



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

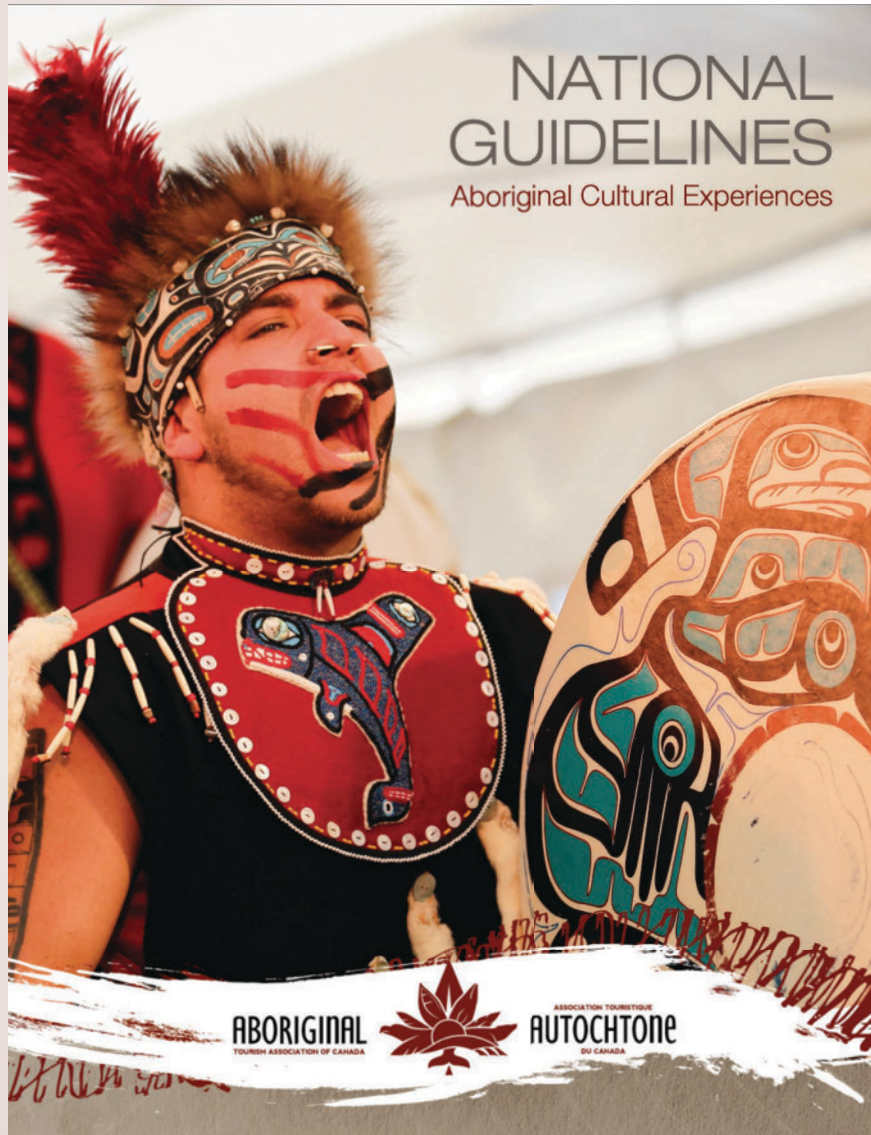
ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

MARKETING WITH ITAC

Being Ready to Tell Your
Story

Dené Sinclair, Director of Marketing
Indigenous Tourism Association of Canada

BECOMING MARKET-READY



Available on our website:

indigenoustourism.ca/corporate

BECOMING EXPORT-READY

Tourism Sales Distribution Channels



Being export-ready means your business meets all “market-ready” requirements AND is prepared to work with resellers: the travel trade.

OPPORTUNITIES FOR ITAC INDUSTRY GROWTH (2015)

Opportunities

Common opportunities identified through interviews, surveys and secondary research were:

- 1) Product development is critical to securing greater travel trade interest and partnerships with Aboriginal tourism, and for building confidence within the Aboriginal community by visitors. This can be done through training and development programs for the Aboriginal tourism operations and labour. Suggested training is leadership and business skills, customer service, tourism industry knowledge, and cultural protocols.
- 2) Improve competitiveness through enhanced business development with mainstream tourism businesses/associations and network development with industry leaders.
- 3) Meet consumer demand through enhanced product development. There is consumer demand for Aboriginal tourism experiences that is authentic, unique and engaging, such as providing learning opportunities. These can be paired with wilderness, nature-based soft or hard adventures, food, arts and culture. They should exist in gateway communities to promote going 'beyond the gateway'.

Source: National Aboriginal Tourism Research Project (2015)