



**Sébastien Desnoyers-Picard**  
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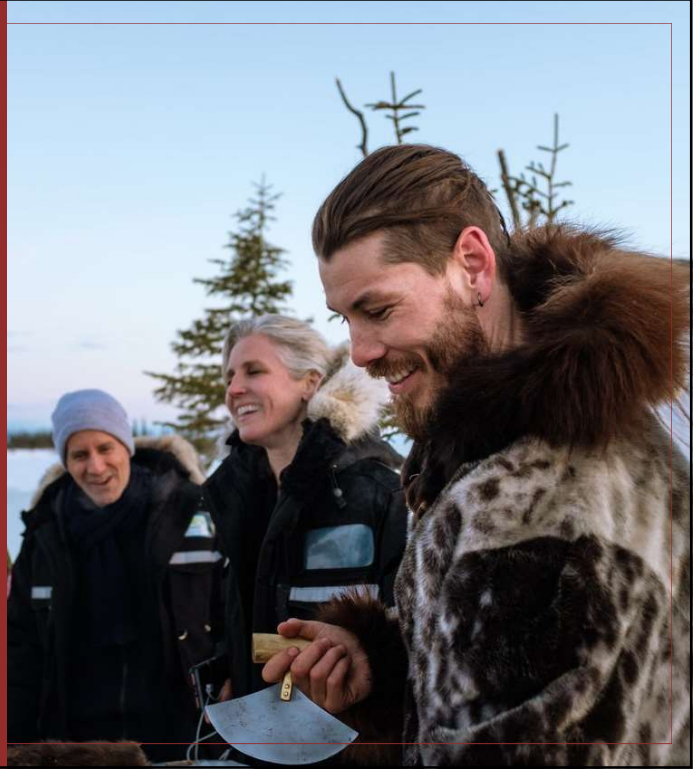
## ***STORYTELLING***

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.

## ***Unprecedented Demand***

Demand for Indigenous tourism in Canada continues to exceed expectations as more international visitors seek authentic experiences.

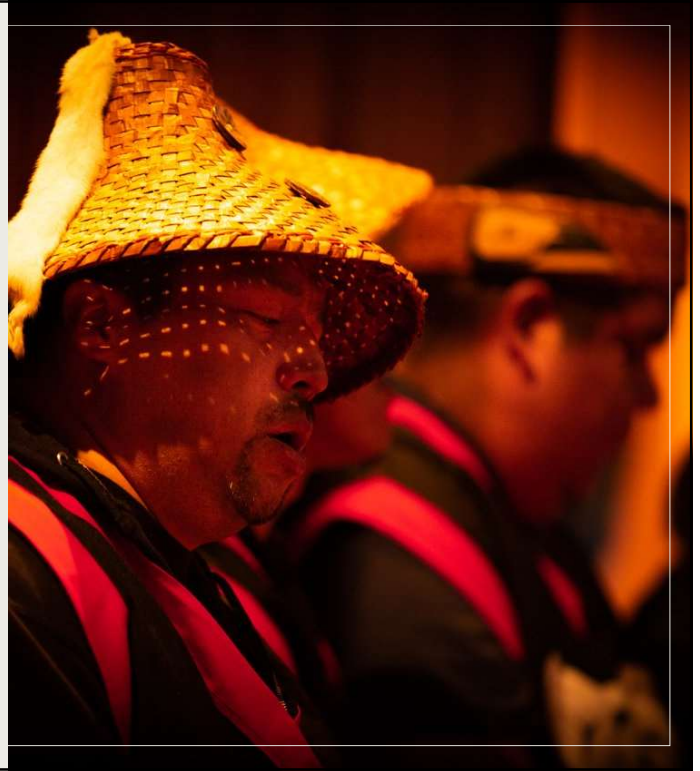
**How do we tell our  
stories in Canada?**



**Authenticity –  
the Heart of  
Indigenous Tourism.**



**Culture belongs to  
the Community.**



**Diversity of  
Indigenous  
communities means  
there is no  
universal truth.**

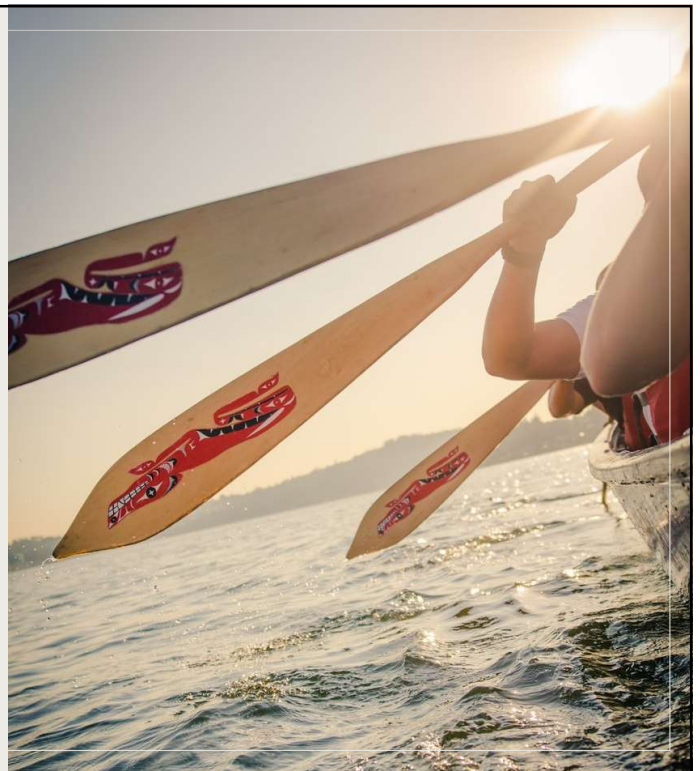




**Why Authenticity  
matters.**



**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.**





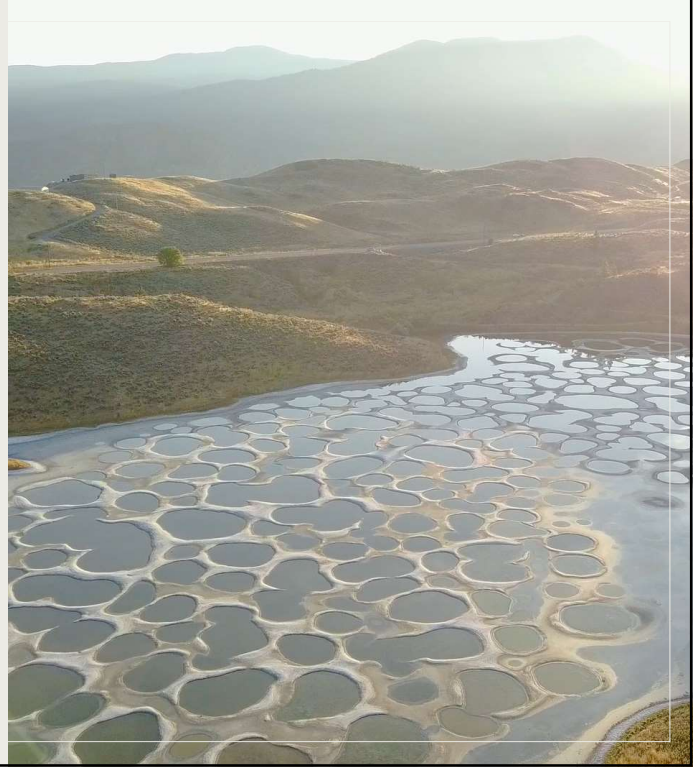
**Connect with Elders.**



**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.

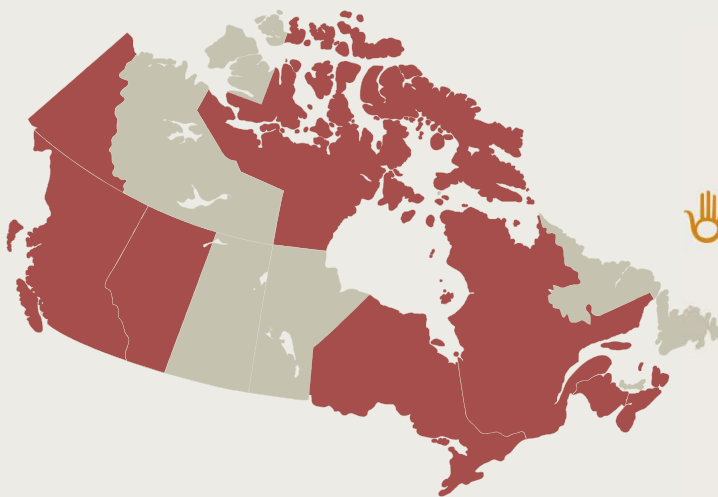
Build a relationship without a timeline.

Be open – come without expectation.

Commit to sharing.



## 8 Provincial & Territorial Indigenous Tourism Operators



## National Partners



## International Partners





## 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.

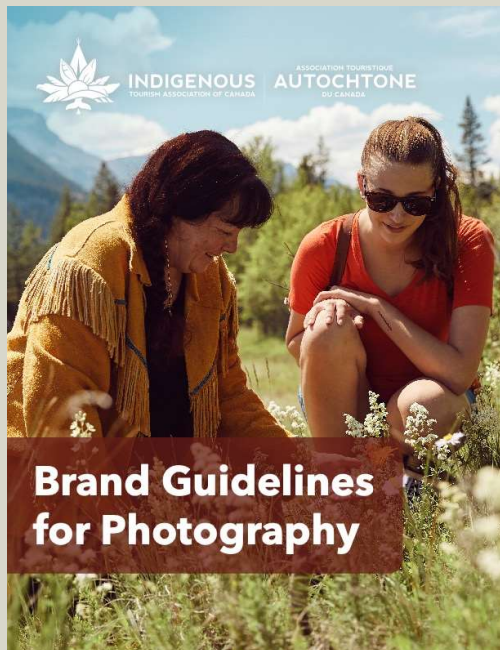


## Canadian Signature Experiences Collection Booklet

Featuring **13** Canadian Indigenous Tourism Experiences across Canada.

In Partnership with





## Brand Guidelines for Photography

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

### 2019-20 Photo Subsidy Program

If your business is an Indigenous Tourism Association of Canada (ITAC) member that has purchased the optional Marketing Upgrade, ITAC will reimburse up to \$500 of the cost of professional photos of the experiences available at your tourism business. This amount should go towards the costs of a professional photographer for one day, and include an image bank of between 20-25 high resolution photos.

All photos must be rights-free, made available for ITAC's use, and created according to the standards 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

Photos bring stories to life, but the choices that we make when we visually represent our communities can have far-reaching effects, going beyond just showing what we do, to shaping how we are perceived.

ITAC's brand aims to tell many different stories, encompassing the diversity of Indigenous nationhood which thrives across Canada. By moving beyond stereotypical photos of Indigenous peoples "stuck" in history we can show our communities as they really are: diverse, authentic, empowered and current.

#### Deadline

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

#### SPECIAL OFFER FOR MEMBERS WITH THE MARKETING UPGRADE

To learn more about purchasing the Marketing Upgrade, visit: [Bit.ly/MarketingUpgrade](https://bit.ly/MarketingUpgrade)

#### Subsidy Requirements

Any models or people who can be identified in the photos must sign the Privacy Release Form that is included with this document.

Hire a professional photographer and ensure the copyrights of the photos are without conditions of time and use.

Follow ITAC's Branding Guidelines for Photography, available at: [Bit.ly/ITACBranding](https://bit.ly/ITACBranding)

Invoice ITAC for the reimbursement amount (up to \$500), and provide a receipt from the professional photographer. Send all related photos in high resolution to: [Sebastien@IndigenousTourism.ca](mailto:Sebastien@IndigenousTourism.ca)

#### Minimum Required Specifications

Formats: JPG or TIFF  
Minimum Dimensions: 768px x 590px  
Minimum Resolution: 300dpi (print-ready)



For additional information, please contact:

Sébastien Desnoyers-Picard  
Director of Marketing, Indigenous Tourism Association of Canada  
418-655-0210  
[Sebastien@IndigenousTourism.ca](mailto:Sebastien@IndigenousTourism.ca)



## Asset Subsidy Program

Providing support to our Marketing Upgrade members to obtain new high-quality images.

## How to be Featured on ITAC Social Media

ITAC has multiple social media accounts that we use to promote our members — including Instagram, Facebook, and Twitter. With over 25,000 followers, we're here to share your best posts, so your business gets more exposure.

### Post great content!

Great photos and videos are the most shareable content, so always try to include one or more images, or a video in your posts. Check our Brand Guidelines for Photography to learn more about what types of images work best: [Bit.ly/ITACBrand](#)

Storytelling is key but don't make your posts too long. Write something compelling, educational or fun to accompany your images and video. The text that you add to your post should be inspiring and positive as those types of messages get the most reach with our followers.

Keep in mind that we are only able to share posts that are your original content; we can't share your shares, reposts or retweets. Please also make sure you have permission to use any images or video that you include in your post.

### Use our hashtags!

Always include #IndigenousCanada and our new #DestinationIndigenous hashtag whenever you post to Instagram, Facebook or Twitter. Check the #HashtagGuide on the other side of this document to learn more about hashtags. Watch for more information on our new Destination Indigenous campaign to be released soon!

## GET SOCIAL WITH ITAC!

ITAC's social media team wants to share your best content! Tag your posts with #IndigenousCanada and #DestinationIndigenous on Instagram, Facebook and Twitter and we will see your content.

You can also message us directly or @mention us:

 @IndigenousCanada

 @IndigenousCanada

 @CAN\_Indigenous

If you have any questions, or want to let us know about any upcoming campaigns or promotions, you can also email our social media team: [Social@IndigenousTourism.ca](mailto:Social@IndigenousTourism.ca)

Happy posting!



For additional information, please contact:

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Director of Marketing

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INDIGENOUS  
TOURISM CANADA  
AUTOCHTONE  
TOURISME DU CANADA

# 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** 

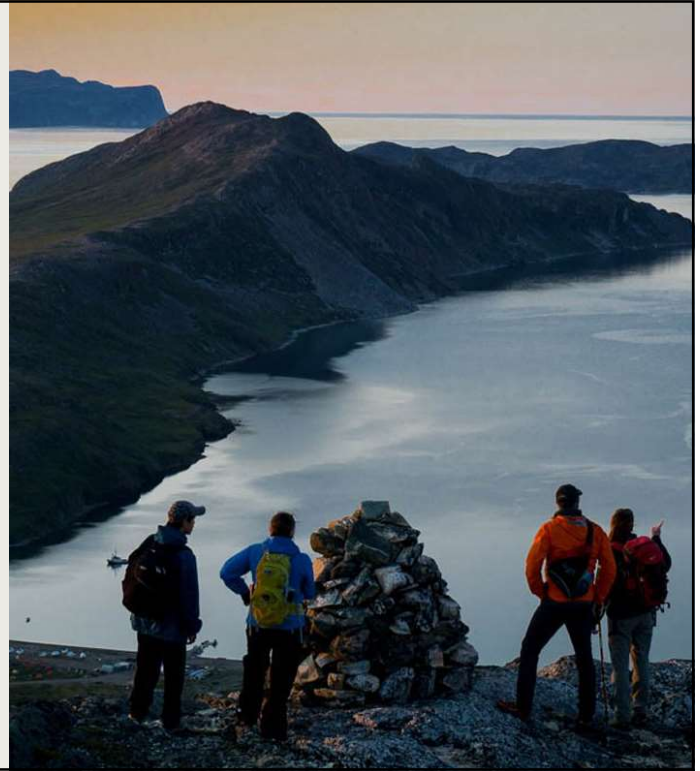
 **NATIONAL  
GEOGRAPHIC**

 **DESTINATION  
CANADA**





## QUESTIONS/ COMMENTS



## Indigenous Tourism in Canada

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*Director of Marketing*

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