



QUÉBEC
**ABORIGINAL
TOURISM**



SPECIAL PARTNERSHIP



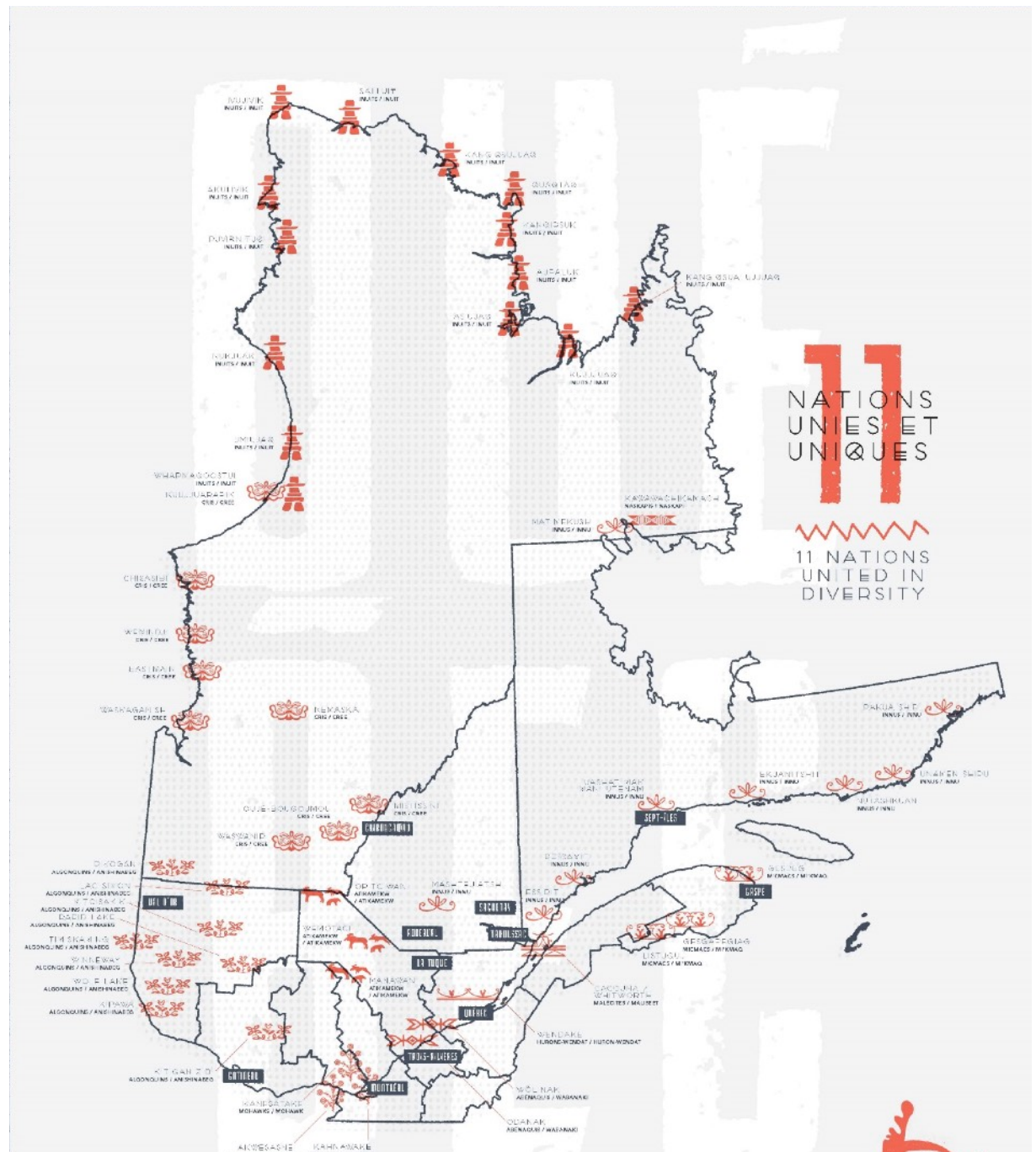
MOU ITAC-QAT
2017-2022

VICE-CHAIR
OF ITAC



55
communities

Inside
Outside
a community



Overview of Quebec's Indigenous people

- ± 100,000 Indigenous in Quebec
- Differences: language, culture, spirituality, political and geographical system
- Inverted demographic pyramid: more than half of the population is under 30 years old
- Governed by the Indian Act since 1876





QUÉBEC ABORIGINAL TOURISM

Québec Aboriginal Tourism is a sectoral tourism association recognized by Quebec's ministry of tourism as the province's official representative of the Indigenous tourism industry. In 2016, QAT celebrated 25 years of dedication in developing and promoting this industry.

QAT was founded in 1991 as the Société Touristique Innu and was afterwards known as Québec Aboriginal Tourism Corporation (QATC) till 2010. QAT's mission is to support the growth of tourism enterprises by providing services for the ethno-cultural, economic and sustainable development of the eleven Indigenous Nations of Quebec. Our association thus contributes to the strengthening, preservation and promotion of the culture and traditions specific to each of the First Nations and Inuit communities.

Our mission is: "to provide the Indigenous tourism entrepreneurs of Quebec with a representative body that safeguards their interests, supports their development and offers a range of products and services that promote business development, improve business practices and increase their visibility in tourism markets".



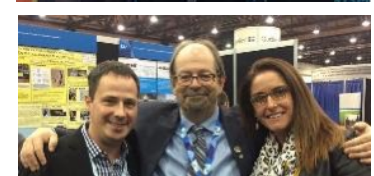
Québec Aboriginal Tourism

The official voice of Indigenous tourism in Quebec

1 MISSION: 4 KEY AREAS OF FOCUS

1 REPRESENTATION

- Representation in the industry and with fund providers
- Promote research and knowledge about the sector
- Structure the Indigenous tourism sector
- Support product diversification and enhancement
- Creation of partnerships and collaborations
- Safeguard the interests of members with political and economic leaders



1 MISSION: 4 KEY AREAS OF FOCUS

2 DEVELOPMENT

- Responsible for QAT's development plan
- Support entrepreneurs with their business development (startup process, expansion, diversification)
- Maintenance and updates of our strategic data
- Increase awareness and promote tourism development as a socio-economic driver
- Support the diversification, enhancement and standardization of the tourism offer
- Development tours (familiarization with Indigenous and non-Indigenous stakeholders in the field)
- Competencies development



ABORIGINAL TOURISM – A CAREER CHOICE FOR YOUNG PEOPLE!



1 MISSION: 4 KEY AREAS OF FOCUS

3 MARKETING

- Responsible for QAT's marketing and design strategy
- Promote the visibility of Indigenous tourism in major national and international tourism markets (e.g., trade shows, fairs)
- Expertise in international promotion and marketing
- Targeted and/or grouped ad purchase
- Promotion via press and fam tours
- Integrated Alliance strategies
- Promotion of the Indigenous tourism industry and its sub-sectors



SERVICES TO MEMBERS - OVERVIEW

START-UP	MARKET READY	EXPORT READY
Business planning/start-up	Product development and diversification	International Marketing
Community awareness	Distribution channels Awareness	Distribution channels Initiation
<p>Representation for Aboriginal Tourism Industry</p> <p>Mentoring / Training</p> <p>Studies : Strategic knowledge</p> <p>Networking occasions with Industry</p> <p>Facilitate access to programs and funds</p> <p>Promotion/ Magazine and Web site</p>		





PARTNERSHIPS

support the development of
Indigenous tourism

- ECONOMIC DEVELOPMENT CANADA
- INDIGENOUS AFFAIRS CANADA
- INDIGENOUS TOURISM ASSOCIATION OF CANADA
- TOURISM QUÉBEC
- INDIGENOUS AFFAIRS QUÉBEC
- TOURISM INDUSTRY ALLIANCE QUEBEC
- PARCS CANADA
- MEMBERS

PARTNERSHIPS



MEMBERS



Representation, Development, Promotion, Communication

The Indigenous tourism offer:

AUTHENTICITY

SHARING

PARTNERSHIPS

QUALITY

SUSTAINABLE DEVELOPMENT



Profile: Stats and highlights

- International demand exceeds the offer.
- 42% of the international market travelling in Quebec will visit an Indigenous tourism business.
- Indigenous tourism is recognized as **1 of the 5 leading tourism offers by the Ministry of Tourism** and features among the **14 distinctive experiences of the Alliance de l'industrie touristique du Québec.**
- Indigenous tourism offers contributes significantly to the renewal of the provincial tourism offer. Also, it create jobs, businesses and help economic development within indigenous communities.



An Indigenous tourism business in Quebec

TWO CONDITIONS



The business is mainly owned or administered by Indigenous people



It offers a tourism experience





229 BUSINESS

JOBS CREATED

3,500

ECONOMIC IMPACT

\$169 M

AVERAGE TURNOVER
(ENTERPRISES)

\$394,000

ECONOMIC
DATA



Members: Québec Aboriginal Tourism



- 148 MEMBER ENTERPRISES
- 158% INCREASE IN MEMBERSHIP (ENTERPRISES) SINCE 2011
- QAT REPRESENTS 63% OF THE 229 INDIGENOUS TOURISM ENTERPRISES (2016)
- QAT REPRESENTS QUEBEC'S 11 INDIGENOUS NATIONS

Representation of the business sectors

NATURE &
ADVENTURE

15%



ARTS &
CULTURE

33%



ACCOMMODATION &
GASTRONOMY TRADITIONS

32%



HUNTING &
FISHING

20%



Cultural Activities



ANCESTRAL WAY OF LIFE



HISTORICAL FACTS



SAMPLING OF TRADITIONAL DISHES

Cultural Activities



TRADITIONAL DANCES



MUSIC/SONGS



HIKING IN THE TERRITORY



The markets





SOURCE OF TOURIST ARRIVALS 1.2 M VISITORS

64% FROM QUEBEC

36% FROM THE REST OF CANADA AND ABROAD

14% from France

9% from Canada

5% from other European countries (Belgium, Switzerland, Germany and UK)

5% from other countries including China

3% from the United States

The European clientele



85% French, 72% Germans, 46% British are interested in an Indigenous cultural tourism experience specifically during their next trip to Canada.





**À LA RENCONTRE
DES GRANDS CHEFS**
ABORIGINAL GASTRONOMY



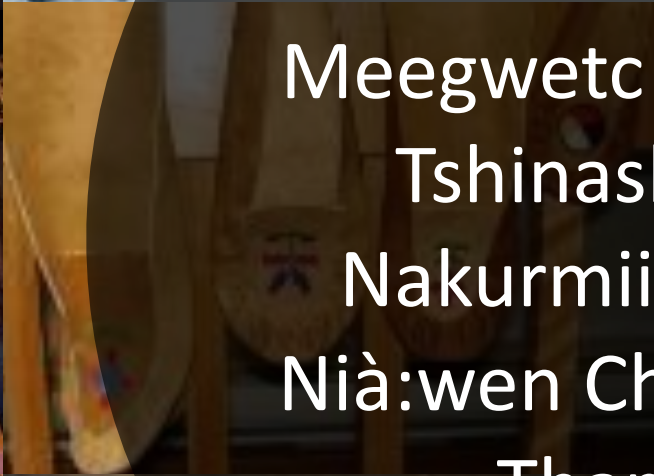
MAJOR PROJECT



DESTINATIONS: FIRST
NATIONS AND INUIT
LEGACY PROJECT IN
MONTRÉAL



TWO MINUTES OF INDIGENOUS TOURISM IN QUÉBEC...



Tiawenhk Mikwetc
 Meegwetc Meegwetch
 Tshinashkumitin
 Nakurmiik Welaliog
 Nià:wen Chiniskomiitin
 Thank you
 Merci