



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

The Path Forward: Indigenous Tourism in Canada (2016-2021)

Keith Henry – President & CEO

Indigenous Tourism Association of Canada


Indigenous Leadership

- ✿ Industry focused and Industry led
- ✿ Represent Indigenous-owned businesses
- ✿ 13 Board Members - from each prov./terr.



Strategic Pillars

- 1) Development
- 2) Marketing
- 3) Leadership
- 4) Partnership



To provide leadership in the development and marketing of authentic Indigenous tourism experiences through innovative partnerships.

MISSION



VISION

A thriving Indigenous tourism economy sharing authentic, memorable and enriching experiences.






Economic Impact

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

- 33,100 workers employed;
- \$2.65 billion of gross output;
- \$1.4 billion GDP;
- \$870 million in wages and salaries.







Unique Set of Benefits

2015 National Indigenous Tourism Research determined:

-  **Enhances livelihood for Indigenous tourism businesses;**
-  **Provides an opportunity to develop businesses that showcase a community's traditions and culture;**
-  **It enhances cultural awareness delivering understanding and connection;**
-  **Supplies the inspiration for elders to pass down culture, history and tradition to cultural ambassadors for sharing;**
-  **It revitalizes Indigenous traditions for the benefit of communities as well as travelers.**

Barriers to Growth

2015 National Indigenous Tourism Research determined:

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

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.**

Targets



Measurable goals to achieve by 2021

- 1) Indigenous tourism revenues:
\$300 million increase in annual Canadian GDP
- 2) Indigenous tourism jobs:
40,233 total workers
- 3) Indigenous tourism businesses:
50 additional export-ready experiences

Strategic Pillar

DEVELOPMENT

Micro-Grant Product Development Program

- Maximum grant = \$10,000/business
- In 2017, 115 applicants from across Canada
- Funding requests total = \$1.2 million
- \$410,000+ distributed in 2017
- Grants going to 60+ businesses representing all 13 provinces and territories



Website Upgrades



New Tradeshow Booth

EXPERIENCE DEVELOPMENT MICRO GRANTS



INDUSTRY EVENTS – for Indigenous Tourism

International Indigenous Tourism Conference

- 2016 conference sold-out – 350 participants (Membertou, Nova Scotia)
- 2017 conference sold-out – 500 participants (Calgary Alberta - Tsuut'ina Nation)

Annual conference includes:

- Off-site Cultural Tours and Awards Gala
- Pre-conference Provincial Development Day
- Next conference Oct. 30-31, 2018 in Saskatoon, SK

2018 Venue – TCU Place - Saskatoon



www.indigenoustourismconference.com

A screenshot of the website for the 2018 International Indigenous Tourism Conference. The website has a green header with navigation links: "2018 IITC", "Email Updates", "Past IATC Highlights", and "About ITAC". The main content area features a large image of a person in traditional Indigenous attire holding a staff. The text reads "2018 International Indigenous Tourism Conference" and "October 30-31 2018 | TCU Place in Saskatoon, Saskatchewan". Below this is a video player showing a man in a striped shirt with a play button icon. To the right of the video is a quote: "A place of unexpected surprise." followed by a paragraph of text: "Where prairie skies meet urban parkland, Saskatoon is host to unique and captivating events, attractions and natural treasures, just waiting to be explored. With an open hear and vibrant energy, Saskatoon welcomes the world." At the bottom right is a button that says "Watch the Video".

IITC – SAVE THE DATE! OCT 30-31, 2018



Wanuskewin Days Cultural Celebration & Powwow — Saskatoon, Saskatchewan, Canada



INDIGENOUS CANADA | AUTOCHTONE CANADA

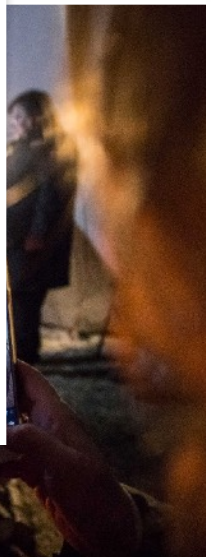
SAVE THE DATE RÉSERVEZ LA DATE

2018
International Indigenous
Tourism Conference

OCTOBER 30 – 31, 2018

Treaty 6 Territory, TCU Place
Saskatoon, Saskatchewan

IndigenousTourismConference.com



DEVELOPMENT - Examples of Training Delivery

Lennox Island Dev. Corp. (PE)

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



Wya Point Resort (BC)

- 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



Strategic Pillar

MARKETING

MARKETING – GUIDE TO ABORIGINAL TOURISM IN CANADA



river BC

... replica of an ocean-going First Nations canoe. Sing traditional songs and view ancient pictographs on the surrounding cliffs. Leave the car behind and head into a lush rainforest fjord that is the heart of the province. The canoeing is accompanied by traditional drumming in the wilderness, storytelling of myths and legends, and fresh salmon, wild rice and bannock on a remote beach.

... cultural band's desire to create an economically and environmentally sustainable tourism industry and provide greater understanding of the region. "We are especially engaged with elementary, high school and social support programs. They make up 60 per cent of our business." The Iskeil-Waututh First Nation "We're excited that local businesses and are learning about reconciliation in an authentic way."

... and the company's cultural canoe and kayak expeditions are explored on mostly half-day tours. The operator offers team-building trips that take in the full 29-kilometre length of Indian Head Falls—a spiritual bathing site. "We teach paddling as well as living in the forest. One heart, one mind, one spirit."

TAKAYA TOURS

700 Apex Avenue
North Vancouver, BC V7M 1R5
604-904-7410
www.takayatours.com
group@takayatours.com

PHOTO CREDIT //

- 1 Photo by Phil Charles courtesy Spirit Bear Lodge
- 2 Photo courtesy Spawick Lifest Cultural Centre
- 3 Photo courtesy Takaya Tours

... markets itself as 'Super, Natural British Columbia,' which is fitting. It's a pull towards the energies that live in our territories. We even have a name for supernatural in my language, in Kwa k'wala, which means 'ala.' We have so much wilderness: old-growth trees, wolves, bears, humpbacks and orcas. As diverse First Nations peoples, we are connected to these life forms. They are reflected in our art and our culture. I invite you to come and experience Nawala for yourself."

... Willie, ATAC Board Member for British Columbia



RVC2018

Halifax, Nova Scotia

May 13-16 | du 13 au 16 mai

GoMedia Canada 2018

Calgary, Alberta | Presented by Destination Canada
September 30 – October 4, 2018



Indigenous Travel Experiences in Canada



GETAWAYS ▾

LONGER STAYS ▾

A Traditional Village on the Edge of Montreal

4 Days | Quebec

Great Spirit Circle

4 days | Ontario

Mahikan Trails & Stoney Nakoda Resort

5 days | Alberta

Maritime Experience

5 days | Prince Edward Island and Nova Scotia

Northern Island Experience

4 days | British Columbia

Prince Edward Island and New Brunswick

5 Days | Prince Edward Island and New Brunswick

Wendake Experience

5 days | Quebec

Winter in Yellowknife, Northwest Territories

4 Days | Northwest Territories

Yellowknife Northern Adventure

5 days | Northwest Territories

Yukon Winter Experience

5 days | Yukon

Indigenous Travel Experiences in Canada



Packages



Great Spirit Circle

Tripes | Camping, Canoeing & Culture
4 DAYS | ONTARIO

DISCOVER RICH AND DIVERSE INDIGENOUS HISTORY THAT HAS YOU EXPERIENCING AN OVERNIGHT 'TEEPEE CAMP' AND A CANOE HERITAGE TOUR ON MANITOULIN ISLAND IN ONTARIO. THIS FLY / DRIVE TRIP COMBINES THE COSMOPOLITAN CITY OF TORONTO WITH THE GREAT SPIRIT CIRCLE TRAIL.

Indigenous Travel Experiences in Canada



Packages



Northern Island Experience

West-coast Wildlife
4 DAYS | BRITISH COLUMBIA

THIS NORTHERN TIP OF VANCOUVER ISLAND EXCURSION OFFERS A COMBINATION OF OCEAN-INSPIRED WILDERNESS TOURS ALONG WITH HANDS ON CULTURAL EXPERIENCES ASSOCIATED WITH THE DIVERSE INDIGENOUS PEOPLES OF THIS REGION.

Start Price | Duration | Region | Activity Level | Availability

THE
NEW YORKER

NEWS CULTURE BOOKS SCIENCE & TECH BUSINESS HUMOR CARTOONS

MAGAZINE AUDIO VIDEO ARCHIVE SUBSCRIBE

PAID POST | WHAT IS THIS?
SPONSOR CONTENT | CANADA

Indigenous Musicians are in the Spotlight in Canada

From British Columbia to Nunavut, how the Indigenous music scene is producing genre-spanning sounds and new opportunities for cultural understanding.

By Katie Bain

In 1995, Leonard Sumner had never been to a nightclub. His community, the Little Saskatchewan First Nation in Manitoba, was light years away from glossy, big city nightlife. The area was surrounded by rolling plains, thick forest and vast freshwater lakes. There weren't any nightclubs. There wasn't even a record store.

Obsessed with the hip-hop exploding out of New York and Los Angeles in this era, the then-adolescent Sumner wanted to be like his rap idols. He could rhyme and write music, but his lyrics about clubbing and money felt bogus. His life on the reservation is very different from those of the platinum-selling artists popping bottles south of the Canadian border.

But as he got deeper into his craft, Sumner realized he could emulate his influences simply by telling his own story with the same vivid honesty with which they were proclaiming theirs. He sat down to write about his world and found the lyrics flowed easily and in abundance. With this shift, he was making music connected not only to hip-hop, but also to his own ancestors.

"Anishinaabe people, Indigenous people, we've been storytellers since we've had language," Sumner says. "There's been this image of the Hollywood Indian that's made us out to be stoic people incapable of emotion. I didn't feel that, and I was sick of other people telling our stories. I knew my story was valid, and that I was capable

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MATADOR NETWORK (USA)

Strategic Pillar

PARTNERSHIPS

PARTNERSHIPS



← ITAC and Travel Manitoba Celebrate Inaugural Power of Indigenous Tourism Summit in Winnipeg, MB

Travel Manitoba and ITAC sign MOU to foster growth →



PARTNERSHIPS

ITAC signs a MOU with the
American Indian Alaska
Native Tourism Association



← ITAC solidifies relationship
with Tourisme Autochtone
Québec / Quebec Aboriginal
Tourism through formal
MOU

PARTNERSHIPS

ITAC & Destination Canada sponsored media and trade FAM Trip to the Torngat Mountains Base Camp



PARTNERSHIPS



**DESTINATION
CANADA**



Government
of Canada

Gouvernement
du Canada



Yukon First Nations
**CULTURE &
TOURISM**
Association



Parks
Canada



Government of
Northwest Territories
Gouvernement des
Territoires du Nord-Ouest

Parcs
Canada

Canada

Alberta

Government

Manitoba

CANADA'S HEART BEATS



**TOURISME
AUTOCHTONE
QUÉBEC
ABORIGINAL
TOURISM**

TOURISM
Saskatchewan
CANADA



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique

TIAC AITC
tianb aitnb



AIANTA

American Indian Alaska Native
Tourism Association



**ADVENTURE TRAVEL
TRADE ASSOCIATION**



WINTA
WORLD INDIGENOUS
TOURISM ALLIANCE

GMIST

Tourism **HR**
Canada



RH Tourisme
Canada



Indigenous
TOURISM
ONTARIO



NOVA SCOTIA INDIGENOUS
TOURISM ENTERPRISE NETWORK

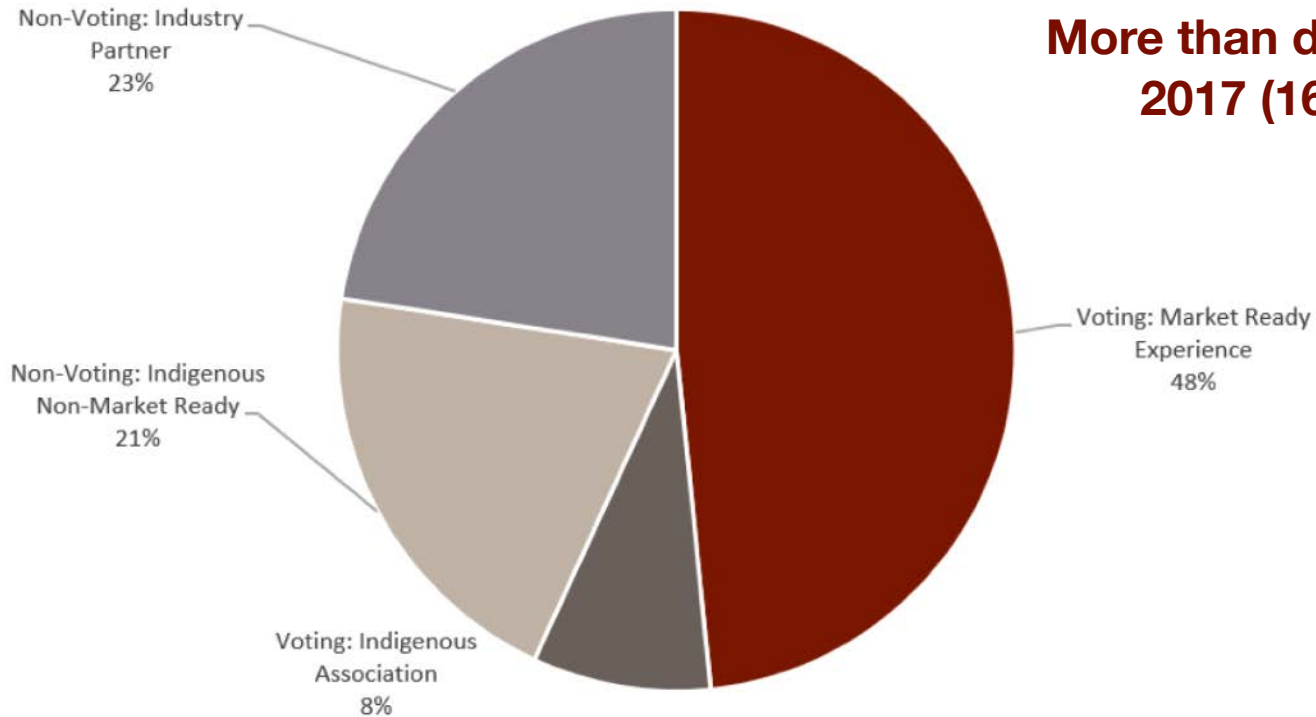
NSITEN
"UNDERSTAND"

MEMBERSHIP 2018-19

Approved Membership Summary:

Overall 2018/19 ITAC Approved Membership: 342 (Voting Members: 195 & Non-Voting Members: 147)

Approved ITAC Members



**More than doubled from
2017 (164 members)**

Voting Members:

Market Ready Experience: 165

Indigenous Associations: 30

Non-Voting Members:

Indigenous Non-Market Ready: 70

Industry Partners: 77

Strategic Pillar

LEADERSHIP

Growing and supporting provincial and territorial Indigenous tourism organizations

- Providing leadership in coordinating the national approach to growing Indigenous tourism
- Annual funding made available specifically to build and support prov./terr. Indigenous tourism organizations
- Establishing a consistent approach or critical path:
 1. Produce meaningful supply and demand-side research
 2. Implement grassroots engagement (regional sessions, forums)
 3. Identify and bring together Indigenous tourism champions
 4. Create a sustainable strategic plan and tactical direction
 5. Encourage invested partnership
 6. Establish a formal organization
 7. New organization activates strategic plan



**TOURISME
AUTOCHTONE
QUÉBEC
ABORIGINAL
TOURISM**



**Indigenous
TOURISM
ONTARIO**



**Newly formed Nova Scotia
Indigenous tourism assoc.**

PROV./TERR. INDIGENOUS TOURISM ORGANIZATIONS



LEADERSHIP

Presentation to the Canadian Council of Tourism Ministers



LEADERSHIP



← ITAC delivers eight Indigenous Tourism Forums in Alberta

In Manitoba, ITAC delivers four Indigenous Tourism Forums →



Recent Projects and Next Steps in Atlantic Canada

Atlantic-Wide Project to Support and Advance Indigenous Tourism

Process includes:

- A thorough research process including surveys
- Discussions with industry through engagement sessions
- Meetings of the Pan-Atlantic Canada Indigenous Tourism Advisory Group (PAITAG)
- Partnering with key Atlantic organizations to unlock funding opportunities supporting growth and development
- Develop and activate a funded strategic plan

TACTIC - Establish Pan-Atlantic Indigenous Tourism Advisory Group (PAITAG)

Nova Scotia

- Robert Bernard
- Catherine Martin
- Darrell Bernard

New Brunswick

- Patricia Dunnett
- Gary Sappier Jr
- Karen Narvey

PEI

- Doreen Sark
- Jamie Thomas
- Sarah Myers

Newfoundland/Labrador

- Jillian Larkham
- Pete (Lois) Barrett
- Roxanne Notley

TACTIC - Bring the Working Group together

- Research needs and collection (survey)
- Review results
- Next Steps and Partners

June 30, 2017 (Moncton, NB)

- initial priorities were identified, scope of the draft survey and survey process

August 9, 2017 (Millbrook, NS)

- review the next steps of industry engagement, review and refine the survey content and delivery

November 6, 2017 (at IATC, Calgary, AB)

- shared the survey results in detail with the group and discussed results
- identified four key priorities

March 1, 2018 (at Halifax, NS)

- Reviewed DRAFT version of Pan-Atlantic Strategic Plan

May 17, 2018 (at Halifax, NS – after RVC)

- Discussed Best Practice Mission and updates to final Pan-Atlantic Plan
- Agreed on contract selection process, discussed approaches to plan implementation

TACTIC – Research to gather industry knowledge from Indigenous tourism stakeholders

- survey reviewed by pan-Atlantic Indigenous tourism group (PAITAG)
- Sent to 340+ contacts in Atlantic Canada
 - Indigenous tourism operators
 - Indigenous tourism partners and stakeholders
- 108 surveys completed

According to the survey results, the key priorities identified to develop Indigenous tourism industry in Atlantic Canada:

- Marketing support and training
- Product Development, training, advice and guidance
- Access to Financing
- Tourism Skills Training
- Tourism Research

TACTIC – ITAC to Support Atlantic Canada through existing ITAC programs

2017/18
Product
Development
Achievements



**10 Atlantic businesses
received \$67,500 in
product development
micro-grants**



**Atlantic Canada
Working Group
attended IATC in
Calgary**



**Market-Ready training
planned for Atlantic
Canada-4th Quarter**

TACTIC – ITAC to Support Atlantic Canada through existing ITAC programs

2017/18 Marketing Achievements



12 market ready Atlantic businesses featured in ITAC experience guide & website



Partnered with Destination Canada on Indigenous Voices video featuring NS and NB experiences



Atlantic tourism inclusion - High profile FAM for N/L Torngat, Go Media in Halifax, Mi'qmaq dancers invited to US Embassy MOU Event

ADDITIONAL PROJECTS & ACHIEVEMENTS:

NEW BRUNSWICK:

- ITAC signed its first Atlantic Canada MOU with TIANB
- New Brunswick has established an Indigenous tourism advisory committee
- JEDI Indigenous Tourism Forum



ADDITIONAL PROJECTS & ACHIEVEMENTS:

NEWFOUNDLAND/ LABRADOR:

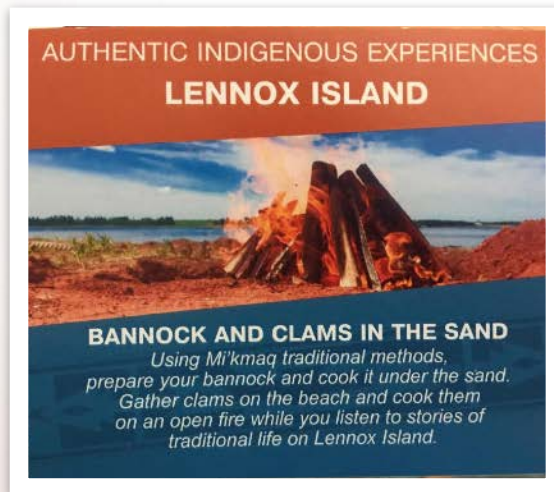
- Established an Indigenous tourism advisory committee
- NL Indigenous Tourism Forum identified priorities and champions



ADDITIONAL PROJECTS & ACHIEVEMENTS:

PRINCE EDWARD ISLAND:

- ITAC providing support to help deliver:
 - hosting of industry engagement forums
 - developing key marketing materials for PEI Indigenous tourism businesses



ADDITIONAL PROJECTS & ACHIEVEMENTS:

NOVA SCOTIA:

- Formally established incorporated Indigenous tourism association
- Headed by a founding Board
- Active at NS tourism industry events
- Launched website: www.nsitn.com



TACTIC – Establish a Funded Strategic Plan

- Three-year plan finalized
- Plan designed to align with priorities of both ITAC and ACOA
- Based on ITAC's Four Pillars with targets for each:

MARKETING

- Collection of collateral, deliver a communication program, increase Atlantic Indigenous tourism businesses in key ITAC marketing initiatives

DEVELOPMENT

- Increase number of export-ready experiences, work towards annual certification, support the growth and expansion of at least 25 Indigenous tourism businesses, provide training and development, develop training

PARTNERSHIP

- Mutually beneficial partnerships, effective & broad networks, collaboration amongst ITAC members, improve competitiveness, grow partner support

LEADERSHIP

- Identify Indigenous tourism champions, build support, establish sustainability, align strategic plans

TACTIC – Establish a Funded Strategic Plan



DRAFT Budget 2018-19 Pan-Atlantic Programs and Projects

FUNDING		Notes
ITAC		\$525,000/yr confirmed for 3 years and assigned to these areas
- Micro-Grant Product Dev't	\$ 100,000	
- Prov./Terr. Capacity Funding	\$ 260,000	
- Marketing Support Programs	\$ 70,000	
- Training	\$ 45,000	
- Project Management	\$ 50,000	
ACOA		\$100,000/yr confirmed for 3 years and assigned to these areas
- Training	\$ 65,500	Contribution includes meeting facilities, catering, hotel accommodations
- Marketing	\$ 7,500	
- Project Management	\$ 8,000	
- Admin & Travel	\$ 19,000	
Four Atlantic Provinces	\$ 35,000	\$8,750/province from provincial tourism ministry
GMIST	\$ 20,000	Support of Best Practice Mission in June/18
Total Funding Revenue	\$ 680,000	

TACTIC – Establish a Funded Strategic Plan



DRAFT Budget **2018-19 Pan-Atlantic Programs and Projects**

EXPENSES		
Development		
Product Development Grants	\$ 100,000	- up to \$10,000 per business to build business readiness
Capacity Funding to Prov./Terr. orgs	\$ 260,000	- ITAC managed application, distribution & reporting program
Training:		Includes: Cost of meeting facilities, catering, hotel accomms
Training - GMIST	\$ 25,000	- Edge of the Wedge training programs, 2 per year
Training - Market Readiness	\$ 25,000	- Development & delivery of readiness training & workshops
Training - Best Practice Missions	\$ 40,000	- One best practice mission per year; in 2018, Wendake, QU
Training - Digital platform training	\$ 15,000	- Social media, SEO, digital ad buying and website
Marketing		
Tradeshaw Participation	\$ 22,000	- Rendezvous Canada, Asia Showcase etc.
Direct to Consumer programs	\$ 33,000	- ITAC consumer sales site and co-ops with travel trade
Digital channel distribution	\$ 22,500	- Support through ITAC digital channels (social, web)
Administration		
Project Management	\$ 70,000	- Contracted project manager
Travel	\$ 50,000	- Travel for meetings, project management, training participation
General Admin	\$ 17,500	- ITAC Admin support for overall pan-Atlantic programs
Total Funding Revenue	\$ 680,000	

ITAC, with support from PAITAG, have hired contractors to implement the first year of the 3-Year strategic plan:

Diversity Management Group

Roles & Responsibilities:

1. Develop and activate process to assess, plan, coordinate and deliver training and certification
2. Review, plan and deliver a process of annual certification of meeting tourism industry Market Ready standards for Atlantic Canada based Indigenous tourism operators to assure consumers, travel trade and industry stakeholders that standards are being met.
3. Provide services as an ITAC liaison with specific relationships and communications in Atlantic Canada

ITAC, with support from PAITAG, have hired contractors to implement the first year of the 3-Year strategic plan:

BDO Canada – Atlantic Region

 Roles & Responsibilities:

1. Support the growth and expansion of at least 25 new, emerging and established Indigenous tourism businesses
2. Work towards an increase number of market-ready experiences 'certified authentic' by ITAC with a goal of seven new market-ready experiences in Atlantic Canada
3. Assist ITAC in reviewing, assessing and delivering a process of annual certification of meeting Market Ready standards
4. Provide assistance and guidance to ITAC in their efforts to provide training and capacity development programs

ITAC will support and oversee the 3-Year strategic plan:

ITAC Support

ITAC - Marketing

- Collection of images, video and messaging to create collateral, branding and fulfillment for all four provinces
- Develop and deliver a communication program with messaging relating to positive community and cultural impacts
- Increase the Atlantic representation in ITAC marketing initiatives

ITAC – Project Management/Leadership/Admin/Finance

- Admin support: attending PAITAG meetings where appropriate, processing ITAC expenses, cheques, reporting back to ACOA
- Project support: overseeing and approving plans, activations and implementation budgets by BDO & DMG
- Travel: where needed, provide travel and event coordination for ITAC events for PAITAG

Indigenous Travel Experiences in Canada



GETAWAYS ▾

LONGER STAYS ▾

Maritime Experience

Indigenous Art, Seafood Cuisine and Trail rides

5 DAYS | PRINCE EDWARD ISLAND AND NOVA SCOTIA

Book Now!

SINCE TIME IMMEMORIAL, THE RUGGED SHORES OF THE MARITIME PROVINCES HAVE BEEN HOME TO THE MI'KMAQ PEOPLE. THIS SELF-DRIVE EXCURSION HAS YOU MEANDERING YOUR WAY THROUGH HISTORIC FISHING VILLAGES AND BREATHTAKING LANDSCAPES AND AN OPPORTUNITY TO IMMERSE YOURSELF IN TRADITIONAL CULTURES AND COMMUNITIES SPREAD ALONG THE COASTLINE.

Start Price	Duration	Region	Activity Level	Availability
\$1,280 per person*	5 days	Prince Edward Island and Nova Scotia	Moderate	Year round

TRIP HIGHLIGHTS



Indigenous Travel Experiences in Canada



GETAWAYS ▾

LONGER STAYS ▾

Prince Edward Island and New Brunswick

Indigenous Art and Culture: Local History and Locally Made Indigenous Artwork

5 DAYS | PRINCE EDWARD ISLAND AND NEW BRUNSWICK

Book Now!

FEAST ON TRADITIONAL LOCAL CUISINE, PURCHASE AUTHENTIC ART AND HEAR THE STORIES AND LOCAL HISTORY OF THE MI'KMAQ PEOPLES AND THEIR FAMILIES ON THE EAST COAST OF CANADA.

Start Price

\$1,130*

Duration

5 Days

Region

Prince Edward Island
and New Brunswick

Activity Level

Moderate

Availability

May - October

TRIP HIGHLIGHTS



MARKETING - BLOG POST FEATURED ON FACEBOOK



Indigenous Tourism Canada

Published by The Update Company | ? | · 18 January at 14:08 ·

Atlantic Canada is rich in First Nations culture and stunning natural beauty. We've created a 14-day travel itinerary of Atlantic Canada Indigenous Adventures, to help you start planning your next adventure, take a look:

#IndigenousCanada #VisitNovaScotia #exploreNB #explorePEI #exploreCanada Metepenagiag Heritage Park Red Bank Lodge Wagmatcook Culture & Heritage Centre Membertou Heritage Park & Petroglyphs Gift Shop Destination Membertou Millbrook Cultural & Heritage Centre



ITINERARY: Atlantic Canada Indigenous Adventures | Indigenous Canada

Discover the Atlantic Canada provinces of Nova Scotia, New Brunswick and Prince Edward Island. Embrace the three provinces' rich First Nations culture...

INDIGENOUSTOURISM.CA

[Learn More](#)

9,253 people reached

[Boost Post](#)

Recent activity

Boosted on 19 January
Audience: Eastern Canada - PEI, NS, NB
By Sarah James · Finished 14 days ago

[View results](#)

Takahiro Yokosuka and 123 others

16 Comments 57 Shares

Performance for your post

9,253 People Reached

243 Likes, Comments & Shares

163 Likes	125 On Post	38 On Shares
22 Comments	16 On Post	6 On Shares
58 Shares	57 On Post	1 On Shares

418 Post Clicks

0 Photo views	222 Link clicks	196 Other Clicks
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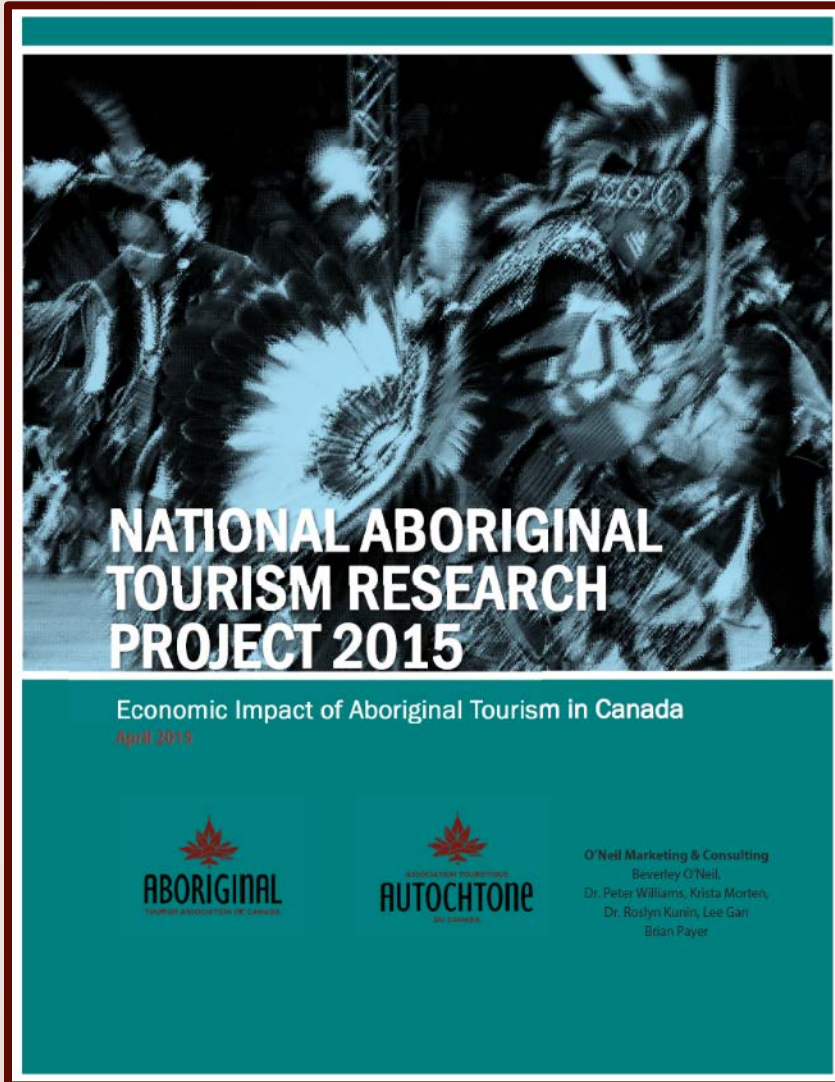
NEGATIVE FEEDBACK

4 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

THE PATH FORWARD:

Reference Materials for Indigenous Tourism Businesses and Industry Stakeholders

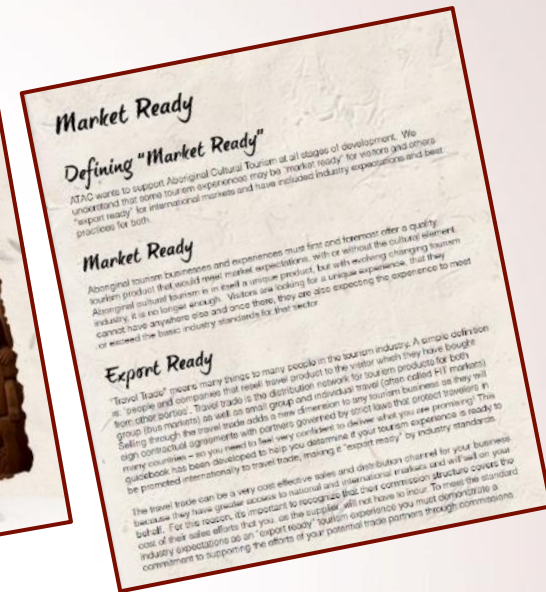
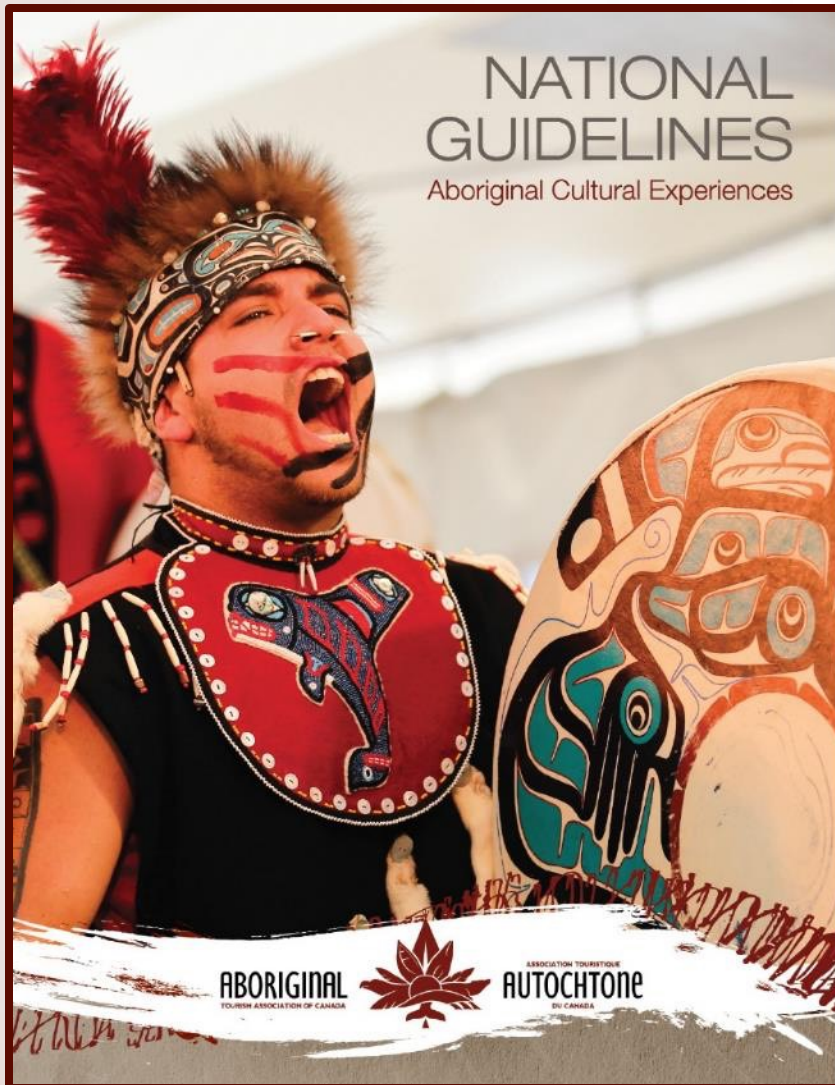


Updating research by October 2018

Update economic impact of
Indigenous tourism:

- Revenues/GDP
- Jobs
- # of Businesses

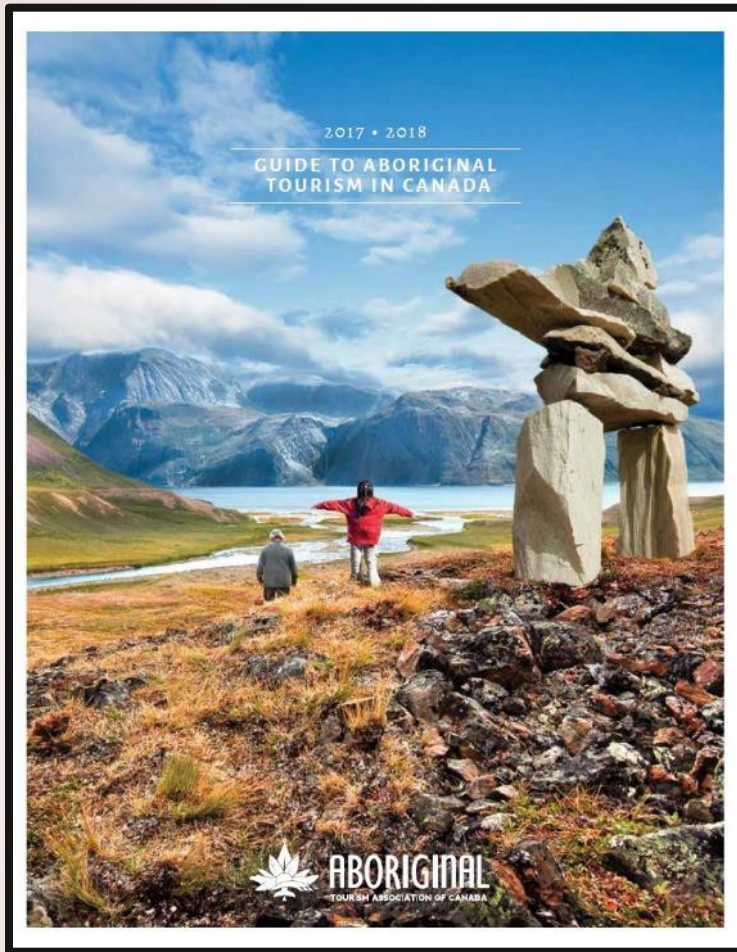
NATIONAL INDIGENOUS TOURISM GUIDELINES



National Guidelines

- Definitions and case studies
- Questionnaire workbook format
- Guidelines for various stages of development

GROWING NUMBER OF EXPERIENCES TO MARKET



Annually Updated: Guide to Indigenous Tourism in Canada

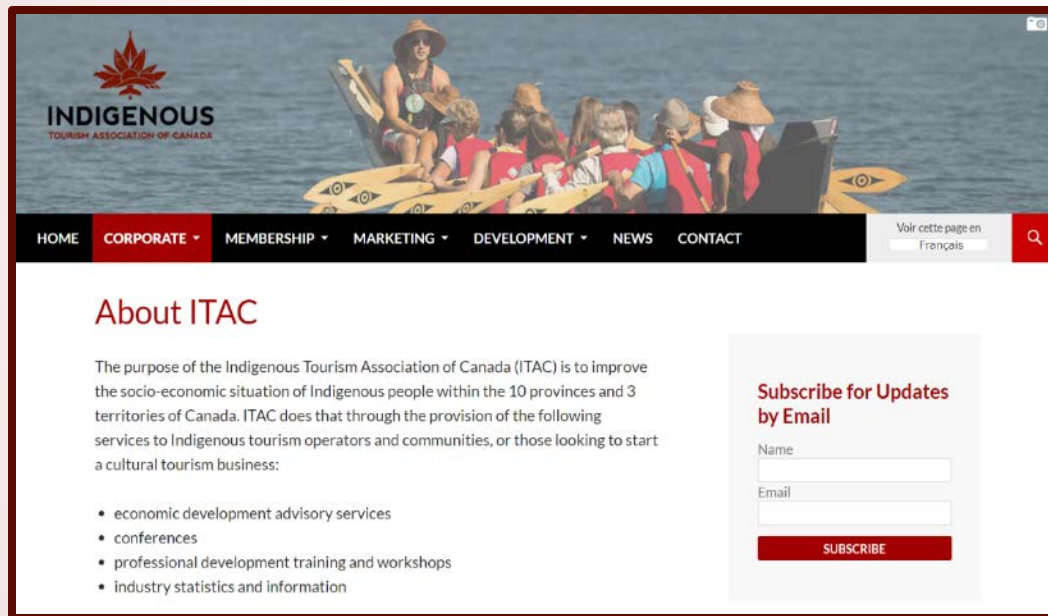


IndigenousTourism.ca

- Listings of almost **200** market-ready Indigenous tourism experiences across Canada

TO LEARN MORE:

IndigenousTourism.ca/corporate



The screenshot shows the corporate page of the Indigenous Tourism Association of Canada (ITAC). The header features the ITAC logo (a red maple leaf) and the text "INDIGENOUS TOURISM ASSOCIATION OF CANADA". Below the logo is a navigation menu with links for HOME, CORPORATE, MEMBERSHIP, MARKETING, DEVELOPMENT, NEWS, and CONTACT. A language selector is set to "Français". The main content area is titled "About ITAC" and includes a paragraph describing the organization's purpose: "The purpose of the Indigenous Tourism Association of Canada (ITAC) is to improve the socio-economic situation of Indigenous people within the 10 provinces and 3 territories of Canada. ITAC does that through the provision of the following services to Indigenous tourism operators and communities, or those looking to start a cultural tourism business:". A list of services is provided: economic development advisory services, conferences, professional development training and workshops, and industry statistics and information. A "Subscribe for Updates by Email" form is also visible, with fields for Name and Email, and a SUBSCRIBE button.

- Corporate documents including full National Indigenous Tourism research report
- National Market-Readiness Guide
- ITAC Five-Year Strategy 2016-21
- Newsletter Sign-up

INDIGENOUS
TOURISM ASSOCIATION OF CANADA



ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

INDIGENOUS
TOURISM ASSOCIATION OF CANADA



ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

IndigenousTourism.ca