

Reconciliation in Action through Indigenous Tourism



**INDIGENOUS
TOURISM BC**
We Raise Our Hands



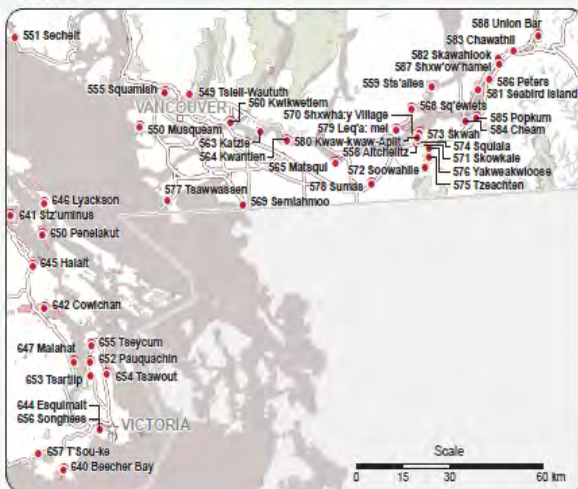


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Inset 1



Inset 2



Indigenous and
Northern Affairs Canada

Affaires autochtones
et du Nord Canada

First Nations in British Columbia



- Location of First Nation's Main Community
- Indian Reserve
- City or Town
- Park and Protected Area



Canada



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'



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NORTHERN BRITISH COLUMBIA

CARIBOO CHILCOTIN
COASTVANCOUVER
ISLAND

**ABORIGINAL
TOURISM BC**

our story. your experience.

BRITISH COLUMBIA

TRANSFORMATION



Tourism has helped revitalize our communities and we are building a new generation of entrepreneurs and storytellers



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RECONCILIATION

Sharing our stories to the World




EDUCATION

A traditional wooden mask with a green face, large eyes, and a wide mouth, hanging on a wooden wall. The mask is decorated with black, white, and red patterns. It has long white hair or feathers hanging from the sides. The background is a wooden wall with horizontal planks.

Tourism allows our communities an opportunity to share stories & knowledge

INVESTMENT



In 2016, Indigenous Tourism generated \$75 million dollars in taxable revenue for First Nations communities and 7,400 jobs

Source: ATBC 2016 CORPORATE PLAN



PARTNERSHIPS



**INDIGENOUS
TOURISM**
We Do It Better

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

Audience

Guests

Discovery

Deep experience

Meaning

Emotional connection

Connect to people

Hesitancy

Stories

Transformative
experiences



Marketing Partnerships

The advertisement features a large photograph of the St. Eugene Golf Resort Casino, a large stone building with a red roof, set against a backdrop of rugged mountains. A golf course is visible in the foreground. To the right, there is a smaller image of a white teepee. At the bottom right, there is a red map of British Columbia with a white location pin indicating the resort's location.

**ST. EUGENE GOLF
RESORT CASINO**

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 Haqa#pa#ninam (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

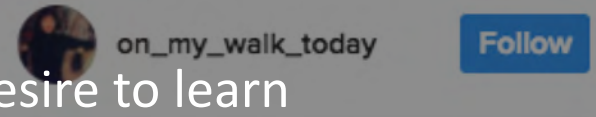
11,500,000 tourism trips within BC by people from BC



A GROWING SEGMENT OF CANADIANS HAVE AN INTEREST IN LEARNING ABOUT ABORIGINAL CULTURES



40% of Canadians have a strong desire to learn



33 likes

2w

on_my_walk_today Spring Break Mom 'n Daughter field trip. #vancouverartgallery #susanpoint #spindlwhorl #firstnationsart #westcoast #artist #onmywalktoday #lovemygirl ❤️

dagor1 Exelente! 🔥

americanpuppet 💕 this a lot

Source: Environics Truth & Reconciliation Report (2016)



“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.



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