



Parks
Canada

Parcs
Canada

Canada

Indigenous Tourism at Parks Canada – Experiencing the Unforgettable!

Parks Canada
December 14th, 2016
12:00pm Lunch and Keynote Speaker



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&
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Coordinator of Indigenous Tourism, Experiences and Story-Telling initiative at Parks Canada Places

Parks Canada

- Guardians
- Guides
- Story-tellers
- Partners





Torngat Mountains
National Park



Kouchibouguac National Park



Gulf Islands National
Park Reserve



Fortress of Louisbourg
National Historic Site

Acts of Reconciliation



The ECONOMIC IMPACT of Parks Canada (2014)

Parks Canada welcomed
22 Million VISITORS

PARKS CANADA spent
\$678 Million



Our VISITORS spent
\$3.09 Billion

\$3.77 Billion in total spending has the following economic impacts in Canada:

CONTRIBUTES

\$3.3 BILLION
to the economy
(GDP)

GENERATES

\$2.1 BILLION
in labour income

SUPPORTS

39,959
Jobs across the
country

SUPPLIES

\$447 MILLION
in tax revenues to
governments



Contributing to Indigenous Tourism in Canada



Reach and
Experience

20+
million
The number of visitors
we welcome annually

**World-class
settings**
1st Park service in the world.

Commitment to
Collaboration



Partnership
Accessible
Respectful
Knowledge-based
Supportive



Current Initiatives:

Case Studies Project (2014 - ongoing) *Showcases a variety of Indigenous-Parks Canada tourism / economic collaborations*

- Highlight mutually beneficial initiatives
- Inspire excellence
- Provide “how to” examples based on learning by doing
- Are replicable



Outcome:

- Supports team members and Indigenous partners in developing Indigenous tourism and other economic opportunities in Parks Canada’s heritage places



Current Initiatives:

Indigenous Tourism, Experiences & Story-telling at Parks Canada Places (2016-2021) *Support existing and create new Indigenous tourism experiences in and near Parks Canada places*

- Increase capacity to develop and deliver Indigenous tourism experiences and products at Parks Canada administered places in collaboration with Indigenous organizations and businesses
- Increase economic development opportunities for Indigenous organizations and businesses

Outcome:

- Contributes to the ongoing growth of market-ready Indigenous tourism products across Canada



Collaborating with the keepers of the culture

Torngat Mountains National Park

Torngat Mountains Base Camp & Research Station

Where Nature & Culture Connect: Gateway to Torngat Mountains NP



- A “market-ready” collaboration – Nunatsiavut Group of Companies
- Respecting and supporting cultural authenticity
- Canadian Tourism Commission – Canadian Signature Experiences List
- Must-do adventure!
- Visitors will return home with an unimaginable connection to their Inuit hosts, who are guides and storytellers during their visit

Inuit Elders from Nunavik and Nunatsiavut
visit their childhood homes, Nachvak Fjord



Torngat Mountains National Park



Developing the Indigenous experience

Pacific Rim National Park Reserve



- Working with 9 First Nations on a variety of initiatives
- Supporting interest in Indigenous tourism through building capacity / training
- Planning training with AtBC (Aboriginal Tourism Association of British Columbia) to deliver the 'Cultural Interpretation' Program



A Tsesaht Beach Keeper chats with two visitors,
Pacific Rim National Park Reserve



Connecting to the past, present and future

Rocky Mountain House National Historic Site

- Building products, experiences with the knowledge holders
- Collaborations with Métis organization(s)
- Continued active involvement of Métis peoples in the development and delivery of the experience

Video: The Rocky Mountain House Métis





What we've learned so far on our journey

Supporting Indigenous tourism collaborations in Parks Canada places

- Collaborations with shared resources go a long way
- Authenticity: no one else can offer what the Grandmothers offer
- Pride inspires (e.g. connection to the land)
- Hands on activities help to enhance the visitor offer
- Youth engagement, capacity building, and product development are key!





The shared opportunity

Goal: Collaborations in tourism experiences that remain true to Indigenous peoples past, present and future

Indigenous communities bring:

- Sharing their culture with visitors on their traditional territories
- A connection to place
- Authentic stories about place that go back since time immemorial

Parks Canada brings:

- Parks Canada administered places with a desire to build relationships with Indigenous communities
- Venues within heritage places
- Visitors to heritage places (20 +million)





Continuing the journey...



- Respecting and supporting authenticity: the Indigenous story in Parks Canada places must be shared and told by Indigenous peoples
- Benefits to Indigenous communities
- Supporting Indigenous tourism product development and capacity development in Canada
- Collaborations are key!



Continuing the journey...

“Indigenous partners who are part of the development process of any exhibit [or product] put their hearts into it, it is told through their voice and instills a sense of pride in place and culture.”

- Parks Canada team member, Case Studies Project, 2014





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