



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

Thursday, December 14th, 2017

Honourable John Horgan
Premier of British Columbia

Honourable Scott Fraser
Minister of Indigenous Relations and Reconciliation

Honourable Lisa Beare
Minister of Tourism, Arts and Culture

Re: Impact of Farmed Salmon on Indigenous Tourism Industry

Dear Premier and Ministers:

The Indigenous Tourism Association of Canada (ITAC) is writing as requested by members from British Columbia to express industry concerns regarding the recent and growing questions of the negative impacts of current farmed salmon to Indigenous tourism experiences along coastal BC.

ITAC represents Indigenous owned tourism experiences throughout Canada. ITAC is a national membership based organization which includes the several members within British Columbia, including a number of outdoor adventure and Indigenous experiences along coastal BC listed at: <https://indigenoustourism.ca/en/things-to-do/?r=british-columbia>.

Indigenous tourism experiences are growing substantially within British Columbia, Canada, and international markets such as the US, China, Germany, UK, France and Japan. Indigenous tourism is worth an estimated \$1.5 billion annually in GDP in Canada with British Columbia one of the strongest destinations in Canada to market, promote and share Indigenous cultural experiences.

ITAC is one of many tourism industry partners marketing and promoting Indigenous experiences along coastal BC. ITAC was one of many key partners to advocate and support the reimplementation of BC Ferry services between Port Hardy, Bella Coola, and Bella Bella as we build the Great Bear Rainforest destination. As the issues of farmed salmon grow, there is strong concerns that Indigenous tourism experiences and significant investments will be negatively impacted. Coastal British Columbia offers some of the most memorable and authentic Indigenous cultural experiences in Canada. As such we must ensure policy and other industry sector issues do not have adverse effects on these businesses.

ITAC understands these policy matters can be complex and we acknowledge the past and current leadership by the Province of British Columbia to advance Indigenous tourism. Having said this, we strongly encourage future impact review and assessment to not dismiss the investment and importance of Indigenous tourism.



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We invite any current and future opportunities to ensure the Indigenous tourism members along coastal BC can share insight.

Please feel free to contact me if there re any questions. I can be reached at keith@indigenoustourism.ca.

Thank you,

Keith Henry
President and CEO
Indigenous Tourism Association of Canada

cc Indigenous Tourism Association of Canada Board Members
Mike Willie, Owner, Sea Wolf Adventures
Indigenous Tourism Association of Canada British Columba Members