

INDIGENOUS
TOURISM ASSOCIATION OF CANADA



ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

Driving Tourism through **Packaged Experiences**

Sherry Baumgardner and Scott Roberts, Riata Tourism
Dene Sinclair, Director of Marketing,
Indigenous Tourism Association of Canada



"TOURISM IN CANADA IS BOOMING!"

DESTINATION CANADA 2016 ANNUAL REPORT

A FEW TOURISM FACTS

- 2016 almost 20 million visitors to Canada*
- International Visitors spent over \$20 billion**
- Jan-July 2017 up 4%*
- 1 in 11 Canadian jobs**
- Over 33,000 jobs: Indigenous Tourism

A photograph of a man sitting on a large, light-colored rock. He is wearing a patterned short-sleeved shirt, khaki shorts, and sneakers. He is looking down at a brochure or map he is holding in his hands. The background consists of more large rocks and a dirt path. The image is framed by a dark red border with a subtle diamond pattern.

STRATEGIC APPROACH: PACKAGED EXPERIENCES

- Give ideas of what to do in a destination
- Make it easy to plan
- Make it easy to 'add-on' to an existing vacation

PACKAGED EXPERIENCES



Drives interest and business to Indigenous tourism businesses of **all** sizes.

- Awareness: Over the next 6 months, increase awareness about Indigenous Tourism to our target audience
- Leads: Learn who is most interested
- Sales: Sell more Indigenous Tourism product

PACKAGED EXPERIENCES

Approach

1. Travel process
2. How the packages work
3. How you participate



PACKAGED EXPERIENCES



It's not just about you. It's about the Destination.

PACKAGED EXPERIENCES

Reaching the Target Audience

How Customers book Travel:
The Path to Purchase



PACKAGED EXPERIENCES

How to reach our goals

Our Target Audience

AWARENESS

Communicate
"right time, right
place, to the right
people"



SALES

Packaged product
"Inspiring, easy to
book"

PACKAGED EXPERIENCES

About the Target Audience



Learners

- Opportunity for growth
- Connect with the locals
- Culture and history

PACKAGED EXPERIENCES

About the Target Audience

How do they get their information?



- Mobile vs Desktop
- Platforms
- Recommendations

“Mobile is also key to travel inspiration. Sixty-nine percent of leisure travelers with smartphones research on their phones during spare moments. What’s more, 60% of all travel destination searches come from mobile.”

- BookingSuite Traveller Trends 2016

PACKAGED EXPERIENCES

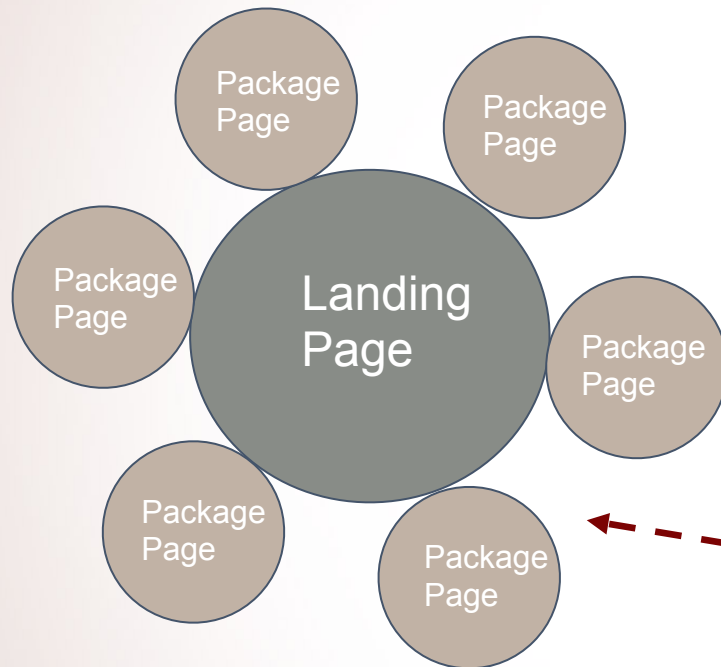
Approach

1. Travel process
2. How the packages work
3. How you participate



PACKAGED EXPERIENCES

Microsite: IndigenousExperiences.ca



- Mobile first
- Task focused
- Call to Action



PACKAGED EXPERIENCES

Microsite: Indigenous Experiences.ca

Insert mockups

Landing
Page



PACKAGED EXPERIENCES

Approach

1. Travel process
2. How the packages work
3. How you participate



PACKAGED EXPERIENCES

How are they created?

How you participate?

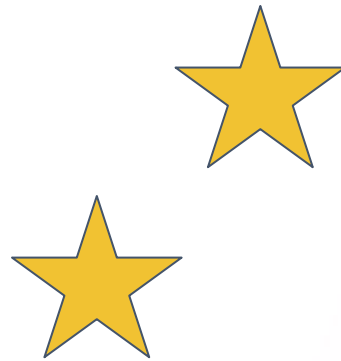
- Starts with your story
- Unique and authentic
- Community embraced
- Employee engagement



Nunavik Parks

How you participate?

- Be market ready/create authentic experience
- Be an ITAC member or an emerging member
- Wholesale (net) pricing commitment
- Supplement package components



How you participate?

- Participation Agreement
- High Quality Images/
Product Description
- Engage / train employees
to deliver consistency



PACKAGED EXPERIENCES

How does a customer book?

How does it work?

- Visit IndigenousExperiences.ca (via ITAC website)
- Select a package
- Call The Travel Group to book and review itinerary options
- Guest receives a tailored Itinerary



PACKAGED EXPERIENCES

Itinerary confirmation

Itinerary example

Northern BC Island experience

<https://my.umapped.com/#!/1514418295810004450/itinerary>

Wendake experience

<https://my.umapped.com/#!/1517964556190001898/itinerary>

CONTACT US

Scott Roberts

sroberts@riatapartners.com

604.612.5646

Sherry Baumgardner

sbaumgardner@riatapartners.com

604.290.2175

www.RiataTourism.ca

Packaged Experiences

Thank you

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