



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

Request for Proposal (RFP)

PROJECT:

CO-HOST 14TH INTERNATIONAL INDIGENOUS TOURISM
CONFERENCE 2027

Issued by: Indigenous Tourism Association of Canada

Date of Issue: March 18, 2025

Deadline for Submission: April 30, 2025

Indigenous Tourism Association of Canada
333 Seymour Street, 8th floor, Vancouver, BC, V6B 5A7

1-800-803-4822 | info@IndigenousTourism.ca | www.indigenoustourism.ca



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RFP SUBMISSION PAGE:

The RFP #ITAC-2025-04-01-02 form and submission must be received electronically by the Indigenous Tourism Association of Canada by:

April 30, 2025

3:00 PM PST

Company Name:	
Address:	
City:	
Postal Code:	
Province:	
Contact Name:	
Phone Number:	
Email:	

The undersigned agrees to be bound by the terms and conditions of this RFP and to supply the service listed at the prices quoted in the submitted quotation. If a service contract (general) is issued by Indigenous Tourism Association of Canada to the undersigned, the undersigned will be bound by and will comply with the quotation and the contract terms and conditions contained in this RFP. Pricing will be firm for 90 days, unless otherwise specified by the supplier.

Authorized Official (please print) _____

Signature _____ Date _____

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INFORMATION TO BIDDERS

SUMMARY

Indigenous Tourism Association of Canada (ITAC) is a non-profit member-based organization that is committed to growing and promoting a sustainable, culturally rich Indigenous tourism industry.

ITAC is seeking interest from potential destinations to co-host and support investment of the International Indigenous Tourism Conference 2027 (IITC 2027). This conference brings together industry leaders, businesses, Indigenous tourism professionals, partners and allies from across Canada and the world to foster collaboration and growth in the Indigenous tourism sector. Any non-profit, profit, Indigenous or non-Indigenous organization or destination marketing organization is eligible to submit regardless of location or ownership from anywhere in Canada.

CONFERENCE DETAILS

- **Event Duration:** 3 days, including pre- and post-event setup/strike time
- **Preferred Date Range:** Last week of February, 2027 (Tuesday – Thursday preferred)
- **Target Attendance:** 1,200+ registered delegates, including international attendees from at least 10 countries
- **Key Components:**
 - Welcome Ceremony & Reception
 - Plenary Sessions & Breakout Workshops
 - Indigenous Marketplace (90+ artisan tables)
 - National Indigenous Tourism Awards Gala
 - Cultural Tours and Networking Opportunities

VENUE REQUIREMENTS

The proposed host city must offer a venue that meets the following minimum requirements:

- **Plenary Hall:** Minimum capacity of **1,200 delegates** (seated rounds)
- **Breakout Rooms:** At least **5 rooms**, each seating **190+ delegates**
- **Exhibition Space:** Dedicated area for an **Indigenous marketplace** with 90+ tables
- **Reception Space:** Capable of hosting **welcome reception and gala awards**. Can utilize plenary hall space if required.

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- **Catering:** Ability to provide breakfast and lunch on full conference days and accommodate Indigenous chefs in venue kitchens (vetted by ITAC)
- **Accessibility & Sustainability:** Compliance with **inclusive design, sustainability goals, and Indigenous procurement opportunities** including but not limited to venue catering, AV & decor suppliers, artisans and entertainment.

PROPOSAL REQUIREMENTS

Interested destinations must submit a written proposal outlining the following:

A. Host Organization Information

- Background and experience of the bidding organization
- Key team members and their roles (including lead negotiator)
- Description of past involvement in **Indigenous tourism and community engagement**
- History of hosting events of similar size and scope

B. Financial & Sponsorship Commitment

- Confirmation of minimum **\$500,000 financial commitment** (approx. 25% of total event budget)
- Strategy to secure additional sponsorships
- Destinations in which venue and/or hotel partners are contributing to the Indigenous Tourism Destination Fund may be given special consideration. [Learn more here.](#)

C. Event Logistics & Infrastructure

- Proposed **conference venue(s)** with confirmed date availability
- Floor plans demonstrating required space allocations
- Accommodation options (**hotels within walking distance** and negotiated room rates)
- Transportation plan (including distance from nearest **airport, public transit, and shuttle options**)

D. Planning & Collaboration

- Commitment to **establishing a conference steering committee** to play a supporting role in program development.
- Identification of Indigenous organizations, businesses and partners may be a part of the bid
- Plans to support ITAC in attracting new sponsors and delegates

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- Proposed cultural tour offerings highlighting local Indigenous experiences
- Strategy for amplifying **Indigenous food, arts, and culture** throughout the event while working in partnership with ITAC and its event production partner

TERMS

A. Communication

- The term of the co-host organization will commence immediately after the RFP is awarded, expected in June, 2025, and will be completed two months after the date of the IITC 2027 once determined.
- The successful event destination will be under embargo until announced publicly at the 2026 IITC.

B. Financial Commitment

- Funds associated with the bid are due in full to ITAC within 30 days of destination announcement

REFERENCES & SUPPORT

ITAC may conduct reference checks of the successful host organization. ITAC encourages submissions with two or more references provided. ITAC will not enter into an agreement to host the IITC 2027 with any host organization whose references, in the opinion of ITAC, do not confirm the information provided in the RFP.

As an alternative to providing references, ITAC will accept letters of support from provincial or territorial Indigenous tourism organizations and/or operators.

EVALUATION CRITERIA

The Indigenous Tourism Association of Canada (ITAC) will assess proposals based on the following weighted evaluation criteria:

1. Organizational Capacity & Experience (20%)

- Demonstrated experience in hosting large-scale conferences (1,000+ attendees).
- Background in Indigenous tourism, engagement, and partnerships.
- Strength and experience of the proposed project team.

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- Previous collaboration with ITAC or Indigenous communities.

2. Financial & Sponsorship Commitment (25%)

- Ability to provide the minimum financial commitment of \$500,000.
- Plan to secure additional sponsorships to support the event.
- Contributions from venue and hotel partners toward the Indigenous Tourism Destination Fund.
- Financial stability and risk mitigation strategies.

3. Event Logistics & Infrastructure (30%)

- Availability of a suitable conference venue with required capacities.
- Proposed floor plans demonstrating space allocation for plenary sessions, breakout rooms, marketplace, and gala.
- Hotel accommodations within proximity to the venue with negotiated room rates.
- Accessibility to transportation (airport, public transit, and shuttle services).
- Commitment to sustainability and Indigenous procurement.

4. Indigenous & Community Engagement (15%)

- Collaboration with local Indigenous communities, businesses, and organizations.
- Plans for Indigenous-led cultural tours, entertainment, and speakers.
- Strategies to amplify Indigenous food, arts, and culture throughout the event.
- Inclusion of Indigenous chefs, artisans, and suppliers.

5. Strategic Planning & Collaboration (10%)

- Commitment to forming a steering committee with ITAC and stakeholders.
- Plans to attract international delegates and sponsors.
- Strategy for marketing and promoting the event.
- References and letters of support from Indigenous tourism organizations or operators.

SUBMISSION PROCESS

All proposals must be submitted electronically to Keith Henry, President & CEO at keith@indigenoustourism.ca no later than **April 30, 2025 at 3pm PT**. Late submissions may not be considered.

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The host organization shall also submit the following information with their quotation:

- Sign and return the RFP page as written confirmation.
- Provide a minimum of two (2) references and/or letters of support

INQUIRIES

All responses to the RFP and any inquiries regarding the services of the anticipated contract or the administrative details of the RFP are to be directed to:

Keith Henry
President and CEO
Indigenous Tourism Association of Canada
333 Seymour St
8th Floor
Vancouver, BC V6B 5A7
Phone: 778-388-5013
Email: keith@indigenoustourism.ca

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