







INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

Tourism Business Ownership Models: Public vs Private

Indigenous Tourism Economic Impact

The 2015 National Indigenous Tourism Research Project measured economic impact of Indigenous tourism in Canada:

-  33,100 workers employed
-  \$1.4 billion GDP
-  \$870 million wages/salaries
-  Approx. 1,500 businesses – Indigenous owned

Proven Path to Success

Success in Aboriginal tourism businesses stems from success in 5 areas:

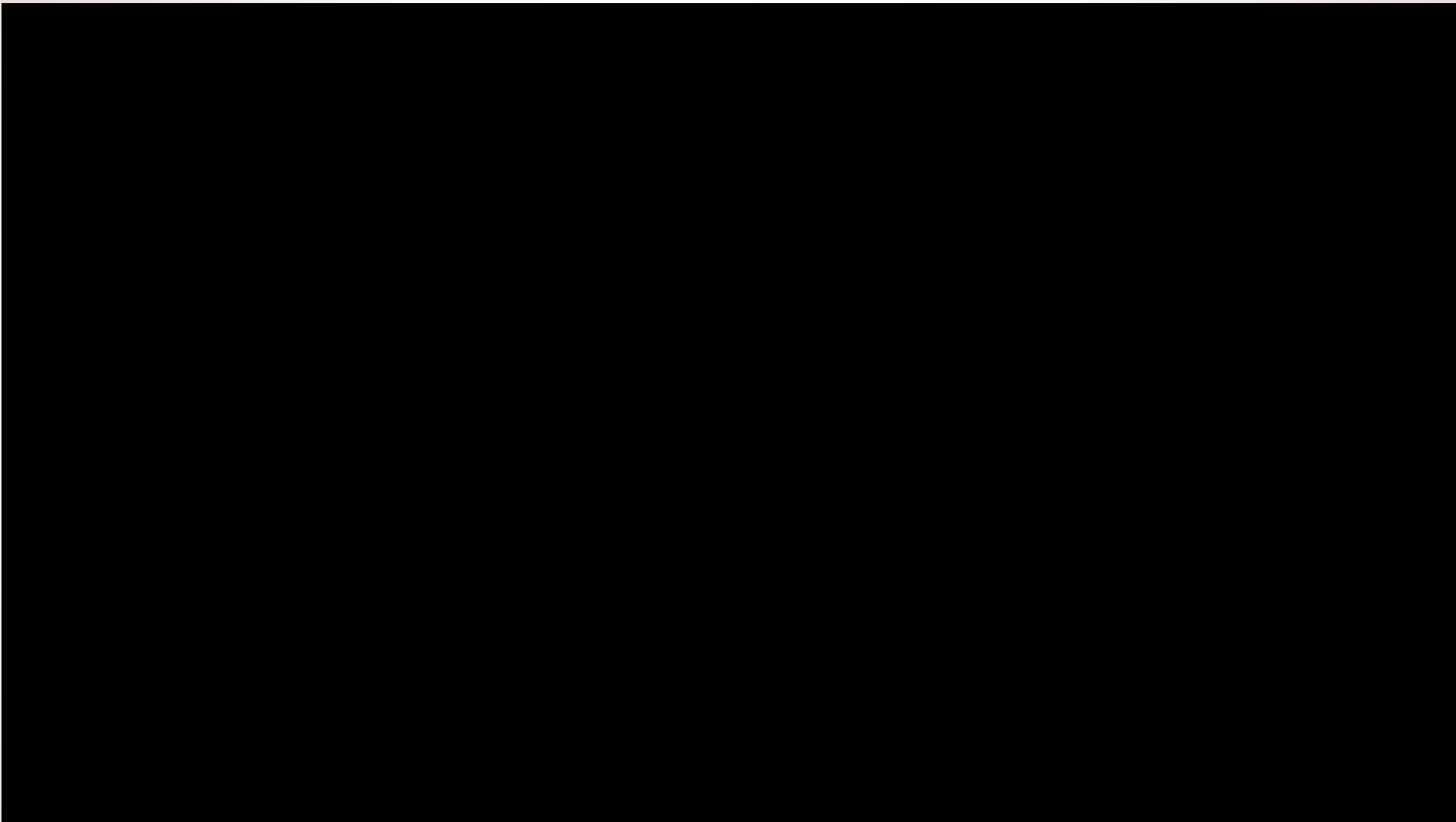
- 1. Operations;**
- 2. Partnerships;**
- 3. Sharing culture appropriately;**
- 4. Involving community;**
- 5. Planning for the future.**

VIDEO

Power of Aboriginal Tourism Series



VIDEO



Examples of Public & Private
Ownership:
Indigenous Tourism in Canada

Wya Point Resort (BC)

- Ownership – YFN Holdings Ltd Partnership, Yuułu?ił?ath Government - Ucluelet First Nation
- Luxurious oceanfront lodges, yurt glamping, tent and RV site camping
- ITAC provided two-days of front-line staff training (Service Excellence Certificate, Tourism Workplace & Heritage Interpreter Essentials)
- “Our spirits have been raised, our intention and mission have become clear.” Andrew Young – CEO, YFN Holdings Limited Partnership



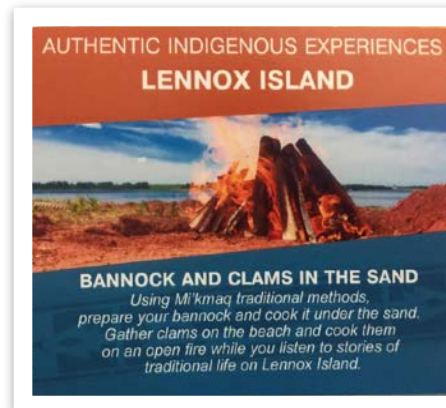
Grey Eagle Resort (AB)

- Ownership – Tsuut'ina First Nation and Sonco Gaming, LP
- State-of-the-art events centre, hotel (178 rooms) and conference facilities. Casino features 40 live table games, 900 slot machines, a 24/7 poker room and an active, not-for-profit bingo schedule.
- 30% of guests are Indigenous people from B.C., Alberta and Saskatchewan
- International visitors are increasingly arriving from China, Japan and Germany.



Lennox Island Dev. Corp. (PE)

- Lennox Island First Nation
- Advisory and mentorship services to assist with tourism industry tradeshow preparation to sell “Bannock and Clams in the Sand” experience to travel trade representatives.
- Attended Rendezvous Canada trade show for the first time in May 2018 to meet with travel trade representatives to book business for 2018 and 2019



Shakat-Tun Wilderness Camp (YT)

- Cultural adventure & wilderness camp, Haines Junction, Yukon
- Owner, James Allen has long been hosting culture and healing camps for Indigenous youth and adults at Shakat Tun
- Located next to Kluane National Park and Reserve, a UNESCO World Heritage Site north of Whitehorse, Yukon.
- Hands-on experience, beading, trapping and drum-making, traditional foods such as dried meat or fish.



Talaysay Tours (BC)

- 🍁 A cultural and eco tour company
- 🍁 Owned by a First Nations family
- 🍁 Provide authentic cultural and eco experiences through fun, educational and inspirational experience learning about First Nations history, lore, legends and ways of living.



The screenshot shows the Talaysay Tours website. The header features the company logo, name, and tagline 'AUTHENTIC CULTURAL & ECO EXPERIENCES'. Navigation links include 'HOME', 'TOURS', 'CORPORATE GROUPS', and 'SCHOOL GROUPS'. A contact number '1 (800) 605-4643' is displayed. The main content area features a photograph of a group of people walking on a forest path. Below the photo, the text reads: 'SPOKEN TREASURES CORPORATE TOUR' and 'This tour includes the rich Indigenous history of Stanley Park and Vancouver and is completed at the renowned Stanley Park Totem Poles where the guided tour will conclude with the rich stories of the totem poles and the Indigenous peoples who carved them.'

Osha Osha (ON)

- 🍁 Owned & operated by Jenifer Rudski - Tetlit Gwichen - NWT
- 🍁 Provide SUP lessons, guided tours and yoga
- 🍁 Located in Toronto, ON
- 🍁 ITAC funded micro-grant towards trailer purchase and staff training



DISCUSSION

Comparison of Opportunities and Challenges

DISCUSSION

What have we heard today or experienced that help us understand the differences between public vs private ownership?

Opportunities

Challenges

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