



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA



The Opportunity?

Indigenous Tourism Development from a Northern Ontario Perspective

“WHO ARE WE? WHY DO WE DO WHAT WE DO?”



@INDIGENOUS_TOURISM_ONTARIO



Barriers to Growth

- ❖ **Lack of organization & coordinated Indigenous tourism approaches.**
- ❖ **The Cliché - “The rising tides raise all boats.”**
- ❖ **Lack of “market-readiness” & Indigenous cultural tourism product;**
- ❖ **Deficiency of a qualified workforce;**
- ❖ **Infrastructure challenges;**
- ❖ **Limited access to business capital and support.**



ITO Jurisdictional Scan – As at Aug. 2019



- ❖ **Leaders in the International Indigenous tourism sector;**
 - ❖ **Indigenous Tourism BC - \$2,000,000 +/- Annual budget**
 - ❖ **Indigenous Tourism ON - 550+ Businesses**
 - ❖ **Quebec Aboriginal Tourism - 300+ Members (Indigenous and Non-Indigenous)**
- ❖ **Where does Ontario stand?**
 - ❖ **10th out of 13 regions in the country in funding support for Indigenous Tourism. ITO has a total budget of just under \$200,000*.**
 - ❖ **1st -Indigenous Tourism Businesses - 550+. Approximately 50% in N. O.**
 - ❖ **Potential increase to GDP - estimated at \$200,000,000 for Northern**

NATIONAL SCORECARD

2019-20

ECONOMIC IMPACT

Updated: May 1, 2019

Nationwide

\$1.7b
REVENUE

BUSINESSES **1,875**
JOBS **39,038**

Nunavut

\$134m
REVENUE

BUSINESSES **107**
JOBS **1,727**

Northwest Territories

\$103m
REVENUE

BUSINESSES **92**
JOBS **1,675**

Yukon

\$35m
REVENUE

BUSINESSES **82**
JOBS **974**

Newfoundland & Labrador

\$48m
REVENUE

BUSINESSES **72**
JOBS **1,004**

Prince Edward Island

\$4m
REVENUE

BUSINESSES **20**
JOBS **187**

Nova Scotia

\$31m
REVENUE

BUSINESSES **29**
JOBS **87**

New Brunswick

\$24m
REVENUE

BUSINESSES **51**
JOBS **829**

Quebec

\$156m
REVENUE

BUSINESSES **217**
JOBS **4,083**

Ontario

\$622m
REVENUE

BUSINESSES **558**
JOBS **12,924**

Manitoba

\$42m
REVENUE

BUSINESSES **91**
JOBS **1,255**

Saskatchewan

\$117m
REVENUE

BUSINESSES **90**
JOBS **3,608**

Alberta

\$166m
REVENUE

BUSINESSES **125**
JOBS **2,939**

British Columbia

\$260m
REVENUE

BUSINESSES **341**
JOBS **6,957**



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PROVEN PATH TO SUCCESS?

Indigenous Tourism – What is it?

- 🍁 **Hosting & Visiting by the Original “Tour Guides” of these lands through “Experiential Tourism” – Engage the senses;**
- 🍁 **“Tell our story on our terms.”**
- 🍁 **We are more than Cultural tourism**

 **Sébastien Desnoyers** • 1st
Communication and marketing agent
19h

Our industry is making noise internationally. Can you hear?!

<https://lnkd.in/g-pMNTx> ...see more



カナダが重視する先住民ツーリズムとは？ 多様な文化や負の遺産も観光素材とする取り組みを現地取材...

travelvoice.jp



1. “Be a good neighbor.”

To get to know more Indigenous people, try these simple things:

- ✿ Introduce yourself.;
- ✿ Look at things from the Indigenous perspective. “Walk in our moccasins.”;
- ✿ Be there when we hurt and when we are celebrating.;
- ✿ Be genuine, care, and stay in touch.;



2. Get Involved.

To get more involved with Indigenous tourism, try these simple things:

- ✿ **Get connected.;**
- ✿ **Partner with local operators.;**
- ✿ **Join ITO and ITAC;**
- ✿ **Ask Indigenous people you already know to introduce you to more Indigenous people.;**
- ✿ **Celebrate the Tourism industry together.**



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3. Help.

To help maximize the Indigenous tourism contribution to Ontario's economy;

- ✳ Understand that Indigenous tourism can help grow the economy for all Ontarians.
- ✳ Help close the funding disparity for ITO by partnering, leveraging, and advocating with ITO.
- ✳ Help grow the understanding of others that Indigenous tourism is important to our economy, Province, and Country.



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