Give a new voice to your marketing through storytelling

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**STORYTELLING**

Storytelling is vital to our indigenous culture. We all come from long line of storytellers. It something that is natural, engrained, it’s who we are.

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**Unprecedented Demand**

Demand for Indigenous tourism in Canada continues to exceed expectations as more international visitors seek authentic experiences.
How do we tell our stories in Canada?

Authenticity – the Heart of Indigenous Tourism.
Culture belongs to the Community.

Diversity of Indigenous communities means there is no universal truth.
Why Authenticity matters.

Indigenous Tourism is by Indigenous peoples, not about Indigenous peoples.
Indigenous content led by Indigenous people.

Visitors want connection.
Visitors want unique experiences.

Visitors want personal perspectives.
They want a transformative experience.

Protecting culture while supporting community.
Connect with Elders.

Create positive economy.
Protect sacred places.

Allow guests to access information about your culture.
It keeps the culture alive.

TOP TIPS FOR EFFECTIVE STORYTELLING.
Careful on your image selection.

Manage Expectations.
Create content that represents your values, not because its colorful.

When writing content, avoid cultural Taboos
Be bold, but conscious.

Partner up, and build a relationship.
Create a meaningful partnership.

Build a relationship without a timeline.

Be open – come without expectation.

Commit to sharing.

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8 Provincial & Territorial Indigenous Tourism Operators

[Map of Canada with logos for various provincial and territorial Indigenous tourism operators]
MOU SIGNING
AIANTA - ITAC

TOOLS
Indigenous Tourism Lifestyle Magazine

Published and distributed a lifestyle magazine featuring 112 Marketing Upgrade Indigenous tourism experiences from across the country.

Canadian Signature Experiences Collection Booklet

Featuring 13 Canadian Indigenous Tourism Experiences across Canada.
Brand Guidelines for Photography

A small guide explaining image context, usage rights and how to make the better use of your images.

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2019-20 Photo Subsidy Program

If your business is an Indigenous Tourism Association of Canada (ITAC) member that has purchased the optional Indigenous Tourism Marketing Membership, you’re eligible to receive the cost of professional photos of your experiences available at your tourism business. This program is designed to enhance the visibility of professional photographers for new and established tourism businesses.

All photos must be high-quality, made available for ITAC’s use, and created according to the standards as outlined in ITAC’s Brand Guidelines for Photography. It should be noted that these photos will be jointly owned by ITAC and your business.

Photography Guidelines

1. Ensure photos are in .jpg format.
2. Photos may be of community members in traditional clothing.
3. Ensure photos are high quality, illustrating the diversity of Indigenous tourism.
4. Acknowledge the photographer in the lower right corner of the image.

Deadline

This program is open from April 1, 2019 to March 31, 2020. All applications for the subsidy accompanied by the photographer’s consent and a descriptive link for the photos, must be received by ITAC prior to March 31, 2020.

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Asset Subsidy Program

Providing support to our Marketing Upgrade members to obtain new high-quality images.
How to be Featured on ITAC Social Media

How to be Featured on ITAC Social Media

A guide helping our members to share great images, innovative posts and for them to start using Hashtags

Video Content

WestJet

National Geographic

Destination Canada
Indigenous Tourism in Canada

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