

Story

IDEAS



INDIGENOUS | ASSOCIATION TOURISTIQUE
TOURISM ASSOCIATION OF CANADA | AUTOCHTONE
DU CANADA





The Indigenous people of Canada have been here for millennia and their impact, which is felt daily, is being celebrated through a growing and vibrant Indigenous tourism industry. In 2018, Destination Canada reported that one in every three international visitors (37%) to Canada are interested in Indigenous tourism experiences. Travellers want the authenticity, uniqueness and diversity of stories and products offered by Indigenous peoples and communities across Canada.

Who We Are

The Indigenous Tourism Association of Canada (ITAC) is the lead organization tasked with growing the Indigenous tourism industry across the country. Inspired by a vision for a thriving Indigenous tourism economy sharing authentic, memorable and enriching experiences, ITAC develops relationships with other groups and regions with similar mandates. By uniting the Indigenous tourism industry in Canada, ITAC works to enable collective support, product development, promotion and marketing of authentic Indigenous cultural tourism businesses in a respectful protocol. With Indigenous tourism outpacing Canadian tourism activity overall, and international demand for Indigenous experiences at an all-time high, ITAC updated its five year plan.

For more information on ITAC visit IndigenousTourism.ca

ITAC's Media Relations Program

ITAC works with regional Indigenous tourism associations and destinations across Canada to support media visits to its hundreds of authentic and transformative experiences. A new consumer online hub, rich with information and itineraries, Destination Indigenous, will be launched in 2020.



For more information on ITAC Media Relations, contact Ryan Rogers at marketing@IndigenousTourism.ca

Cover: Tundra North Tours, NT **1.** Metepenagiag Heritage Park, NB **2.** Site Traditionel Huron, AB **3.** Takaya Tours, BC **4.** Kwanlin Dun Cultural Centre, YT



New & Award-Winning Experiences

Aurora Village 'ViTeepee' is the newest Indigenous Destination Canada Signature Experience. Located on the Ingraham Trail just outside of Yellowknife, Northwest Territories, Aurora Village is the perfect place to experience the magic of the Northern Lights, otherwise known as *Aurora Borealis*.

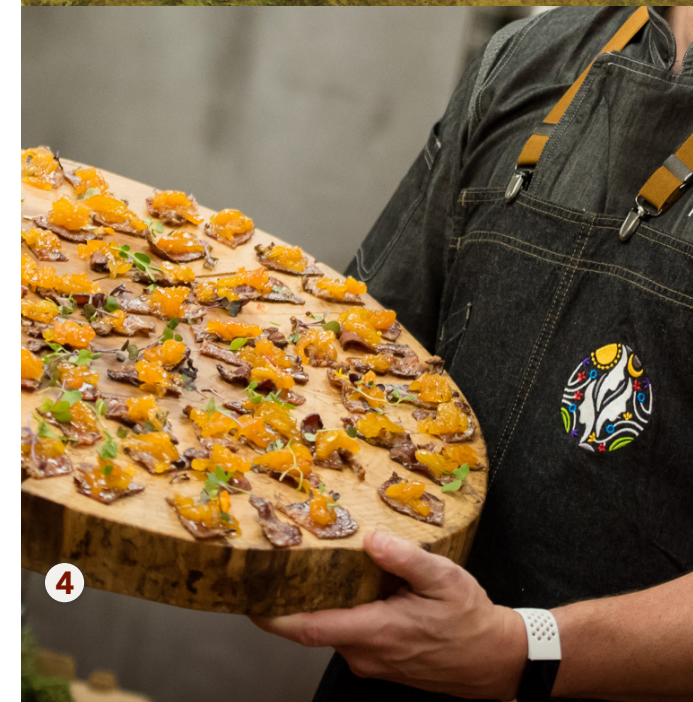
Haida House at Tllaal is unveiling twelve new oceanfront cabins, located within a short walk of the main lodge. This new adventure collection, available for reservations in the summer of 2020, embraces the spirit upon which Haida House was built, and will offer guests a private cabin experience along with access to a range of cultural excursions.

Ocean House, Haida Gwaii's only bespoke floating ecolodge, will boast a new land-based address in 2020. This intimate property, which is expanding from 12 to 22 rooms, will be moving from its current location in Stads K'uns GawGa Peel Inlet to a pristine, protected bay on Graham Island's northern tip; near the village of Gaw Tlagee Old Massett, Tlaga Gawtlaas - New Town. Easily accessible by regular scheduled commercial air, or BC Ferries, the new setting for the 22-room lodge is ideally located near the village of Old Massett. Ocean House will provide easy access to an abundance of Haida arts and cultural activities in nearby villages, as well as unlimited outdoor adventures in neighboring Naikoon Provincial Park which includes North Beach, a secluded 87-kilometer remote sand beach.

Wanuskewin Heritage Park was recently recognized by the Tourism Industry Association of Canada (TIAC) as the winner of the 2019 ITAC Indigenous Tourism Award. Located in Saskatoon, Saskatchewan and currently undergoing a significant expansion, Wanuskewin Heritage Park works to advance the understanding and appreciation of the evolving cultures of the Northern Plains Indigenous Peoples. The Wanuskewin area contains some of the most exciting archaeological finds in North America, many of which pre-date the pyramids of Egypt. The archaeological resources of Wanuskewin are exceptional and among the finest examples of pre-contact occupation of the Great Plains of North America. In 1987, Her Royal Highness Queen Elizabeth II declared it a National Historic Site, and in 1992 the interpretive centre and trails were opened to the public. Wanuskewin Heritage Park has also been named to Canada's Tentative List of UNESCO World Heritage Sites.

Indigenous Culinary of Associated Nations (ICAN) was launched and, along with a memorandum of understanding (MOU) with the Indigenous Tourism Association of Canada (ITAC), will result in a deeper understanding of the power of Indigenous food and a broader connection with Indigenous culture. Launched with a vision for a world where Indigenous food is not a dish served for one but a cultural feast and celebration of nations, ICAN is dedicated to sharing Canada's diverse Indigenous food, culinary and cultural experiences with the world. The MOU between ITAC and ICAN will become a strategic framework to support, develop and market Canada's diverse Indigenous culinary experiences, and in turn, foster the growth of Indigenous culinary tourism on a national level.

1. Aurora Village, NT 2. Haida House, BC 3. Blackfoot Crossing Historical Park, AB 4. A culinary offering by ICAN



Accommodation

Inspired by the growing demand for Indigenous experiences, premier accommodations are opening up in cities and communities across the country, built by Indigenous communities to showcase our unique brand of hospitality and celebrate our artists.



METEPENAGIAG / RED BANK LODGE
Red Bank, New Brunswick



HÔTEL-MUSÉE PREMIÈRES NATIONS
Wendake, Québec



KWA'LILAS HOTEL
Port Hardy, British Columbia



SKWACHÀYS LODGE
Vancouver, British Columbia

International Indigenous Tourism Conference (IITC)

ITAC's annual conference brings together more than 700 Indigenous and non-Indigenous delegates from around the world who are interested and invested in creating and contributing towards a growing Indigenous tourism industry.



CHECK OUT WHAT THE CONFERENCE HAS TO OFFER!

IndigenousTourismConference.com



The conference includes the Indigenous Tourism Awards gala as well as sessions and presentations by Indigenous tourism thought leaders from across Canada and around the world.

This year, ITAC will host the 9th annual International Indigenous Tourism Conference in Winnipeg, Manitoba, September 29-October 1, 2020.

Media passes are available upon request and a press trip is being organized. For details, contact Ryan Rogers at marketing@IndigenousTourism.ca.

All images are from the 2019 IITC in Kelowna, BC on the traditional and unceded territory of the Syilx Nation.



Quick Research Facts

The Conference Board of Canada conducted research in 2018 regarding Indigenous tourism within Canada. A few highlights:

Indigenous tourism sector growth is outpacing Canadian tourism activity overall.

- ▶ Growth in Indigenous tourism sector employment and GDP is substantially outpacing growth in employment and GDP generated by overall tourism activity in Canada (employment: +17.3% vs +5.1%; GDP: +23.2% vs +14.5%)

One in every three international visitors (37%) to Canada say they are interested in Indigenous tourism experiences

- ▶ The country with the highest percentage of visitors interested in Indigenous experiences is France, with 63% of visitors wanting to partake in Canadian Indigenous activities. Following France's lead is Germany, with 47% of German visitors to Canada interested in Indigenous experiences.

- ▶ The USA and China both offer the largest potential market opportunities, in terms of potential visitation with 33% and 35% respectively, interested in Indigenous experiences.

Indigenous tourism is diverse and made up of many different business models.

- ▶ While main drivers of employment and GDP contributions come from air transportation and resort casinos, it is cultural workers, such as Elders and knowledge keepers, who define many of the authentic Indigenous cultural experiences available to tourists in Canada.
- ▶ At least 1,875 Indigenous businesses participate in Canada's Indigenous tourism sector, and more than 39,000 people work in the sector's associated industries.

At the current pace of Indigenous tourism growth, and with continued investment, there is a strong case for ITAC to reach its goals outlined in its new Five-Year Plan: Accelerating Indigenous Tourism in Canada (2019-2024).

Visit [Bit.ly/ResearchDocs](https://bit.ly/ResearchDocs) to access all Industry Research reports and findings.

Photo and Video Assets

ITAC uses CrowdRiff to manage image and video assets and can provide you with access to curated collections for all of our members.

For details, contact Ryan Rogers at marketing@IndigenousTourism.ca.

1. Ocean House, BC 2. Tourisme Gesgapegiag, QC 3. Amishk Aventures, QC 4. Club Odanak, QC



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