Reconciliation in Action through Indigenous Tourism
THE BIG PICTURE
Indigenous Tourism Demand
Demand for authentic Indigenous experiences is growing in BC

• 1 in 3 Travelers to BC is seeking an authentic Indigenous experience

• Immersive experiences are being sought

• Connection to nature, spirituality and culture is a driver

• Visitors are seeking ‘Discovery’ & ‘Adventure’
Tourism has helped revitalize our communities and we are building a new generation of entrepreneurs and storytellers.
RECONCILIATION

Sharing our stories to the World
Tourism allows our communities an opportunity to share stories & knowledge
In 2016, Indigenous Tourism generated $75 million dollars in taxable revenue for First Nations communities and 7,400 jobs.

Source: ATBC 2016 CORPORATE PLAN
Regional Partnerships & Collaboration

Indigenous Specialists

Source: Destination BC 2015 Tourism Impact. [Link]
Collaboration Agreements

First Agreement with Nisga’a Lisims Govt
THE GROWING OPPORTUNITY
For Indigenous Tourism in BC
Indigenous Communities
- Hosts
- Sharing
- Authenticity
- Living culture
- Connection to the land & environment
- Getting to the Acceptance

Stories
- Transformative experiences

Audience
- Guests
- Discovery
- Deep experience
- Meaning
- Emotional connection
- Connect to people
- Hesitancy
Marketing Partnerships

St. Eugene Golf Resort Casino is a First Nation-owned 4.5-star hotel featuring elegant accommodation, gourmet dining, world-class golf, a cultural interpretive centre and a western-themed casino nestled between the Purcell and Rocky mountains.

Spring of 2018 - join the Ktunaxa Nation members for a four day Tipi Camp Haqiq̓a̱pá̱n̓inam (Hackalth-palth-knee-nam) with entertainment, excitement and enlightenment, based at the St. Eugene Golf Resort & Casino. Guests will experience...
LOCALS ARE SPENDING MORE DOLLARS AT HOME

11,500,000 tourism trips within BC by people from BC
A GROWING SEGMENT OF CANADIANS HAVE AN INTEREST IN LEARNING ABOUT ABORIGINAL CULTURES

40% of Canadians have a strong desire to learn

“The experience to capitalize on is the uniqueness and symbiosis between the local communities and their host First Nations.”

- James Cowpar
Join Indigenous Tourism BC
Become a Stakeholder or renew your membership for 2018.

For more information, contact us at info@IndigenousBC.com