

# Sharing our stories





## Indigenous Tourism Alberta

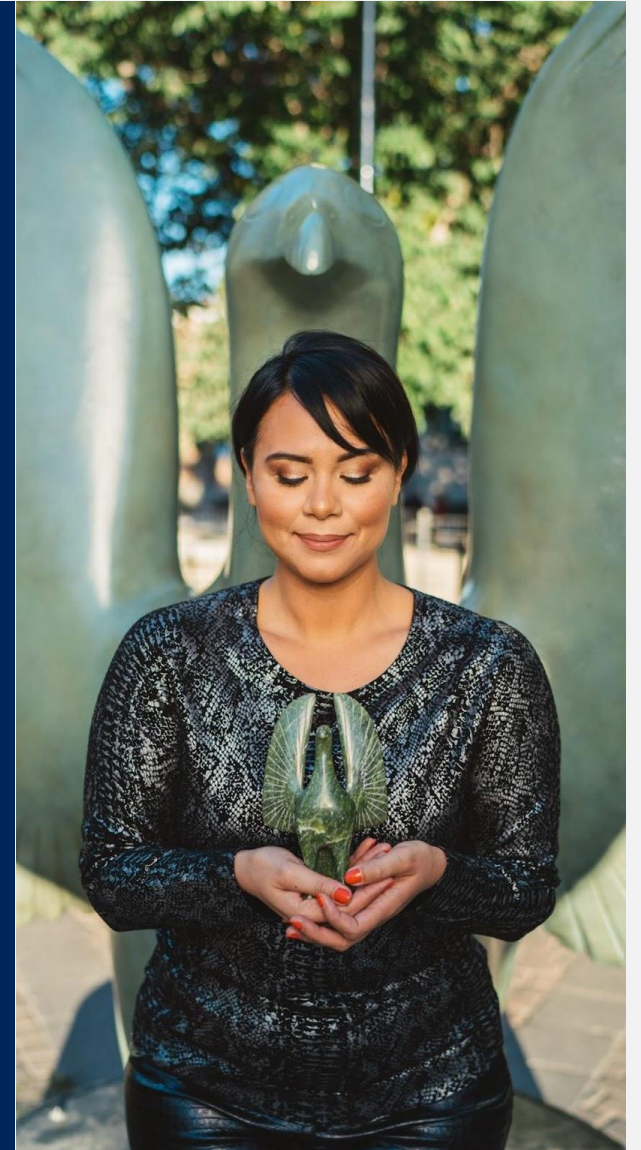
Incorporated in 2018 as a not-for-profit member-based society, Indigenous Tourism Alberta (ITA) provides leadership in the development and marketing of authentic Indigenous tourism experiences through innovative partnerships.

### OUR MISSION

To grow and promote authentic, sustainable and culturally rich Indigenous tourism experiences showcasing Alberta as a premier Indigenous tourism destination.

### OUR VISION

To see the Indigenous Peoples of Alberta thrive through a financially sustainable Indigenous tourism economy sharing culture and stories.



# Who is Indigenous Tourism Alberta?



- **Indigenous Tourism** – all tourism businesses majority owned, operated and/or controlled by First Nations, Métis or Inuit peoples that can demonstrate a connection and responsibility to the local Indigenous community and traditional territory where the operation resides.





## Indigenous Tourism is Diverse

- Culinary
- Arts
- Outdoor Experiences
- Accommodations
- Eco-tourism
- Museums & Historical sites

# Indigenous Culinary

provides culinary experiences, including foraging and preparing that represents or respects indigenous culture and traditions.

Pei Pei Chei Ow Contemporary Indigenous Cuisine

Culina

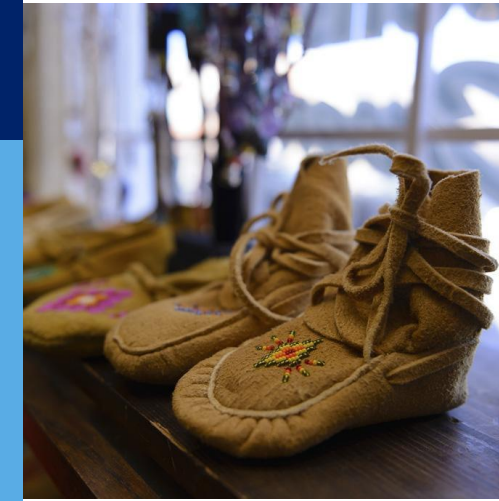
Blackfoot Grill



# Indigenous Art

Connecting visitors to contemporary or traditional art forms through gallery and store experiences that showcase authentic Indigenous art. Offers an immersive experiences like art classes and gallery walk throughs.

Moonstone Creation, Eagle Spirit Gifts, Janvier Gallery, Boy Chief Trading Post, Carter Ryan Gallery, Transformation Fine Art





# Experiences on the Land

Immersing visitors on the land to connect them with the traditional territories they are visiting. Outdoor experiences on the land can include plant walks, guided walks and hiking, archery, horseback riding, snowshoeing, canoeing, traditional activities, and much more.

Warrior Women, Talking Rock Tours, Drift Out West Fly Fishing, Buffalo Stone Woman, Métis Crossing, Wildhorse Ranch, Painted Warriors, Jasper Tour Company





# Experiential Accommodations

Places to stay that give visitors an immersive experience through education, being on the land, or sharing cultural significance.

Métis Crossing, Kikino Silver Birch Resort, Blackfoot Crossing, Bannock n Bed Inn





# Emerging Eco-tourism that is Indigenous led



A collaboration of land restoration projects and hosting visitors to volunteer time to help restore the lands they visit. Giving back to the community and land visitors travel too.



Supporting the protection and restoration of native plants and animals.

Naapi's Garden with Api'soomaahka and KEPA  
Buffalo Stone Tipi Camp - 30 Years of an Annual Fish Rescue

# Cultural Museums and Historical Sites

Cultural Museums owned and operated by Indigenous communities revitalizing their history through authentic storytelling and repatriation of traditional objects taken throughout colonization.

Many historical sites across Alberta are managed by Alberta Parks, but include Indigenous cultural experiences. For example, Writing On Stone in Southern Alberta.

Chiniki Cultural Museum, Blackfoot Crossing, Tsuut'ina Cultural Museum, Fort Chipewyan Bicentennial Museum. Writing On Stone Provincial Park.





## Demand for Indigenous Experiences

1 in 4 Domestic Travelers

1 in 2 Albertans

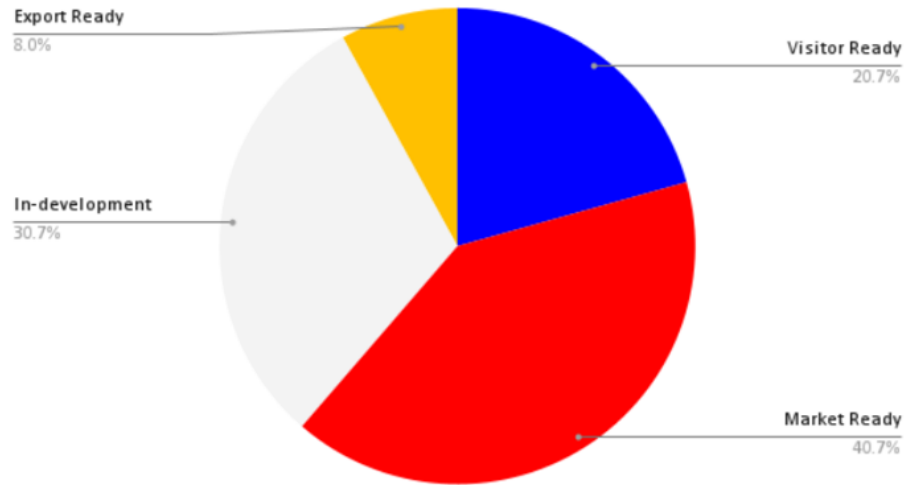
1 in 3 International Travelers



- Social Impacts of Indigenous Tourism for Indigenous communities and Alberta as a whole
  - Greater understanding of Indigenous culture
  - Community pride
  - Financial sustainability for communities
  - Language and cultural revitalization
  - Generational transfer of Indigenous knowledge
  - Sharing the authentic and original stories of this land

# MARKET PREPARDNESS OF MEMBERS

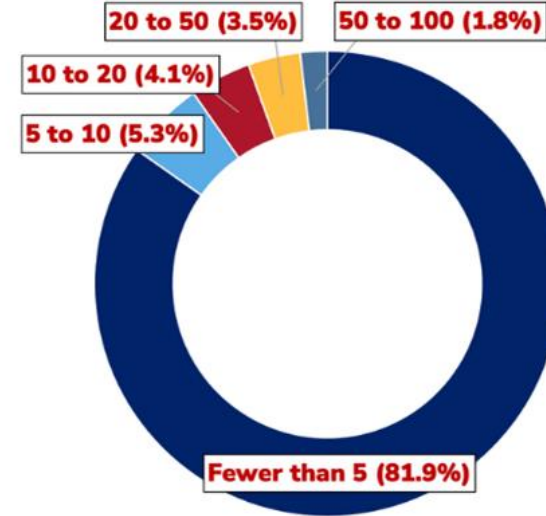
January 2023



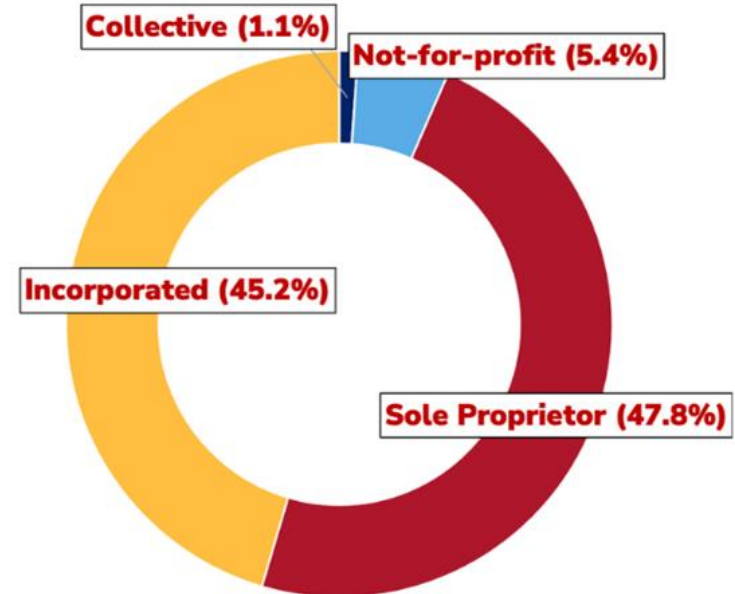
228 ITA members

- 8% Export Ready (20)
- 40.7% Market Ready (86)
- 20.7% Visitor Ready (42)
- 30.7% In Development (78)
- 25 Industry Partner Members

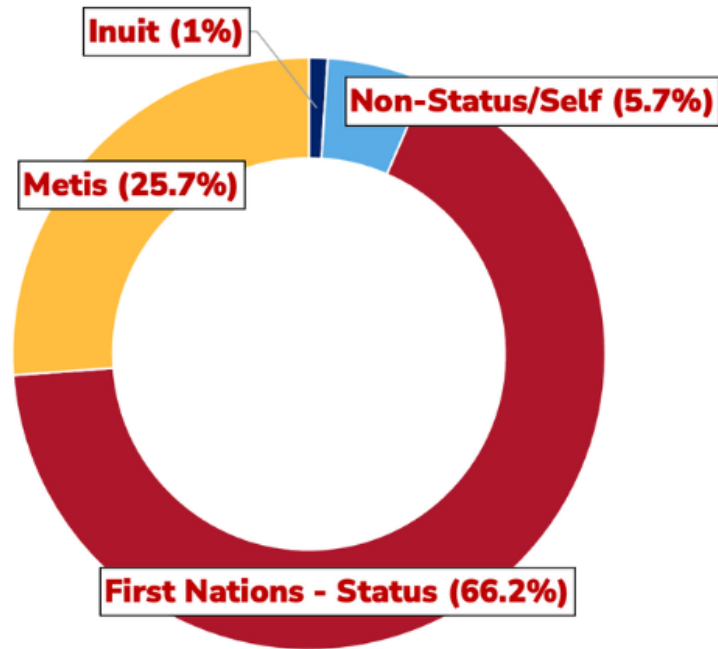
## Number of Employees



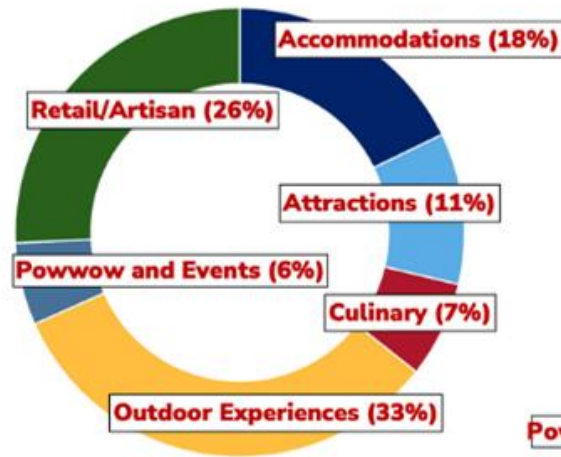
## Business Structure



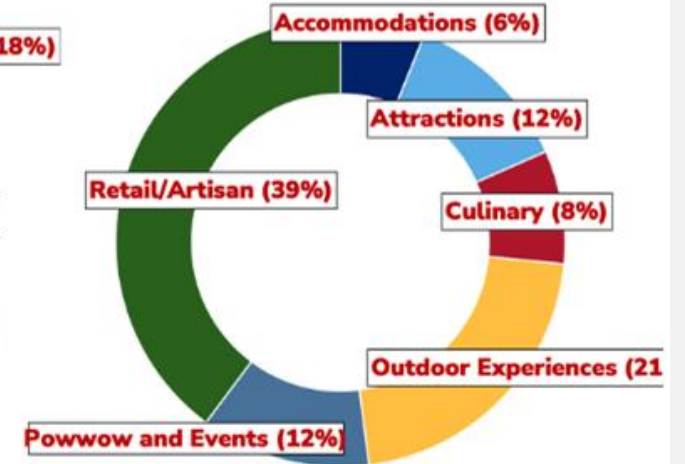
## Indigenous Identity



## Export- and Market-Ready



## Visitor- and In-Development



Membership renewal launched February 22—  
voting membership renewal to close March 31,  
2023.

Introduced membership fees:

In Development (non-voting)- \$49/year

Visitor Ready/Market Ready (non-Voting)-  
\$99/year

Market Ready/Export Ready (voting)- \$149/year

Industry Partnership (non-voting)- \$199/year

## Resilience Through Covid

ALBERTA



**-40%**

CANADA



**-57%**

Decline in Indigenous tourism GDP contribution because of Covid

## Resilience Through Covid

JANUARY 2021



**138**

DECEMBER 2022



**230**

Number of ITA members





## Indigenous Tourism Alberta's Strategic pillars

- Development
- Marketing
- Partnership
- Leadership

# Development

## ITA Members Value Their Membership

- Maintain and grow ITA membership

## Grow the Sustainability of ITA's Indigenous Tourism Business Members

- Enhance business acumen of members through mentorship
- Provide stimulus funding to jumpstart member business initiatives
- Enhance the capacity of non-Indigenous tourism partners to work with Indigenous partners
- Strengthen partnerships with Indigenous members and industry partners in local regions
- Deliver entrepreneur workshops to educate members on business skills
- Create Building Blocks series to help member accelerate business maturity towards Export- Ready status
- Deliver Community Tourism Pathways Program to equip members in communities with skills for tourism advancement
- Enhance Community Tourism Pathways Program
- Develop an Experience Development Program

## ITA Gathering

- Enable member/industry education and connection opportunity by hosting Alberta





## Indigenous Tourism Start-Up Workshop

April 19-20 2021  
from 5-7:30 pm

Please register with the link:

<https://forms.gle/j79WDn2vXGiPTuHh9>

For more information please visit us at:  
[www.indigenoustourismalberta.ca/industry](http://www.indigenoustourismalberta.ca/industry)



Join ITA in a two-part workshop featuring Industry Speakers and Business Resources. The Indigenous Tourism Startup Workshop will take participants through the steps of becoming an Indigenous Tourism Entrepreneur! Open for Entrepreneurs with an idea, or those looking to expand their current business. The workshop will take place virtually.



This workshop is held across the province based on tourism development in that area. T

# GOOD RELATIONS

## AN INDIGENOUS TOURISM MENTORSHIP PROGRAM

INDIGENOUS TOURISM ALBERTA, IN PARTNERSHIP WITH CESO, IS OFFERING MENTORSHIP TO INDIGENOUS TOURISM OPERATORS IN ALBERTA WITH VISITOR, MARKET, AND EXPORT-READY BUSINESSES.

### Who is eligible?

1. Ability to participate June-October, a minimum of 30 hours
2. Must be a member of Indigenous Tourism Alberta
3. Must be legally entitled to operate a business in Alberta
3. Must have an existing business (visitor, market or export ready)
4. A clear objective on what you want to gain from the mentoring experience

Fill out the [application](#) found at [Indigenous Tourism Alberta.ca](#) to apply! Applications close June 10.



A one on one mentorship program offered through CESO mentorship. There is an application process as well as the members being given 3 options of mentees based on their business needs.

This year, ITA is to run this program with 15 members for a half year mentorship.



# Create Your Indigenous Cultural Tourism Pathway

AN INNOVATIVE GRASSROOTS TRAINING PROGRAM FOR COMMUNITY TOURISM DEVELOPMENT

Indigenous Tourism Alberta is seeking passionate Indigenous Nations members to create small, dedicated teams to set direction for grassroots tourism development in their community.

**You will receive:**

- 7 Interactive Training Sessions guided by community grassroots principles and grounded in real world applications
- Online Coaching and Mentorship from industry professionals and Indigenous tourism innovators
- Access to a Virtual Sharing Circle for collaborating with your team to customize your community's tourism pathway
- Access to Tools and Resources to assist you in defining your community's strengths, opportunities, and ambitions for tourism
- Automated Go Forward Strategy and funding application assistance to begin your community's cultural tourism journey
- Certificate of Recognition to celebrate you and your community's contribution to grassroots tourism development

**LIMITED SPOTS AVAILABLE – APPLY BY July 15!**

For more information visit us at:

<https://indigenoustourismalberta.ca/industry>



Program supported by Western Diversification



# Community Tourism Programs



## NATION

## TREATY

Fort McMurray Metis

Treaty 8

Fort McKay Metis

Treaty 8

Aseni Wuche Winewak

Treaty 8

Swan River First Nation

Treaty 8

Ermineskin Cree Nation

Treaty 6

Alexander First Nation

Treaty 6

Enoch Cree Nation

Treaty 6

Eden Valley Stoney Nation

Treaty 7

Kainai Nation

Treaty 7

Piikani Nation

Treaty 7

Siksika Nation

Treaty 7

Frog Lake First Nation

Treaty 8

WhiteFish (Good Fish)

Treaty 8

Blackfoot Confederacy

Treaty 7

Beaver First Nation

Treaty 8

Anzac Nation



Indigenous Tourism Alberta is hosting full-day workshops in regions across the province to help support respectful relationship-building in Indigenous tourism with industry-partners. Gain an understanding in how to authentically promote Indigenous tourism operators and communities local to your region and connect through immersive cultural experiences facilitated by local Indigenous tourism business-owners and Indigenous community members.

This workshop is held across the province. To be held in 9 locations this fiscal.

- Slave Lake
- Grande Prairie
- Red Deer
- Edmonton x2
- Calgary x2
- Fort McMurray
- Crowsnest Pass



**MARCH 23, 2023**

**Fund program supports 34 ITA members building their Indigenous tourism dreams**





Things to Do

Travel Stories

Places to Go

Inc



ce a powerful culture that t  
berta's exhilarating lands

EXPLORE THINGS TO DO

# Marketing

## Earned Media & Influencer Marketing

- Educate members on developing marketing and communication strategies and best practises
- Assist members in making experiences bookable online
- Grow a vibrant community of advocates to amplify ITA messages
- Inspire visitors to the ITA website to learn more
- Develop and implement a media quality scoring system to rank media mentions by both quality and quantity
- Strategize an influencer campaign to reach Curious Adventures

## Integrated Marketing Campaigns

- Robust, seasonal marketing campaigns

Travel Stories

## Travel Trade & Media

- Establish relationships with key RTOs
- Host product knowledge sessions with Travel Trade
- Attend Travel Trade events that target ITA key markets
- Highlight ITA in Travel Trade media publications

## Partnership

- Increase frequency and quality of Indigenous tourism marketing products in the marketing activities of industry partners in Alberta

## Industry Communications & PR

- Highlight ITA or Indigenous tourism successes to stakeholders
- Highlight partnership successes that impact both Indigenous and non-Indigenous stakeholders
- Position ITA as an industry leader in Indigenous tourism

## Member Communications & PR

- Educate members on marketing and business
- Inform members of important relevant opportunities, events and initiatives
- Inspire members and potential members by showcasing successes by peers in their communities





# Partnership

**Strengthen Partnerships with Regional, Provincial Destination Marketing Organisations, Municipalities & Private Sector**

- Establish partnerships with private and public sector organisations to further Alberta Indigenous Tourism

**Create & Maintain a Consistent Funding Model to Ensure Organisational Sustainability & Success**

- Maintain financial support to sustain Indigenous Tourism Alberta

**Strengthen Relationships with Indigenous Communities & Entrepreneurs Across the Four Regions of Alberta**

- Work with all regions of Alberta's Indigenous communities

# Leadership

## Commitment to Indigenous Tourism In Alberta

- Continue to complete and establish industry focused research to support decision making for ITA and their members

## ITA is Valued as the Leader of Indigenous Tourism for Alberta by all Partners

- ITA is a keynote at industry events

## Work with Key Stakeholders to Develop Long Term Indigenous Tourism Development Plan

- Create a strategic document with stakeholders to showcase ITA as a partner in rebuilding tourism in Alberta



## **Support the Supply of Leadership, Business Skills & Labour to Enhance Visitor Experiences Through Quality Service, Hospitality & Cultural Protocols**

- Implement research and studies that further support ITA membership while delivering authentic Indigenous experiences

## **Build Organizational Efficiencies While Increasing Organizational Capacity**

- Enhancement of internal process

## **ITA Members Value Their Membership**

- Host annual general meeting for members





# RECOVERY TO RESILIENCY —TOGETHER

A STRATEGIC RECOVERY PLAN  
FOR THE INDIGENOUS TOURISM  
INDUSTRY IN ALBERTA

2020-24

## RESPONSE

### **Objective**

*To ensure the survival of as many Indigenous tourism businesses as possible, while strengthening Indigenous Tourism Alberta and preparing for future recovery.*

## RECOVERY

### **Objective**

*To safely restart the Indigenous tourism industry with a focus on domestic travel while continuing to build capacity amongst our membership and providing stimulus support where required.*

## RESILIENCE

### **Objective**

*To reach our 2024 targets while ensuring the long-term sustainability of our industry and strengthening its ability to handle future pandemics or other disasters.*



## **Moving Forward Together**

**The Indigenous Tourism Industry is one big family across the province, we need to support and help one another in times of resilience**





# Questions?

Contact

Membership

[membership@indigenoustourismalberta.ca](mailto:membership@indigenoustourismalberta.ca)

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