

BUILDING BACK
BETTER

#NITC2022

IndigenousTourism.ca/NITC

The Indigenous Tourism Association of Canada is proud to host the

NATIONAL INDIGENOUS TOURISM CONFERENCE

at the Grey Eagle Resort & Casino on Tsuut'ina Nation lands
in Calgary, Alberta from March 8-10, 2022.

The theme of the National Indigenous Tourism Conference (NITC) is “Building Back Better”. It is a call to action to operators, funding partners and industry supporters to join ITAC for a focused conversation on how the Indigenous tourism sector reunites and begins to rebuild from the impacts of COVID-19.

The conference will include topics related to recovery and resilience and will focus on how the sector can work together to rebuild as the pandemic subsides.



DAY 1: Tuesday, March 8th

INDIGENOUS TOURISM ASSOCIATION OF CANADA ANNUAL GENERAL MEETING

Day 1 starts with the ITAC Annual General Meeting which runs from 2:00 to 5:00pm.
All members, as well as the general public, are encouraged to attend.

WELCOME RECEPTION & CULINARY EVENT

The conference really kicks off at 6:00pm with a Welcome Reception featuring amazing cuisine from the Grey Eagle Resort & Casino—*not to be missed!*

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National Indigenous Tourism Conference

CALGARY, ALBERTA | MARCH 8-10, 2022 | #NITC2022

AGENDA

DAY 2: Wednesday, March 9th

7:30 Breakfast

LEADERSHIP

8:30 Opening Ceremony & Grand Entry

9:30 KEYNOTE: Building Back Better

10:30 Coffee & Networking Break

11:00 TBD

12:00 Lunch & Networking

DEVELOPMENT

1:00 Project Rise

1:30 Innovative Experience Development through COVID-19

2:30 Coffee & Networking Break

3:00 Development Breakout Sessions

4:00 Break until Cultural Tours

DAY 3: Thursday, March 10th

8:00 Breakfast

PARTNERSHIP

9:00 KEYNOTE: WestJet

9:30 KEYNOTE: Partnering

10:30 Coffee & Networking Break

11:00 Partnership Panel

12:00 Lunch & Networking

MARKETING

1:00 The Original Original

2:00 Destination Canada Environmental Scan

2:30 Coffee & Networking Break

3:00 Marketing Breakout Sessions

4:00 Closing Remarks

CULTURAL TOURS

From 6:00 - 8:30pm, experience local Indigenous culture on one of several tour options—*includes dinner!*

Background photo:
Warrior Women, AB

Photo: Painted Warriors, AB