



The Embassy of Canada



and



Are pleased to invite you to join us for a
Landmark MOU Signing

Thursday September 7th, 2017
10:00 A.M.

Followed by Aboriginal and Native American Cultural Performances

Light Refreshments will be served

Embassy of Canada

501 Pennsylvania Avenue, Washington, DC

Please RSVP to Sherrie Bowman
505.724.3592 | sbowman@aianta.org

Government-issued photo ID required for entry



- The Parties shall provide one another with Reciprocal memberships to their associations.
- The Parties shall undertake reasonable efforts to make their memberships aware of one another's associations, the benefits of membership and promotion of events, at no cost charge or expense to each other.
- The Parties shall provide at no cost, charge or expense to one another, agencies conference admission/registration for one attendee at which and during which a representative may attend, promote each other's programs and new opportunities for networking.
- The Parties may provide the opportunity for a representative to serve as a speaker at their annual conference. A speaker's fee will not be charged by either association.
- The Parties may investigate and jointly develop and execute a mutually beneficial series of educational programming to be presented in an agreed upon multi-platform format.
- The Parties shall seek opportunities to collaborate on mutually beneficial advocacy initiatives.
- The Parties shall, at no cost, charge or expense to one another, be designated by each other as a "Strategic or Industry Partner."
- The Parties shall provide, at no cost charge or expense to one another, a hyperlink to the each other's website from their website.

INDIGENOUS
TOURISM ASSOCIATION OF CANADA



AUTOCHTONE
ASSOCIATION TOURISTIQUE
DU CANADA

Industry focused. Industry led.

National non-profit.

Membership base of Indigenous
owned and controlled businesses.

13 elected board members
representing industry from across
Canada.



Our Mission

To provide leadership in the development and marketing of authentic Indigenous tourism experiences through innovative partnerships.

Our Vision

A thriving Indigenous tourism economy sharing authentic, memorable and enriching experiences.



Five Year Plan 2016-2021

Four Strategic Pillars



Development




Marketing



Leadership



Partnership



Measurable Goals to Achieve by 2021

Increase Indigenous tourism revenues from \$1.4 billion in annual Canadian GDP to 1.7 billion (\$300 million increase).

Increase Indigenous tourism jobs from 33,100 to 40,233 (7,133 increase).

Increase total export-ready Indigenous tourism businesses from 80 to 130 (50 increase).

Unprecedented Results

Only three years into The Path Forward, ITAC exceeded targets for our three priority goals.

	2014 Status	2021 Target	2017 Status
Indigenous Tourism Revenues in Annual Canadian GDP	\$1.4 billion	\$1.7 billion	\$1.7 billion
Indigenous Tourism Jobs	33,112	40,233	39,036
Export-Ready Indigenous Tourism Experiences	80	130	133



Research Report

Canada's Indigenous Tourism Sector: Insights & Economic Impacts





From 2014-2017, tourism across Canada grew by an estimated 14.5%

Indigenous tourism outpaced “mainstream” tourism industry growth with an estimated 23.5% growth during same period.

Unprecedented Demand

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



1 in 3 international visitors to Canada are interested in Indigenous tourism experiences (37%).

Visitors from France (63%) and Germany (47%) are most likely to be interested in Indigenous tourism experiences.

The USA (33%) and China (35%) offer the largest potential market opportunities in terms of potential visitation.

Unprecedented Opportunity

The time is right to accelerate the growth of Indigenous tourism in Canada through new investment in ITAC's four strategic pillars.



2019-2024

Accelerating Indigenous Tourism Growth in Canada

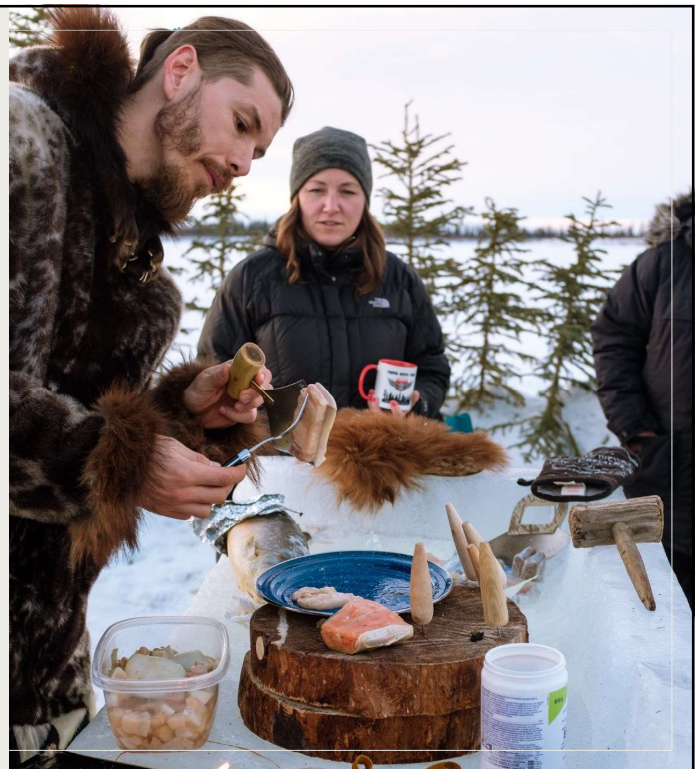
An update to the ITAC Five Year Plan.

New Targets for 2024

Indigenous Tourism Revenues in Annual Canadian GDP **\$2.2 billion**

Indigenous Tourism Jobs **49,383**

Export-Ready Indigenous Tourism Experiences **200**





Updated plan calls for new investments in:

Culinary Tourism	Artisan Authenticity
Micro-grant Program	Marketing
Photo & Video Assets	Airports & Cruise Ship Terminals
Provincial/Territorial Support	Research

Support to grow provincial or territorial Indigenous tourism associations.

Support for ITAC to continue momentum.

Investment: \$72M over 5 years.

Year	Investment
2019-2020	\$13,811,500
2020-2021	\$14,293,960
2021-2022	\$14,381,718
2022-2023	\$14,649,987
2023-2024	\$14,923,987
	\$72,061,152





Partnerships to Grow Indigenous Tourism

What do we know about Indigenous tourism in Canada?

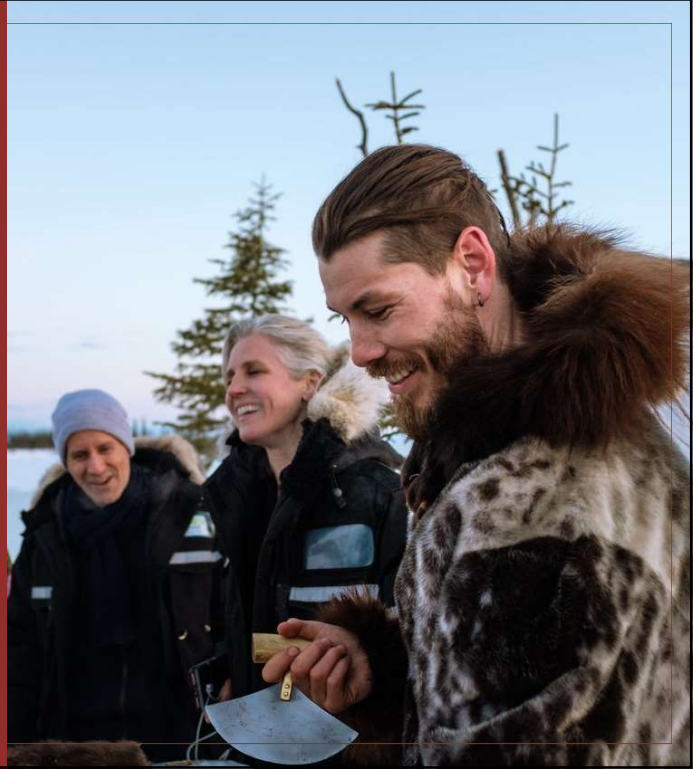
What is authentic Indigenous Tourism and how does ITAC define ownership?

Why would you want to partner with Indigenous or non-Indigenous operators?

Tips to being a good partner.



What does Indigenous
Tourism in Canada look
like?



Only three years into *The Path Forward* — our current 5-year plan — ITAC has already exceeded overall targets for our three priority goals.

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

National Guidelines

PLANNING

You are just starting to think about an Indigenous tourism business.

VISITOR-READY

You have an Indigenous tourism business and wish to improve or expand.

MARKET-READY

You have a market ready business and wish to work with the trade or other partners.

EXPORT-READY

You want to learn more about Indigenous tourism and the tourism industry.



Authenticity —
the Heart of Indigenous
Tourism.



Culture belongs to the
Community.



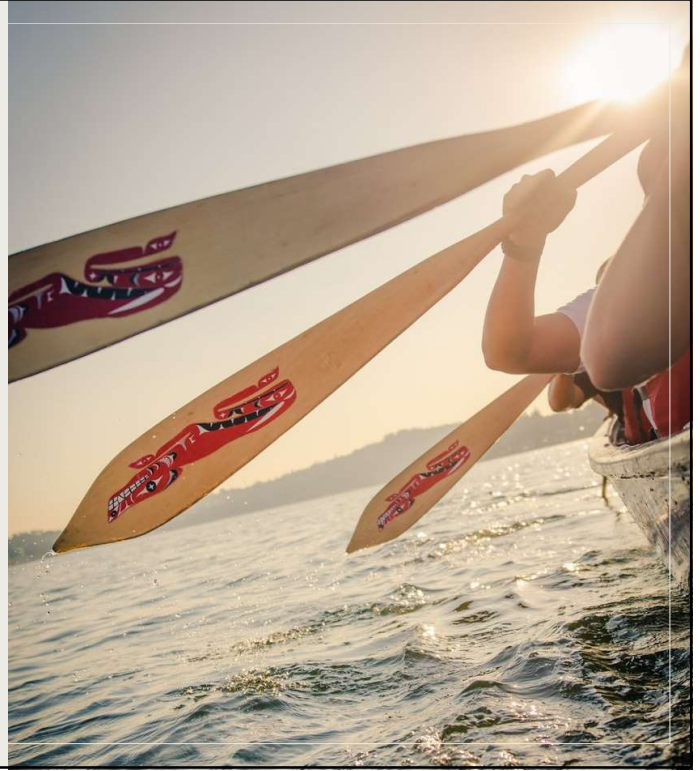
Diversity of Indigenous
communities means
there is no
universal truth.



Why Authenticity matters.



Indigenous Tourism
is *by* Indigenous
peoples, not *about*
Indigenous peoples.



Visitors want connection.



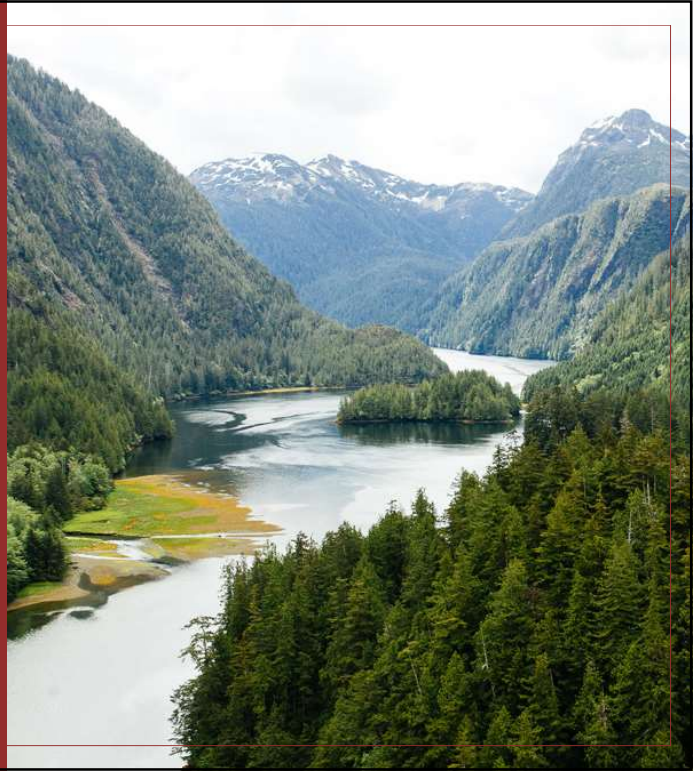
Visitors want unique experiences.



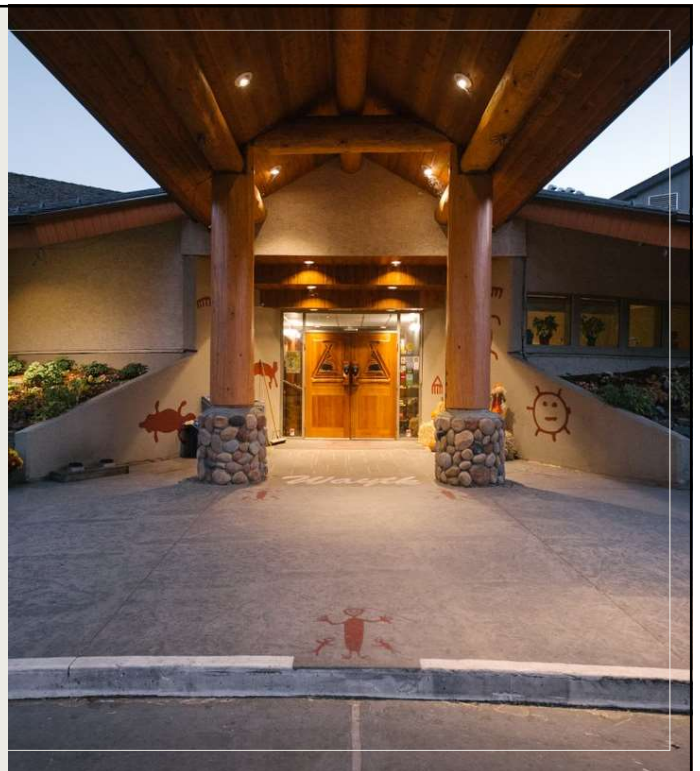
Visitors want personal perspectives.



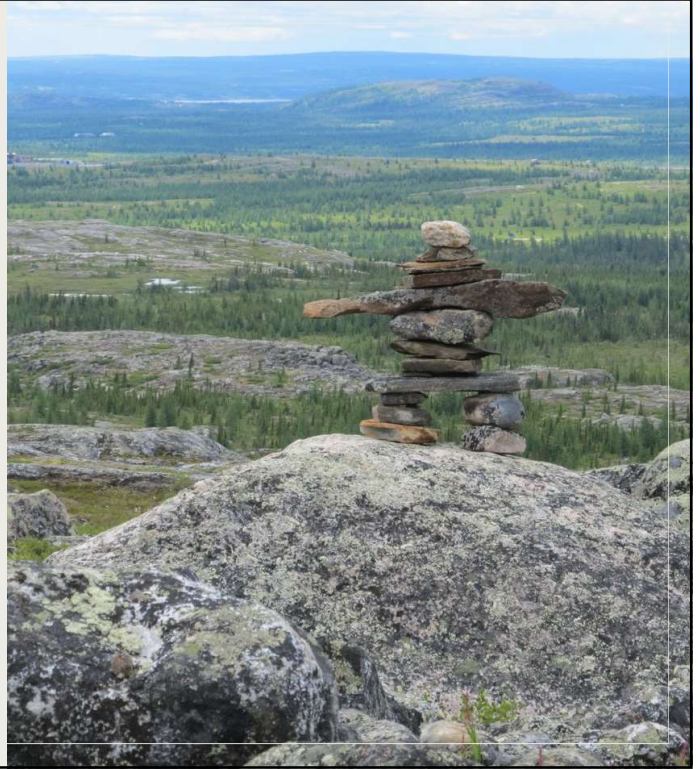
Indigenous Tourism Protocols.



51% Indigenous owned
& controlled.



Knowledge from
the keepers.



Indigenous
content led by
Indigenous people.



Protecting culture while
supporting community.



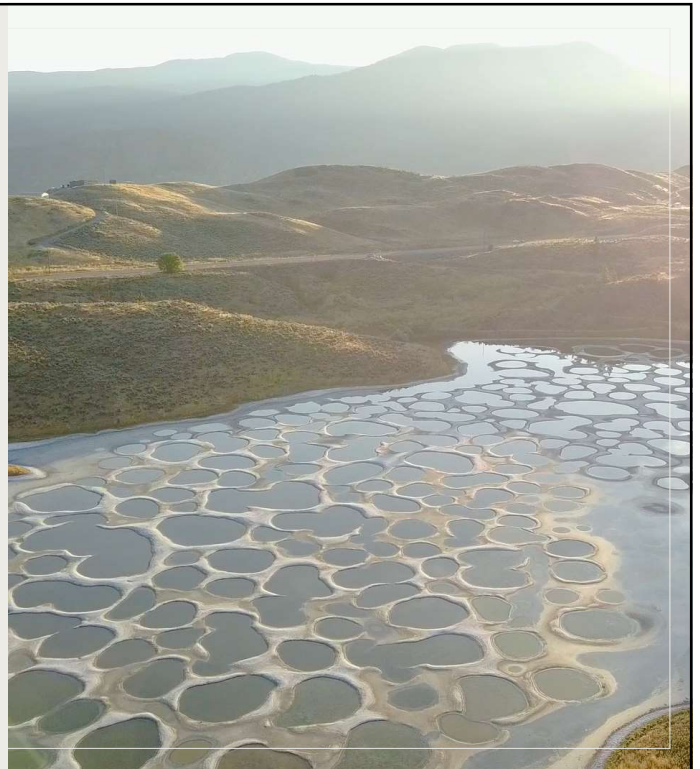
Connect with Elders.



Create positive economy.



Protect sacred places.



Bridging the Gap:
Introducing Visitors to
your Culture.



Define your guest code of
conduct.



Allow guests to access
information about your
culture.



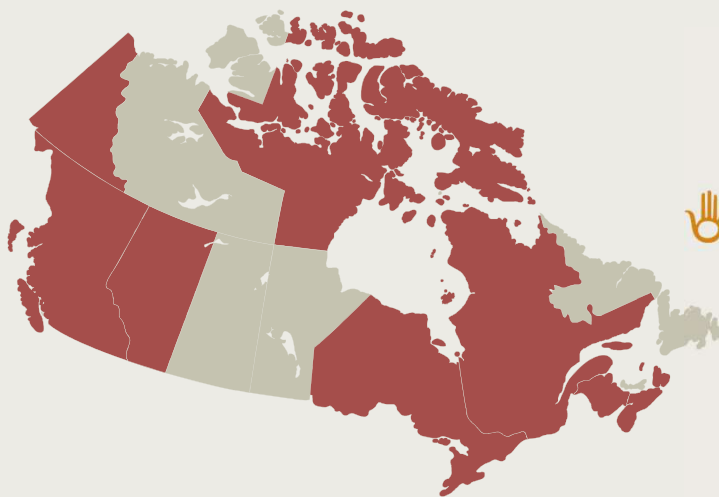
Include culture wherever
possible.



Powerful Partnerships.



8 Provincial & Territorial Indigenous Tourism Operators



5 Provincial & Territorial Indigenous Tourism Working Groups



Northwest Territories

Saskatchewan

Manitoba

Newfoundland & Labrador

Prince Edward Island

National Partners



Tourism **HR**
Canada



RH Tourisme
Canada

International Partners



WINTA
WORLD INDIGENOUS
TOURISM ALLIANCE



AIANTA
American Indian Alaska Native
Tourism Association

Why partner with an Indigenous operator?

Set yourself apart
in the market

Add cultural content

Corporate social
responsibility

Visitor demand





November 12–14, 2019 | Kelowna, BC

IndigenousTourismConference.com

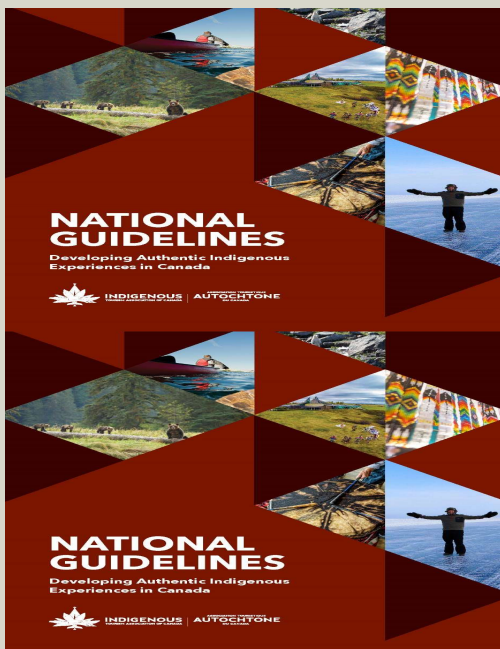


Microgrant Program

Distributing \$273,000 in 2019
to 55 businesses in 12 provinces
& territories.

138 Applications

\$1.35M in
Requests



National Guidelines

Developing Authentic Indigenous
Experiences in Canada.

Steps to insure
authenticity is
being delivered.

Checklists for assessing
and developing business
against industry
standards.



Push for Export-Readiness

Development program to help
increase the number of
export-ready businesses.



Indigenous Tourism Strategies

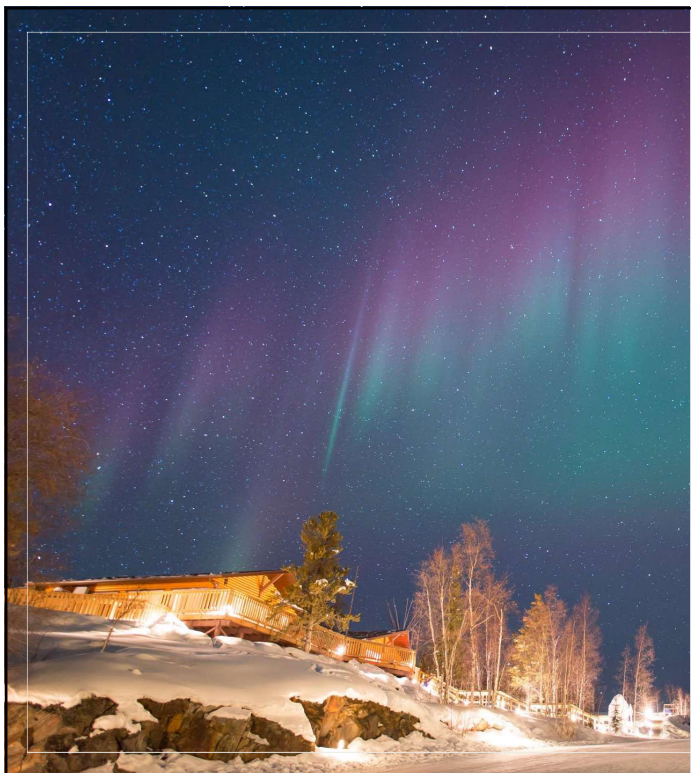
Saskatchewan

Atlantic
Canada



Indigenous Culinary

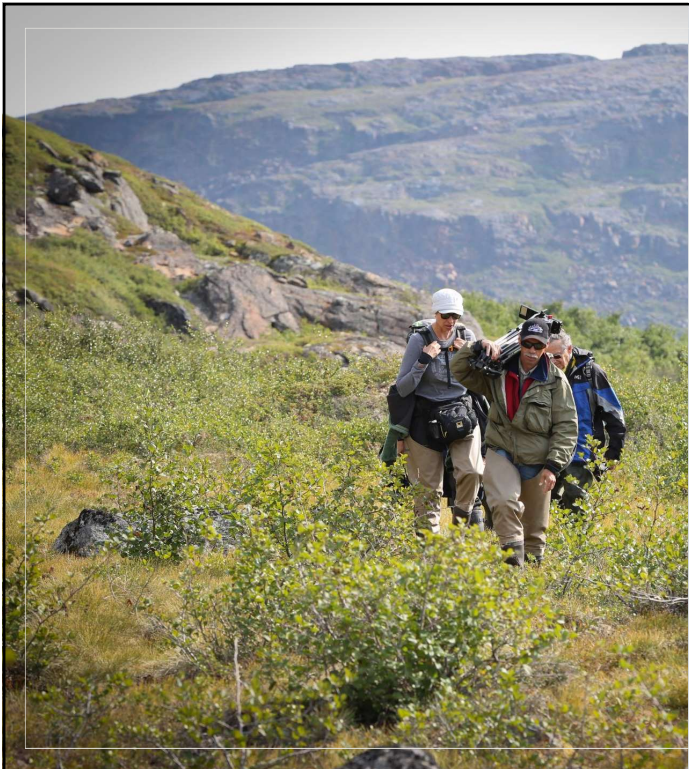
Our marketing and development programs will have a focus on Indigenous culinary.



National Indigenous Tourism Fund

National fund for financing significant Indigenous tourism projects.

Access to capital.



Membership 2019-2020

A 58% increase since last year.

258 Market-Ready

112 Marketing Upgrade

83 Non-Market-Ready

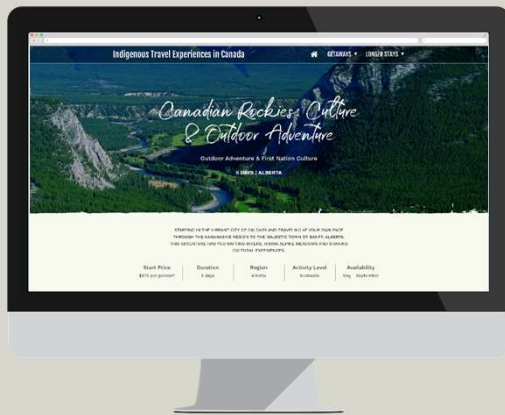
217 Industry Partners



MARKETING

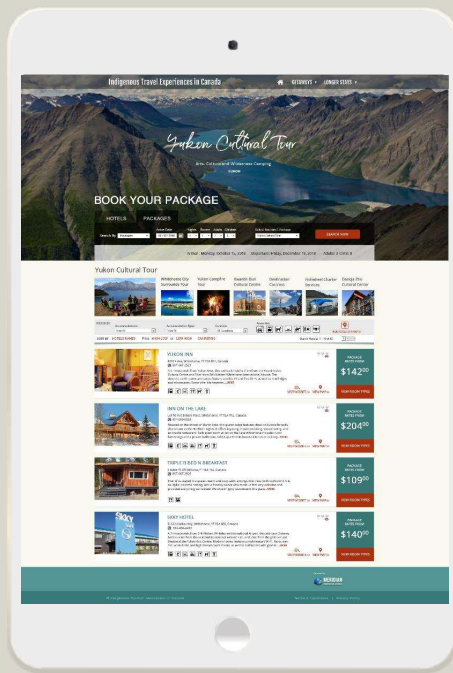
Consumer Website

96,800 unique visitors	2min 13s average time on site
267,397 pageviews	130,600 sessions



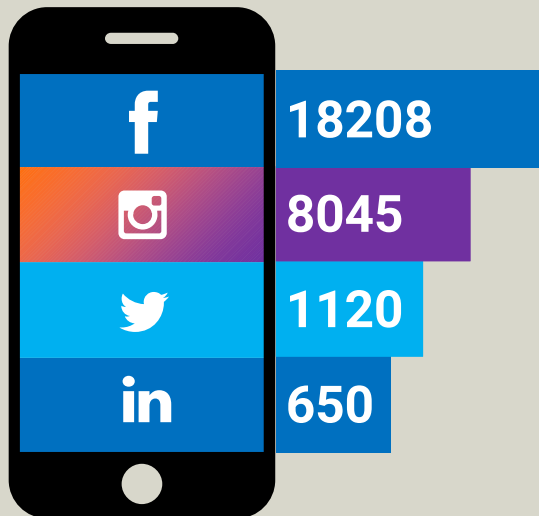
Launching Our Updated Travel Packages Website

Selling Indigenous travel itineraries direct to consumers.



Online Booking

Adding functionality to our travel packages site to allow consumers to book online.



Social Engagement

Connecting with users from across the world over multiple platforms.



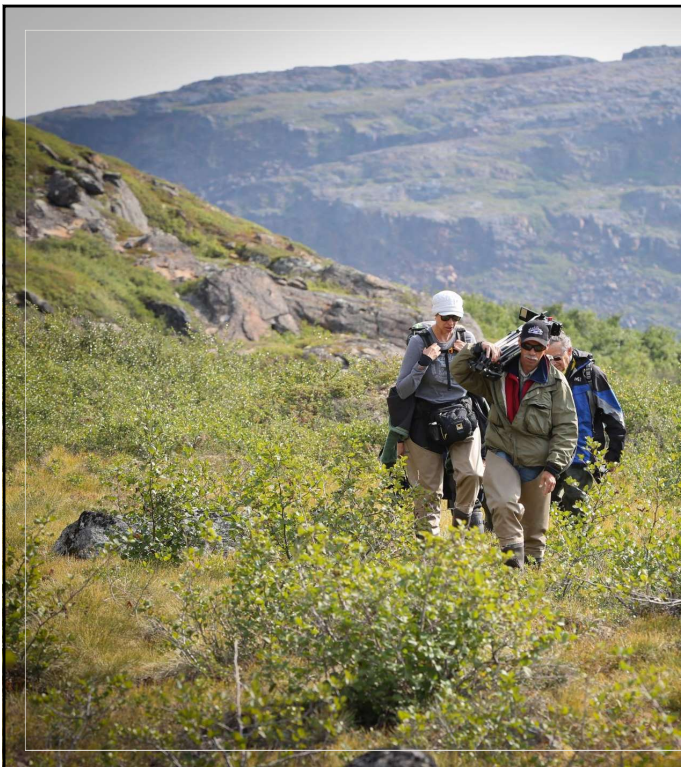
Indigenous Tourism Lifestyle Magazine

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



Canadian Signature Experiences Collection Booklet

Featuring 12 Canadian Indigenous Tourism Experiences across Canada.



Connecting America Campaign

In partnership with Destination Canada.

9.3M+ reach

525K+ engagement

4 mins+ on content

300% fan growth

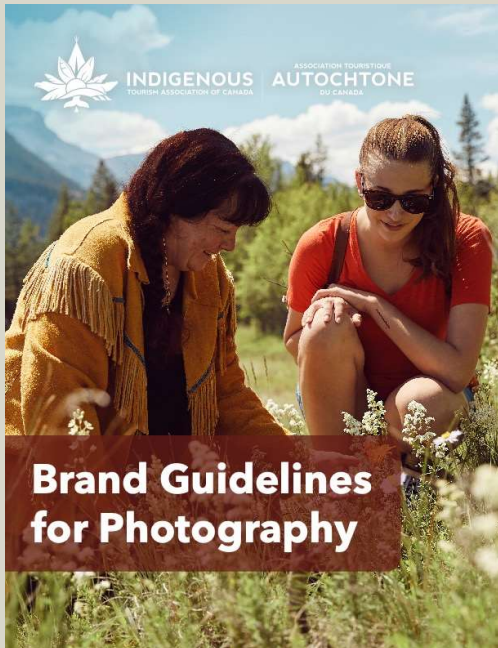


Destination Indigenous Campaign

New international and domestic
campaign targeting niche travellers.



DIGITAL ASSETS



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](#)

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](#)

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

Minimum Required Specifications

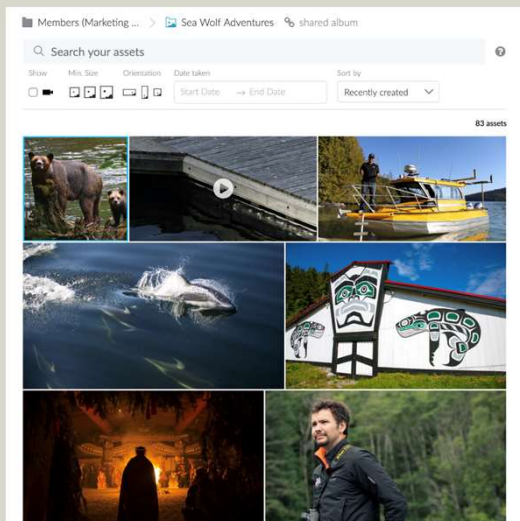
Formats: JPG or TIFF
Minimum Dimensions: 7674px x 5906px
Minimum Resolution: 300dpi (print-ready)

For additional information, please contact:

Sébastien Desnoyers-Picard
Director of Marketing, Indigenous Tourism Association of Canada
418-655-0210
Sebastien@IndigenousTourism.ca

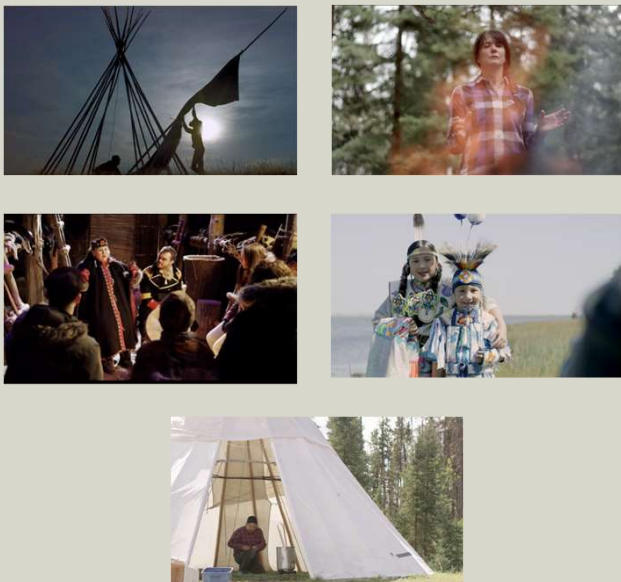
Asset Subsidy Program

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



CrowdRiff

Gathering user-generated content from social media users tagging Indigenous tourism experiences.



Video Content

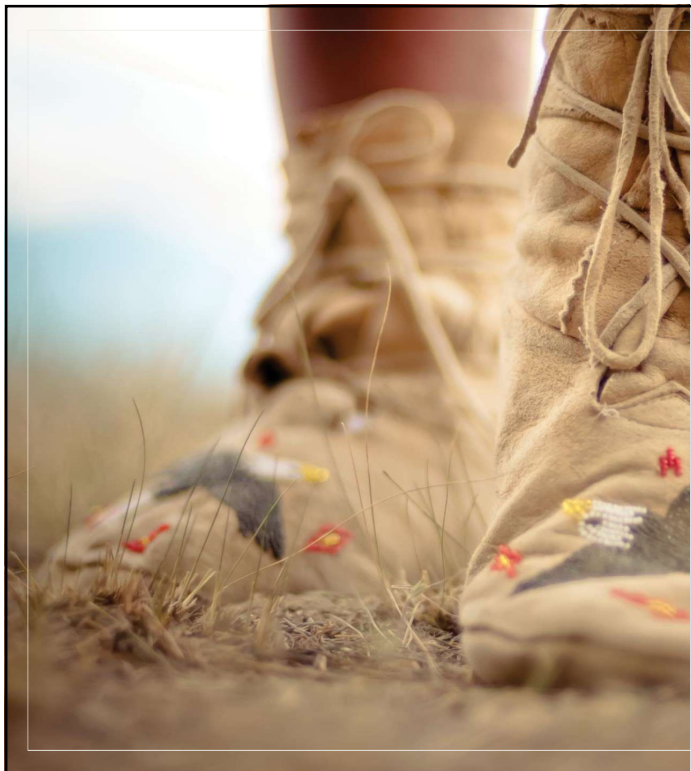
WESTJET

**NATIONAL
GEOGRAPHIC**

**DESTINATION
CANADA**







Public Service Announcement Video Campaign

Development of 5 PSA that will be
showcase across Canada in more
than 5 million Canadian households.





TRADE & MEDIA



Rendez-Vous Canada 2019

68 delegates in the
Indigenous pavilion,
43 businesses representing
all 13 provinces and territories.



Showcase Asia

Over 790 meetings in the Indigenous pavilion, with 9 businesses representing 4 provinces and territories.



Interactive Sales Tool

A new way of presenting our Marketing Upgrade Indigenous experiences to the travel trade and media.



Earned Media Stories

Generating and facilitating over 100 travel media stories about Indigenous tourism experiences.



Indigenous Tourism in Canada

Keith Henry, President & CEO

Keith@IndigenousTourism.ca

Indigenous Tourism Association of Canada