▶

 **47** new businesses

 **982** new jobs



INDIGENOUS TOURISM DESTINATION FUND
ITDF.IndigenousTourism.ca

ITAC will receive a projected \$16.5 Million per year to administer the Indigenous Tourism Destination Fund—**less than 4% of the total investment.** This will cover program delivery, accounting, reporting and other administrative costs.



INDIGENOUS
TOURISM ASSOCIATION OF CANADA
IndigenousTourism.ca