



Welcome  
Session B4- Tourism Trends:  
Tourism Development as a Tool for Food  
Sovereignty  
Wednesday, September 19, 2018  
2:00pm – 3:15pm

To receive a Certificate of Completion, please provide  
information requested in the session sign-in sheet for each  
session attended



**AIANTA**

American Indian Alaska Native  
Tourism Association



**INDIGENOUS**  
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE  
**AUTOCHTONE**  
DU CANADA

# Feast The Nations: Indigenous Culinary & Food Tourism in Canada

Indigenous Tourism Association of Canada

# Who is ITAC?


## 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.**

# THE OPPORTUNITY

## 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.**

# UNDERSTANDING THE CHALLENGE

## 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.**

# UNDERSTANDING THE OPPORTUNITY

## 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.**

# What are ITAC's Goals?

## 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

# Strategy





## Halfway point of our five-year plan – 2016-2021



# What size is Indigenous tourism in Canada?

## 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**
-  **1,500+ businesses – Indigenous owned**

# Why are travelers interested?

## International Demand

**Destination Canada Indigenous tourism research shows that international travel markets are most interested in:**

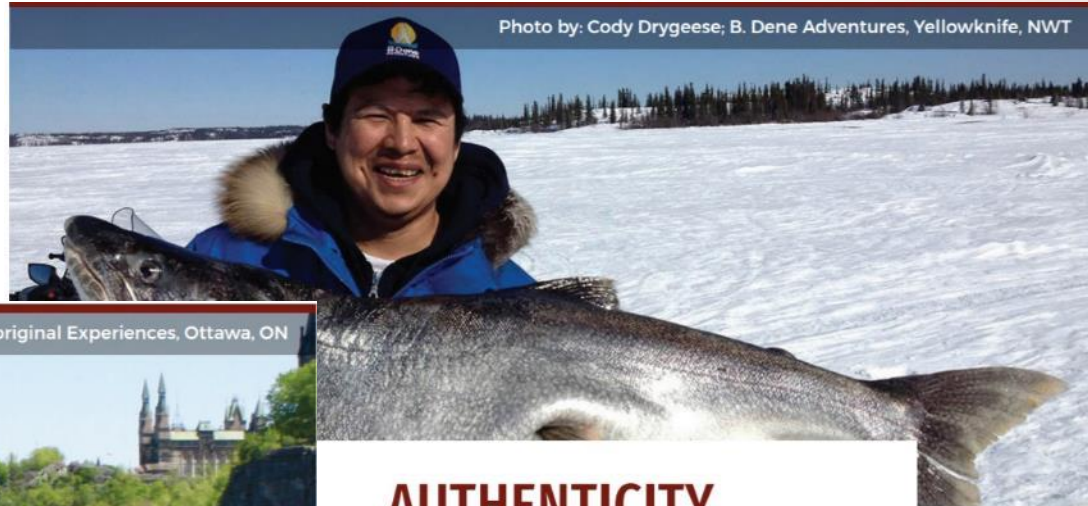
- ✳ **Enriching, engaged, immersive experiences with Indigenous people;**
- ✳ **Experiences that are related to nature and learning;**
- ✳ **Authenticity;**
- ✳ **Seeking benefits of ‘discoveries’ and ‘adventures’;**
- ✳ **Connection to nature and Indigenous way of life in context of spirituality & culture traditions;**
- ✳ **NOTE: Entertainment-only experiences (non-immersive experiences) are of lesser value and interest to visitors**



# UNDERSTANDING THE OPPORTUNITY

## Type of Demand

Visitors from the US looking for an Indigenous tourism experience:



**INTEREST IS THERE,  
BUT AWARENESS IS LOW**

**AUTHENTICITY  
IS KEY**

**Source:** 2017 USA Market Research Perceptions & Recommendations – ITAC & Destination Canada

# UNDERSTANDING THE OPPORTUNITY

## Type of Demand

**Explorer Quotient (EQ) Target Audience for Indigenous Tourism. The best EQ targets for Indigenous tourism are:**

- ✳ Cultural Explorers
- ✳ Authentic Experiencers

### Cultural Explorers

#### **Favourite Activities:**

- ✳ Wildlife Viewing
- ✳ Dining with local ingredients
- ✳ Visiting parks, natural wonders
- ✳ Visiting small towns & villages
- ✳ Visiting historic sites
- ✳ Interacting with locals



Strategic Focus

**Indigenous Culinary**

# HOW DID WE GET HERE?

## The Idea Kept Coming Up...

- The concept for a Indigenous culinary and food tourism movement has been emerging for some time;
- The primary observation being that an informal (loosely connected to each other), and well-established Indigenous culinary and food sector exists in Canada.
- Anecdotal evidence also suggested their interest in having an organization represent them and their collective interests.

## The overarching question we're trying to answer.

How can Indigenous food businesses work together (and/or with an organization) like ITAC in order to drive our business and the Indigenous culinary/food industry as a whole?

## OUR APPROACH

### **Phase 1: exploratory meeting**

Our objective was accomplished through the facilitation of a one-day meeting with 20 participants familiar with the Indigenous culinary and food business sector in Canada.

The Meeting took place in Toronto on July 19, 2018.

# 2018 INTERNATIONAL INDIGENOUS TOURISM CONFERENCE

*October 29, 2018: Saskatchewan Day*

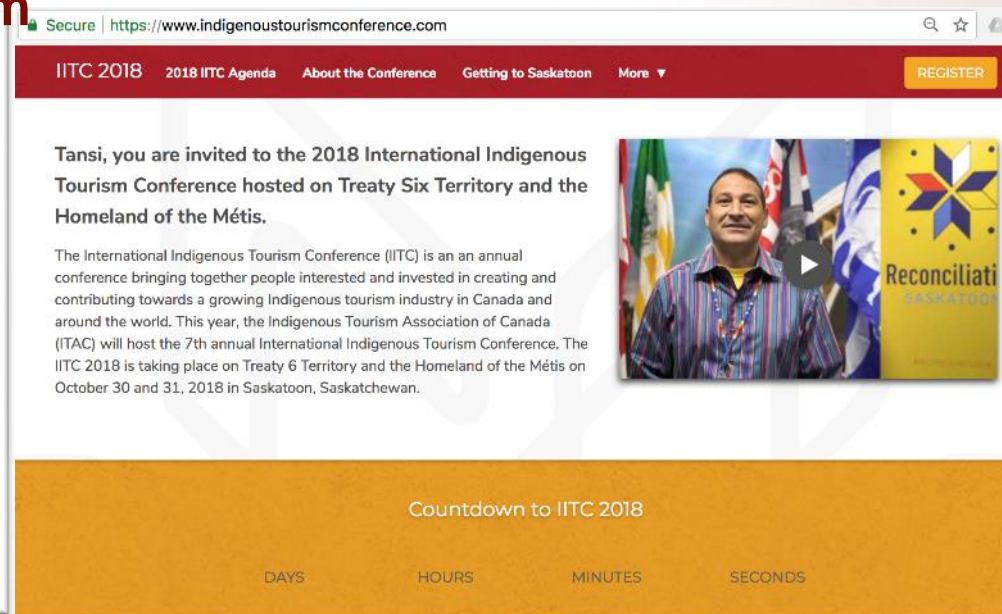
- *Target: 150 delegates*

**October 30 & 31, 2018**

- Treaty Six Territory and Homeland of the Metis Nation, Saskatoon, Saskatchewan
- Target: 500+ delegates
- Includes: Community Cultural Tours & Indigenous Tourism Awards Gala

**[www.indigenoustourismconference.com](http://www.indigenoustourismconference.com)**

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# TO LEARN MORE:



## IndigenousTourism.ca

170+ market-ready Indigenous tourism experiences across Canada

## IndigenousTourism.ca/corporate

- Corporate documents including corporate & Indigenous Tourism research reports
- National Market-Readiness Guide
- Newsletter Sign-up

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# We'alín! - Thank you!

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