

Growing Indigenous Tourism



Alberta Culture and Tourism Tourism Division:

- Mandate to grow the tourism industry in Alberta to a \$10.3 billion industry by 2020
 - Increase visitation
 - Increase visitor spend \$\$\$\$
 - Increase number of tourism businesses & experiences
- Areas of priority:
 - Nature based tourism
 - Farm to fork tourism
 - Cultural tourism
 - Indigenous tourism
- What is tourism?
 - Travel of a minimum of 40km outside of home community
 - Business
 - Leisure
 - Visiting friends and family

AERIAL TOURS



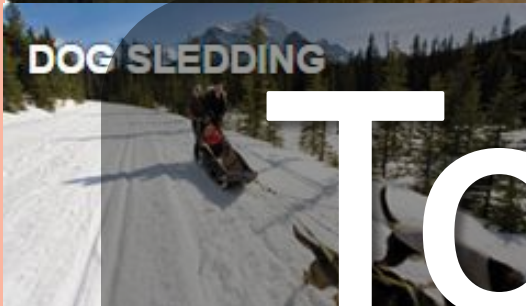
SLEIGH RIDES



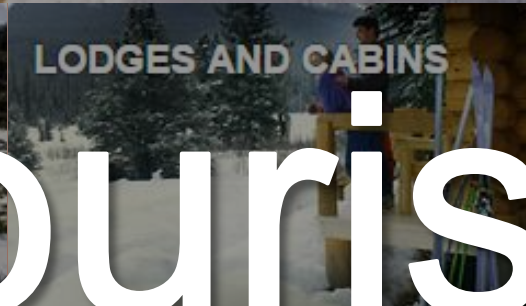
WILDLIFE VIEWING



DOG SLEDDING



LODGES AND CABINS



FARMS & MARKETS



Tourism

GUEST RANCHES



TRAIN TRIPS



HORSEBACK RIDING



ABORIGINAL



WHITewater RAFTING



BOAT CRUISES



Alberta Culture and Tourism offers communities:

- Tourism coaching for communities / destinations
- Downloadable resource guides:
 - Visitor-Friendly Communities
 - Festival and Event Planning
 - Culinary event planning



What makes a community visitor friendly?



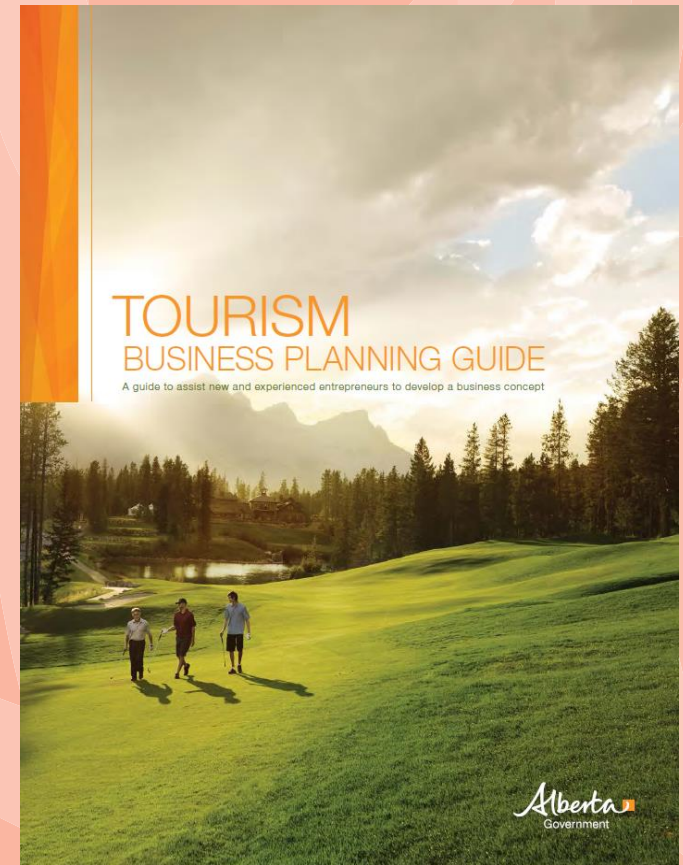
- Beautification
- Way Finding / Signage
- Visitor Information
- Customer service
- Amenities (gas, food, accommodations)

Alberta Culture and Tourism offers entrepreneurs:

- Tourism coaching from start-up through expansion
- Downloadable resource guides:
 - Tourism Business Planning
 - Tourism Development
- Investment attraction
- Tourism market research

Website

<http://culturetourism.alberta.ca/tourism>



Upcoming tourism entrepreneur opportunities:

Join us for

BoostR

STAGE

October 21, 2017

Banff

atbboostr.ca/BoostREvents

ENTREPRENEURSHIP

CHALLENGE

GROWING RURAL TOURISM

February 2018

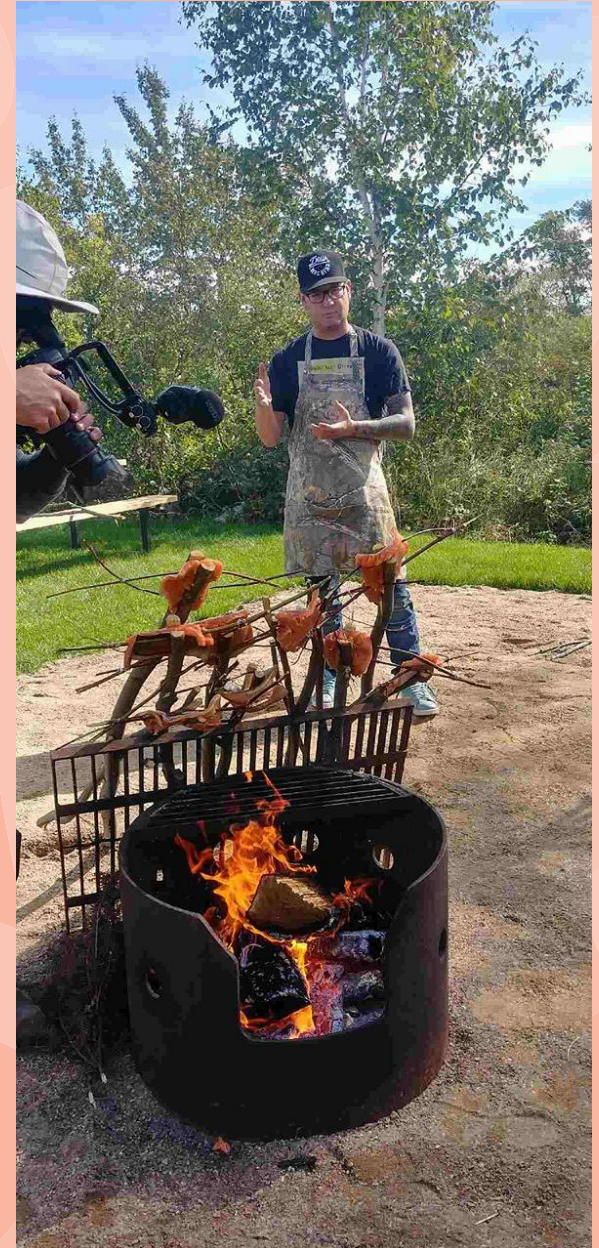
Camrose

growingruraltourism.ca

Metis Crossing: Voyageur Experience



Lac La Biche Native Canadian Friendship Centre: Culinary Camping



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Website

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