



**INDIGENOUS**  
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE  
**AUTOCHTONE**  
DU CANADA

# Building Indigenous Tourism

## Atlantic Canada

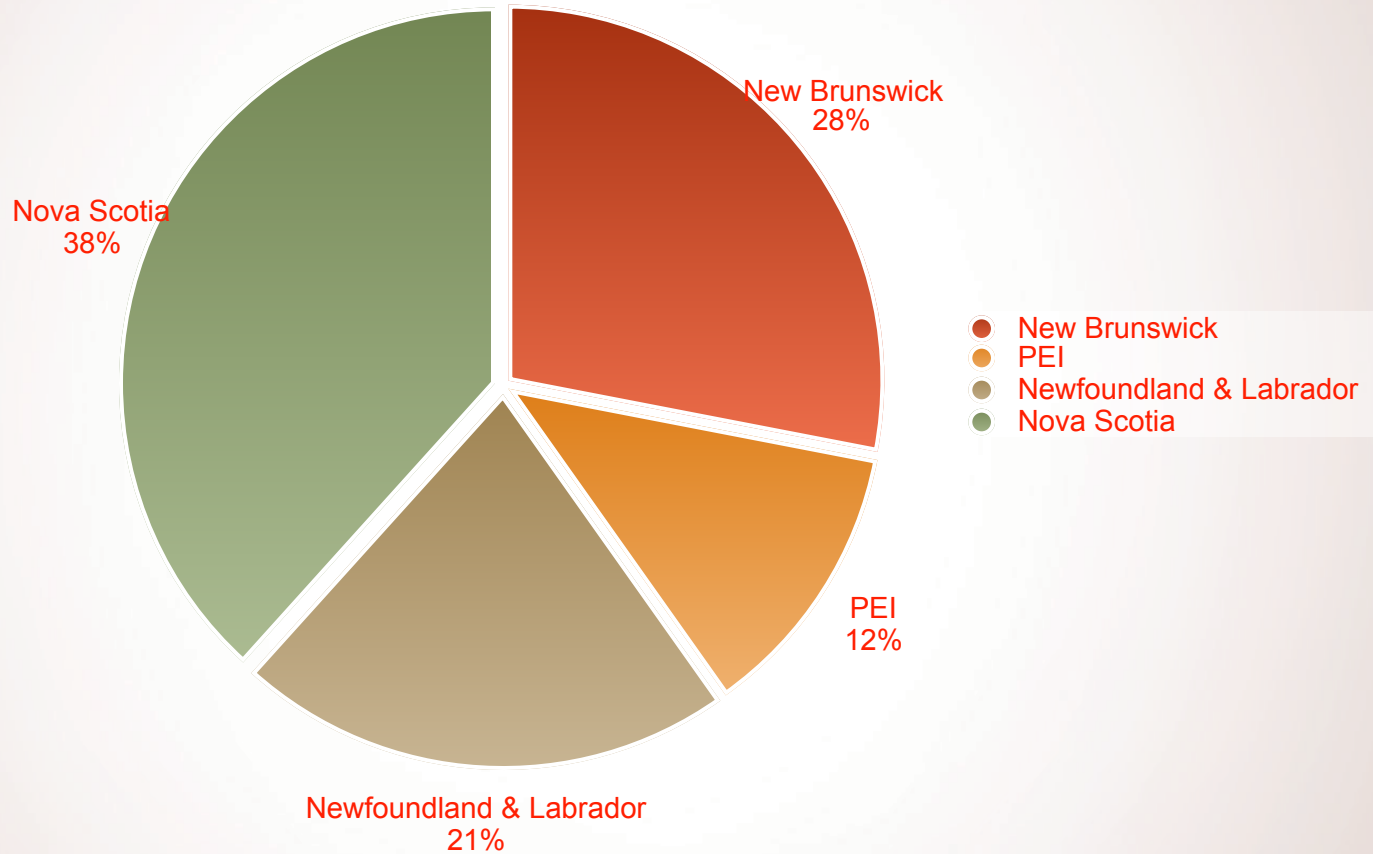
**Trina Mather-Simard, Atlantic Regional Coordinator  
Indigenous Tourism Association of Canada**

## Atlantic Canada Working Group

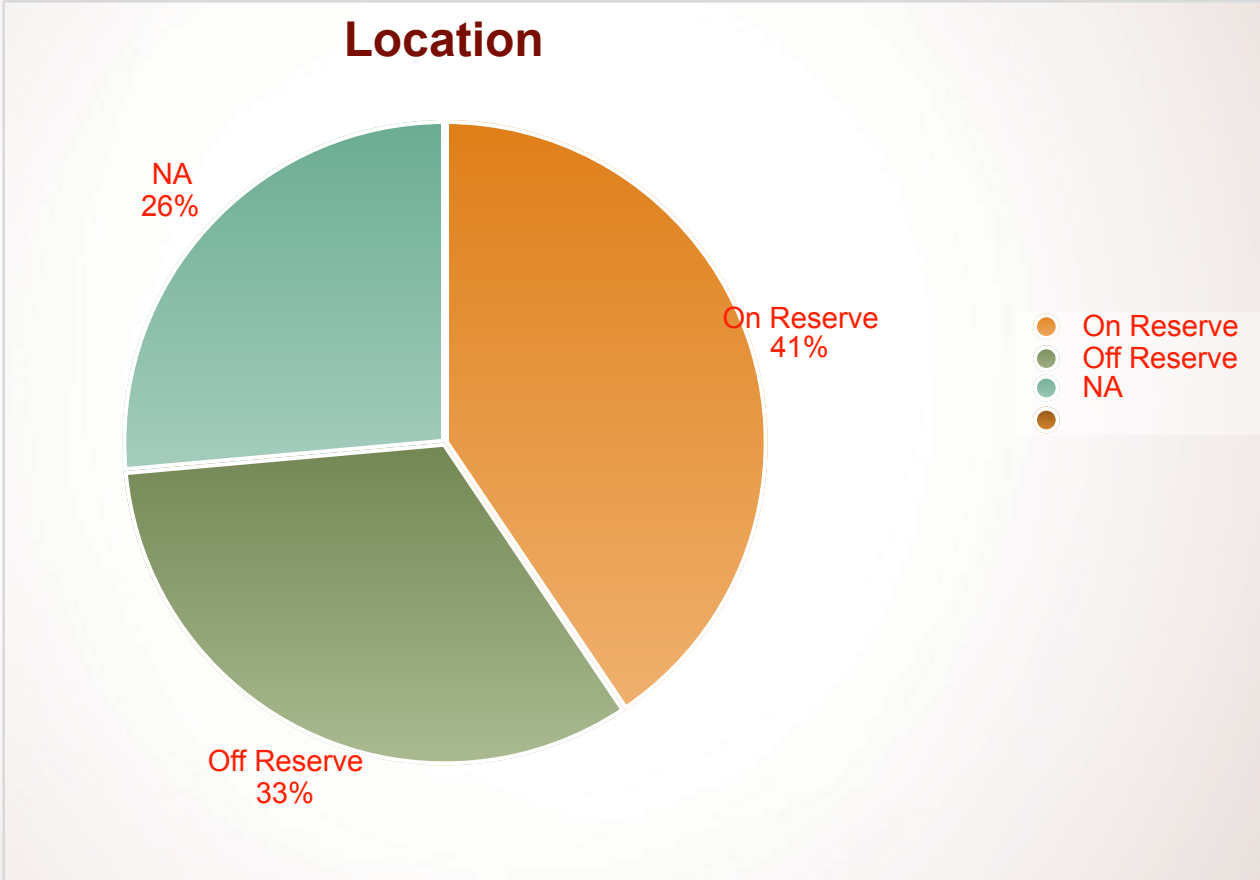
- The Working Group has 12 members – 3 reps from each of the 4 provinces
- They have had 3 meetings to date (since June), to determine the feasibility of an Atlantic Indigenous Tourism Association or Provincial Associations
- The first main activity was to launch an Atlantic wide survey which closed Oct. 20<sup>th</sup> to help determine support, challenges and priorities for an Indigenous Tourism Association
- Target of 100 surveys & received 109 total – Indigenous business and supporters.

# ATLANTIC CANADA

## Response by Province



# ATLANTIC CANADA

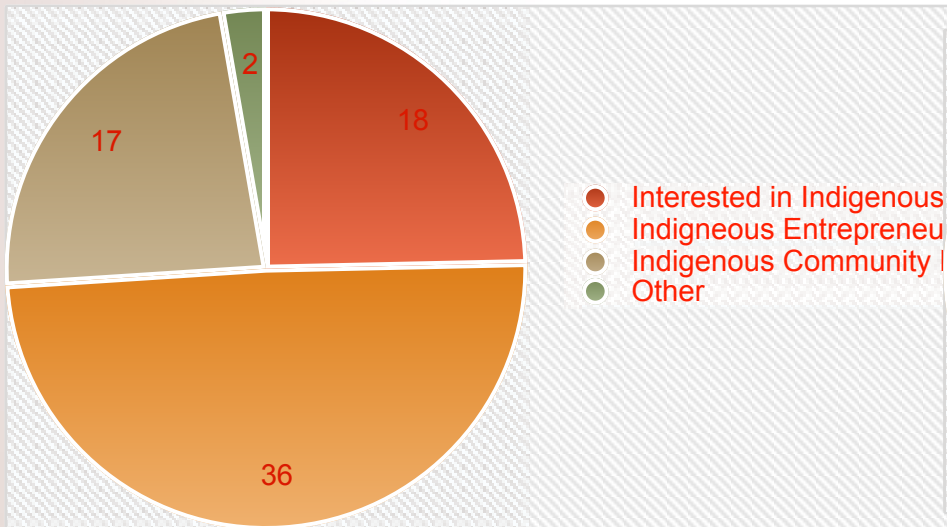


# ATLANTIC CANADA

## Indigenous

73

Indigenous Respondants

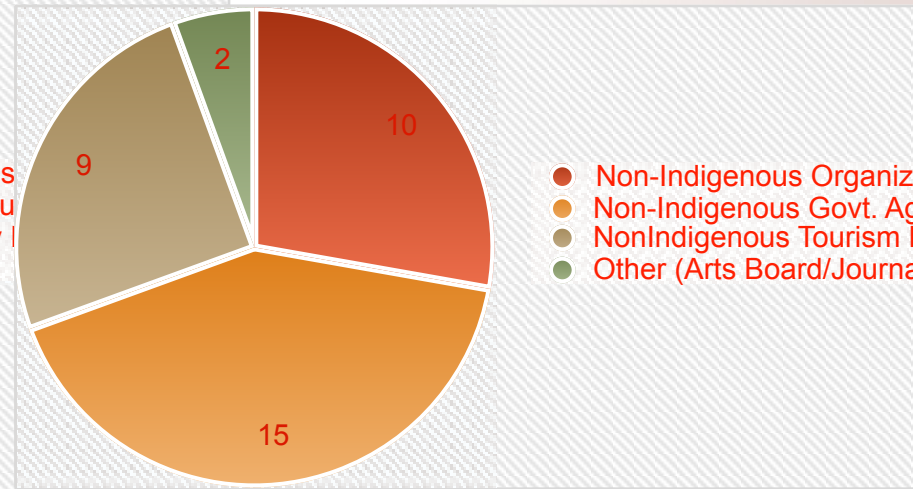


## Non

36

## Indigenous

Non-Indigenous Respondants



**Four most needed forms of support to start, improve or expand your Indigenous tourism business:**

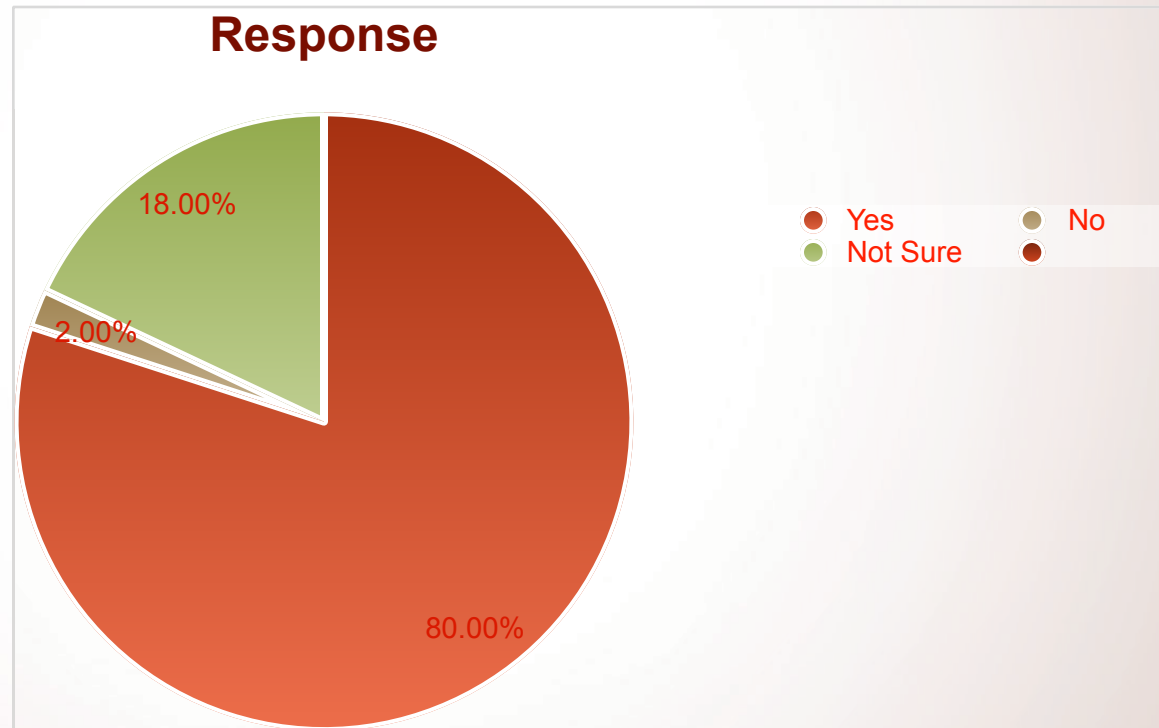
- 1. Access to Financing -45.5%**
- 2. Marketing support – 42.9%**
- 3. Product Development training, guidance 36.4%**
- 4. Tourism Service Skills Training -24.7%**

## The most important considerations in establishing an Indigenous tourism association:

1. Understand the issues and opportunities of Indigenous tourism -38.9%
2. Create a strategic plan for the region – 38.9%
3. Build a close relationship with Indigenous business and entrepreneurs – 37%
4. Create close partnerships with tourism industry and other supporting organizations -34.3%
5. Create a financially stable organization -34.3%

# ATLANTIC CANADA

Would you support the development of an Indigenous tourism organization for each of the four Atlantic Canada provinces (four separate organizations)?



# ATLANTIC CANADA - VIDEO

# ATLANTIC CANADA - VIDEO

## Industry engagement reveals next steps:

- 1. Strong support to continue establishing 4 separate provincial Indigenous tourism associations with existing tourism champions**
- 2. Secure long term funding commitments**
- 3. Create Atlantic Canada as an Indigenous tourism destination**
- 4. Significant investment in capacity development for the new and existing businesses (training, product development)**

**ATAC is committed to investing approx. \$800,000 over the next 3 years in all 4 provinces. Looking to continue building support among our partners**

# ATLANTIC CANADA

## ATAC continues to support Provincial growth

### PEI

- Should be incorporated in the next few days as an industry led association
- Looking to bring partners together in near future to discuss support of new and existing market-ready products

### Newfoundland & Labrador

- Hosted industry leaders like Destination Canada & Jonview on FAM tour of the incredible Torngat Mountains experience
- Contract is being finalized & a provincial meeting of Indigenous partners is planned for Goose Bay in Feb. 2018 to determine next steps and regional priorities



# ATLANTIC CANADA

## ATAC continues to support Provincial growth

### New Brunswick

- Signed MOU with Tourism New Brunswick
- Hosted Industry Forum for Indigenous Tourism with 45 plus participants and 11 of those formed the NB Working Group – meeting scheduled Nov. 24 (TBC)



### Nova Scotia

- Have working group formed of 12 industry partners and have met 3 times to determine priorities & next steps.
- Hosted 40+ mainstream industry at a forum & have Province wide Industry Forum planned on Nov. 25 in partnership with TIANS



# Trina Mather-Simard

## Atlantic Regional Coordinator

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