

Indigenous Tourism Urgently Requires Strategic Investments

Indigenous tourism is at risk. Despite high demand, it remains one of the slowest sectors to recover from the pandemic. Without investment commitments from government and partners, its cultural and economic potential may never be fully realized.

Direct GDP Contributions

2018	2023	2030*
\$1.7B	\$1.3B	\$6.0B

GDP contributions are down 24% compared to 2018[†]. After adjusting for inflation, 2023's real GDP contributions were lower than 2014 levels[‡].

20¢ is added to government revenues for every dollar of revenue generated by Indigenous tourism businesses

Indigenous tourism generated \$594M of government revenue in 2023

Federal \$218M Provincial \$362M Municipal \$14M

All data listed is sourced from the Conference Board of Canada's **2023 Indigenous Tourism Sector Impact in Canada** report (unless otherwise noted).

To download the report, visit [Bit.ly/cboc-2023-impact](https://bit.ly/cboc-2023-impact)



Scan to access more info including provincial and territorial breakdowns of the data.



Indigenous-Owned Tourism Businesses

2018	2023	2030*
1,875	2,757	2,700

Overall revenues are down 22% since 2018[†], despite the significant growth in businesses. This trend reflects lower revenue per business on average, underscoring the sector's ongoing challenges in achieving a full recovery.

Indigenous Tourism Jobs

2018	2023	2030*
36,700	34,711	60,000

Employment is down 5% since 2018 with businesses now operating with fewer employees on average. The sector is facing a human resources crisis as demand for Indigenous tourism continues to rise at a time when businesses cannot find enough workers.



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ITAC is the national voice of Indigenous-owned tourism businesses in Canada, providing Indigenous-led solutions to grow the industry.

* Targets are from ITAC's 2030 Vision. Learn more at [Bit.ly/itac-2030-vision](https://bit.ly/itac-2030-vision)

† After adjusting for inflation

‡ 2014 data from **National Aboriginal Tourism Research Project 2015**, O'Neil Marketing & Consulting

