

# Indigenous Tourism in Ontario & Canada

*Kevin Eshkawkogan*

*President & CEO*

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*Director - Treasurer*

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**INDIGENOUS**  
TOURISM ASSOCIATION OF CANADA



ASSOCIATION TOURISTIQUE  
**AUTOCHTONE**  
DU CANADA

**Industry focused. Industry led.**

**Provincial & National non-profit.**

**Membership base of Indigenous owned and controlled businesses.**

**Skills based Governance Board members from across Ontario.**  
**13 elected board members representing industry from across Canada.**



# THE PATH FORWARD

FIVE YEAR PLAN

# LA VOIE DE L'AVENIR

PLAN QUINQUENNAL

## 2016-2021

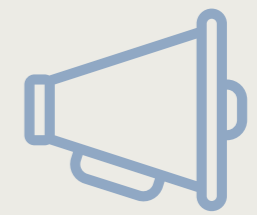
# Five Year Plan 2016-2021

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## Four Strategic Pillars



Development



Marketing




Leadership



Partnership





 **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？  
化や負の遺産も観光素材とする取り組みを現  
travelvoice.jp



**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**





The Conference Board  
of Canada

*Research Report*

# Canada's Indigenous Tourism Sector: Insights & Economic Impacts







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

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**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 now to accelerate the growth of Indigenous tourism in Ontario and Canada through new investment in ITO and ITAC's strategic pillars.





**2019-2024**

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## **Accelerating Indigenous Tourism Growth in Canada**

An update to the ITAC Five Year Plan.

An update to the ITO Five year Plan is  
underway.





**Updated plans call for new investments in:**

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





# INDIGENOUS FOOD TOURISM

STANDARDS & BEST PRACTICES  
CHECKLIST



# 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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## 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**





**Support to grow provincial or territorial  
Indigenous tourism associations.**

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**Support for ITAC to continue momentum.**

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**Investment: \$72M over 5 years.**

<b>Year</b>	<b>Investment</b>
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
	<b>\$72,061,152</b>





**Support to grow local and regional Indigenous tourism businesses.**

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**Support for ITO to continue momentum.**

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**Investment: \$9.3 M over 5 years.**

<b>Year</b>	<b>Investment</b>
2019-2020	\$1,264,827
2020-2021	\$2,067,629
2021-2022	\$2,342,876
2022-2023	\$1,863,987
2023-2024	\$1,768,482
	<b>\$9,307,801</b>



**Indigenous**  
TOURISM  
ONTARIO





# “Being Good Neighbours”

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Create inclusive entities.

Build together.

“Indigenizing” is a first step but being inclusive at the beginning is a better model.

Get to know your neighbours, we’re all simply human beings.





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