



**INDIGENOUS**  
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE  
**AUTOCHTONE**  
DU CANADA







# Product Development

## ITAC 2017-18 Investments

Casey Vanden Heuvel, Director, Business Dev't & Partnerships  
Indigenous Tourism Association of Canada

## Barriers to Growth

2015 National Aboriginal Tourism Research Project determined:

-  Lack of organization & coordinated Aboriginal tourism approaches;
-  Lack of market-readiness & Aboriginal cultural tourism product;
-  Deficiency of a qualified workforce;
-  Infrastructure challenges;
-  Lack of community support is prominent;
-  Limited access to business capital and support.

# CAPACITY DEVELOPMENT

## International Aboriginal Tourism Conference

- 2016 conference sold-out (Membertou, Nova Scotia)
- 2017 in Calgary Alberta (Tsuut'ina Nation)
- 450+ participants, Marketplace sold-out
- Off-site Cultural Tours and Awards Gala
- Pre-conference Alberta Development Day

Venue – Grey Eagle Resort



**2017 INTERNATIONAL ABORIGINAL TOURISM CONFERENCE**  
NOVEMBER 7-8 CALGARY, ALBERTA

**Raising our Voices: Building economy through Indigenous tourism and community stories**

Join Aboriginal communities and entrepreneurs, along with tourism industry leaders from across Canada and around the world for two days of sharing best practices and networking at the Grey Eagle Resort & Casino in Calgary, Alberta, on November 7 and 8, 2017.

Panel discussions, breakfast sessions, keynote presentations and local cultural experiences make this an industry event not to be missed.

**REGISTER NOW AT IATC-CANADA.CA**

For early bird pricing, register for 2017 IATC by September 15, 2017.

|  |   |  |
|--|---|--|
| <b>Non-ATAC Member</b><br>\$595<br>Early Bird Pricing<br>\$505 | <b>ATAC Members</b><br>\$495<br>Early Bird Pricing<br>\$395 | <b>Enter &amp; Youth</b><br>\$350<br>Early Bird Pricing<br>\$300 |
|--|---|--|

The inspiration for the 2017 IATC conference begins in the Grey Eagle, a symbol that holds significant meaning for the Tsuut'ina people because of its connection to the story of the local people. Despite hardship, the Tsuut'ina people have not only survived, but have transformed the Grey Eagle into a bold economic community.

**HOSTED BY:** **WITH THE SUPPORT OF THE FOLLOWING EVENT PARTNERS:**

**2017 IATC Cultural Tour**

Participants are invited to join an Indigenous tour, visit the site of an ancient trading route, experience the beauty of the Rocky Mountains, and learn about the history of the region. The tour will be held on the traditional land of the Tsuut'ina Nation.

**Register Now**

Early Bird Pricing: \$195 (plus \$150 for the tour). Register by September 15, 2017.

**Panel Discussion: Keynote**

Join a panel of industry leaders and experts to discuss the future of Indigenous tourism and the role of the industry in the development of the region.

**2017 IATC Cultural Centre**

Experience the history and culture of the region through a series of interactive exhibits and activities. The centre will be open from 10:00 AM to 5:00 PM.

**Visit the Native Culture Museum**

Visit a museum of local and regional history that tells the story of the region's people. The museum will be open from 10:00 AM to 5:00 PM.

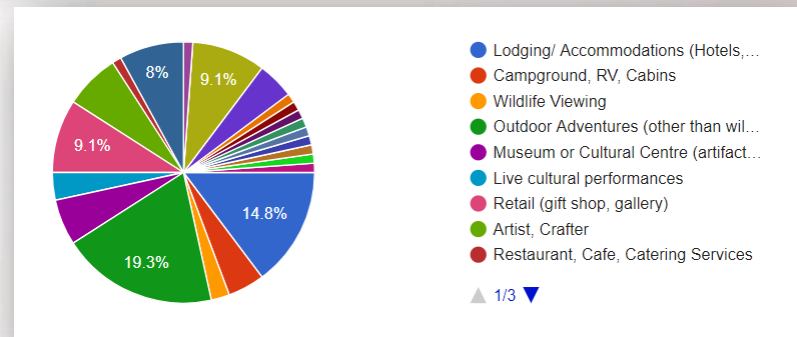
**Working Dinner: Networking Event**

Join a networking dinner to meet and connect with industry leaders and experts. The dinner will be held at the Grey Eagle Resort & Casino.

**Register today for the 2017 International Aboriginal Tourism Conference**

## Small-Grant Product Development Program

- Annual program, next application window summer/fall of 2018
- Maximum grant = \$10,000/business
- In 2017, 110 applicants from across Canada
- Funding requests total = \$1.01 million



## Small-Grant Product Development Program

Successful applicants in 2016 included:

- improvements to business websites
- marketing assets and materials
- training front-line staff
- cultural knowledge and education
- industry-specific technical training
- permitting and licensing support
- funding small capital projects

# PRODUCT DEVELOPMENT SUPPORT

## Small-Grant Product Development Program

Wiwkemikong Tourism, Wiwkemikong First Nation, Ontario



New  
Tradeshow  
Booth

## Small-Grant Product Development Program

Shakat Tun Wilderness Camp, Kluane Lake, Yukon



New Website

# PRODUCT DEVELOPMENT SUPPORT

## Small-Grant Product Development Program

Painted Warriors, Mountain View County, AB



Kitchen  
Installation



# PRODUCT DEVELOPMENT SUPPORT

## Small-Grant Product Development Program

Quaaout Lodge, Chase, BC



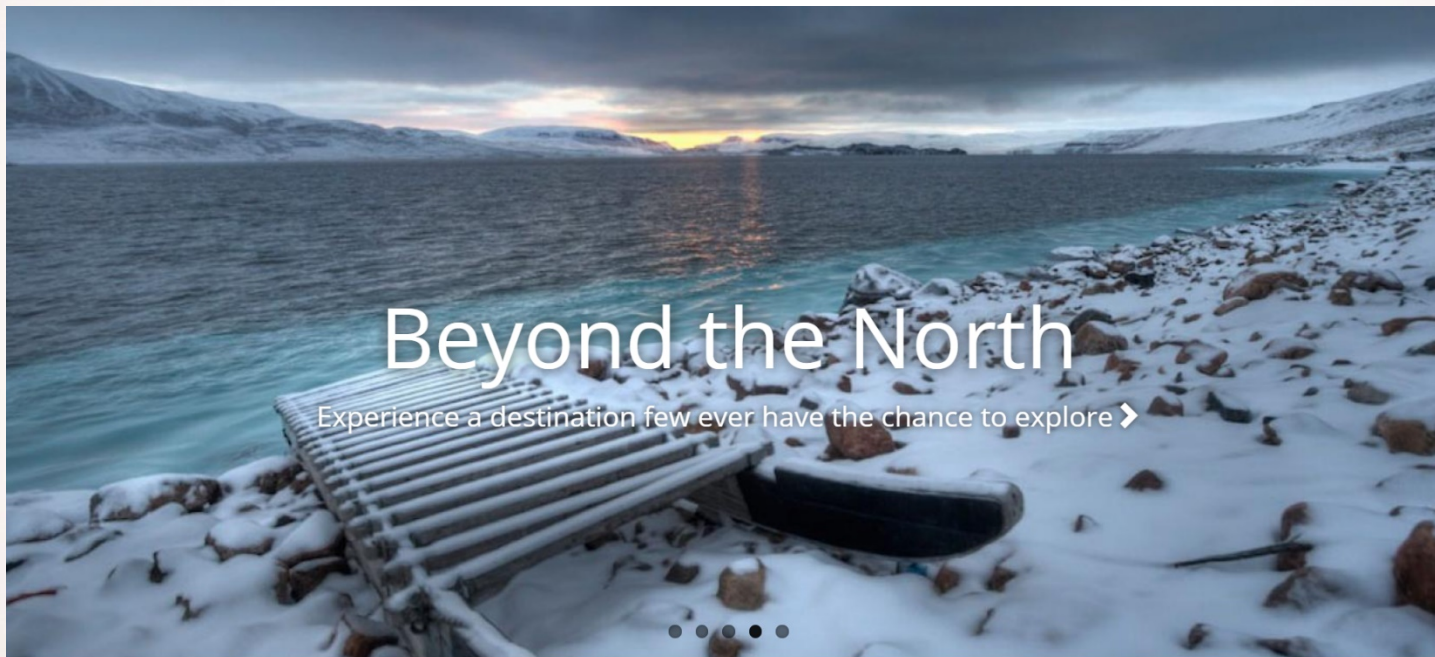
Quaaout Lodge and Talking Rock Golf



Traditional tools to assist with dug-out canoe project

## 2017/18 Grant Selection

Arctic Bay Adventures – Arctic Bay, Nunavut



- Arctic Bay Adventures provides opportunities for you to visit one of the most unique polar tourism destinations in the world.
- Hire all Inuit staff for an authentic experience and cultural delivery.

## 2017/18 Grant Selection

Arctic Bay Adventures – Arctic Bay, Nunavut



Grant Application – Support to improve safety protocols:

- Staff safety training
- Customer service training
- Development of a Code of Conduct for Guests & Guides

## 2017/18 Grant Selection

ITAC – QAT Partnership in Quebec

- 27 applications from Quebec (24%)
- Applications totaling \$200,000+
- ITAC investing \$25,000 to Quebec applicants
- QAT also investing \$28,000

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**TOURISME**  
**AUTOCHTONE**  
QUÉBEC  
**ABORIGINAL**  
**TOURISM**

## 2017/18 Grant Selection

ITAC – QAT Partnership in Quebec – Selections:

| Business   | Project  |
|--|--|
| Hébergement aux Cinq Sens                                | Lodging / adding a building to welcome groups                                |
| Kahnawake Tourism, Tewatohnni'saktha                     | Create packages and group rates for tour operators                           |
| Tourisme Wendake   | Upgrade their marketing tools, translation                                   |
| Musée Shaputuan  | Train 2 new employees, maintenance on 4 interactive interpretation stations. |
| Conseil des Anicinapek de Kitcisakik                     | New marketing tools to better promote their offer to target audience         |
| Société de développement économique ilnu de Mashteuiatsh | Community tourism directional and promotional signage                        |

# PRODUCT DEVELOPMENT SUPPORT

## 2017/18 Grant Selection

Hébergement aux Cinq Sens – Piopolis, Quebec



### Grant Application

Lodging:

- Reception area
- Building for welcoming guests



## 2017/18 Grant Selection

Kahnawà:ke Tourism – Kahnawà:ke, Quebec



### Grant Application

#### Marketing:

- Create packages and itineraries
- Establish pricing
- Promote packages with travel trade

# How To Learn More



## AboriginalCanada.ca

- Listings of over 60 market-ready Aboriginal tourism experiences across Canada



## AboriginalCanada.ca/corporate

- Corporate documents including full Aboriginal Tourism research report
- National Market-Readiness Guide
- Newsletter Sign-up

# Casey Vanden Heuvel

Director, Development &  
Partnerships

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[IndigenousTourism.ca](http://IndigenousTourism.ca)