



**Kootenay Rockies Tourism
Annual General Meeting**

November 3, 2022



**Indigenous
Tourism BC**

Paddling forward, together.





About Indigenous Tourism BC

Our **Vision** is a prosperous and respectful Indigenous cultural tourism industry sharing authentic products that exceed visitor expectations.

Our **Mission** is to provide training, awareness, product development and marketing to support a sustainable, authentic Indigenous cultural tourism industry in BC while contributing to cultural preservation and economic development.

OUR ROLE, OUR FOCUS OF EFFORT



SUPPORT
INDIGENOUS
STAKEHOLDERS



INSPIRE
VISITORS TO
EXPERIENCE
INDIGENOUS
TOURISM



COLLABORATE
WITHIN
TOURISM
ECOSYSTEM



ADVOCATE
FOR THE
INDIGENOUS
TOURISM
INDUSTRY

ITBC STAKEHOLDERS

FRIEND OF ITBC

Non-Indigenous organizations related to tourism that support the Indigenous tourism industry

Cultural Keeper/ Service Provider

Artisans, performers, designers, consultants, food + beverage, service providers or other Indigenous tourism professionals

Tier 1 Community and Entrepreneur

Indigenous communities and Entrepreneurs starting a tourism business

Tier 2 Visitor Ready

Businesses that are operational but do not have a market-ready experience / product

Tier 3 Market Ready

Tourism businesses that are fully operational meeting market-Ready criteria

Tier 4 Export Ready

Tourism businesses that are fully operational meeting export-ready criteria

Evolution of ITBC

- 1996 – Aboriginal Tourism BC established
- 1997 - Officially incorporated in November
- 1998 – MOU with Tourism BC (now Destination BC)
- 1998 – MOU with Council of Tourism Association (now TIABC)
- 2005 – Blueprint established
- 2010 – Olympics hosted in Vancouver
- 2014 – Aboriginal Marketing Circle established
- 2016 – Aboriginal Tourism Association of Canada
- 2017 – AtBC releases 5 year plan “Pulling Together”
- 2018 – Aboriginal Tourism BC changes name to Indigenous Tourism BC
- 2019 - Indigenous tourism was one of the fastest growing tourism sectors
- 2020 – March – the tourism industry is devastated by the pandemic. ITBC pivots to support Stakeholders for the next 24 months through Provincial and Federal supports
- 2021 - *ITBC launches Indigenous Alignment Strategy 2021-2024: Pulling Together for Recover*
- 2022 – Projections are positive. ITBC has a strong role to play and making a significant impact in the recovery and resilience for the Indigenous tourism sector, operators and communities affected by COVID-19
- 2022 – ITBC receives \$3.7 million of MTACS to support implementation of the ITBC Tourism Alignment Strategy. The funds will support key performance areas of Partnerships & Special Projects and Experience Development



The Value of Indigenous Tourism

The direct economic benefits (Gross Domestic Product, GDP) attributed to the Indigenous tourism sector in Canada rose **23% from \$1.4 billion in 2014 to \$1.7 billion in 2017.**

Compared with a 12% increase in overall tourism activity in Canada, this growth revealed an unprecedented acceleration of Indigenous tourism.



488 Indigenous tourism
related businesses in BC



4,248 direct, full-time
jobs provided



The Blueprint Strategy

Indigenous Tourism BC (ITBC) was established in 1996 by a core group of Indigenous volunteers involved in the tourism sector to share information, network and explore means by which they could strengthen Indigenous Tourism. The organization was officially incorporated in 1997.

ITBC recognized in early 2003 that the Indigenous cultural tourism industry was falling short of achieving its potential. ITBC brought together partners to develop a plan of action to develop a comprehensive “Blue Print” for the short and long haul.



INDIGENOUS ALIGNMENT STRATEGY
2021-2024

3 YEAR PLAN

PULLING TOGETHER FOR RECOVERY



ALIGNMENT STRATEGY

A three-year plan to rebuild and grow BC's Indigenous tourism sector through COVID-19 and beyond, focusing on immediate and future activities that increase alignment with Indigenous, provincial, regional and federal partners.

- Support Indigenous Stakeholders
- Inspire Visitors to Experience Indigenous Tourism
- Collaborate within the Tourism eco-system

<https://www.indigenousbc.com/corporate/news/indigenous-tourism-bc-unveils-three-year-indigenous-alignment-strategy/>

A photograph of two people standing in a forest, touching the trunk of a large tree. The person on the left is wearing a dark jacket and blue jeans, and the person on the right is wearing a dark jacket and dark pants. The forest is filled with tall, thin trees and green foliage. The text is overlaid on the image in white.

Partnerships and MOU's

Indigenous Tourism BC (ITBC) actively pursues partnerships that support our Indigenous mission, vision, and values and contribute to the development of sustainable Indigenous tourism-related business opportunities.



PARTNERSHIP BETWEEN DBC, THE PROVINCE OF BC AND ITBC

In November 2019, ITBC renewed the Indigenous Tourism Accord with the Province of BC

Objectives include:

- Increased Indigenous participation in tourism
- Revitalization of Indigenous cultures, protocols and languages
- Collaboration between Indigenous and non-Indigenous tourism partners



PARTNERSHIP BETWEEN DBC, THE PROVINCE OF BC, AND ITBC

ITBC acknowledges a long-standing positive working relationship with Destination BC over the last 20+ years

Recent Highlights Include:

- Memorandums of Understanding with 5 Destination BC regions: Thompson Okanagan, Northern BC Tourism, Cariboo Chilcotin Coast, Vancouver Island and Vancouver Coast and Mountains
- 5 Indigenous Regional Specialists driving the Indigenous tourism agenda forward in each region



Reconciliation and DRIPA

ITBC recognizes that the goal of Reconciliation is healing, a deeply personal journey which cannot mean a generalized solution. We honour the sovereignty of Indigenous Nations and Communities to define what healing means for them

Indigenous Peoples are important participants in BC's economy. Businesses endeavors within Indigenous communities create opportunities for independent economies as well as cultural revitalization and greater benefits that support families and community members. ITBC advocates for economic independence for Indigenous individuals, businesses, and communities in British Columbia.



ITBC Marketing

Inspire Visitors to Experience Indigenous Tourism in BC While Respecting the Lands and Communities.

Key Highlights:

- Everything is Connected video – highlighting the importance of slow travel
- Consumer and Corporate websites
- Indigenous BC trip planner app
- Media and familiarization tours
- ITBC ambassador program
- Consumer and domestic marketing



Leverage International Marketing with Partners

- Destination BC
- Destination Canada
- ITAC

COVID-19 Pandemic

COVID-19 significantly impacted Indigenous tourism businesses. ITBC attempted to minimize the negative impacts on Indigenous tourism operators by working with our partners such as Pacific Economic Canada and the Province of BC.

Emergency Relief Fund	Emergency Relief Fund #2	Indigenous Tourism Recovery Fund	Indigenous Community Business Fund (two years)	Indigenous Tourism Recovery Fund 2	TOTAL:
Funding: \$300,000	Funding: \$400,000	Funding: \$5,000,000	Funding: \$6,653,397	Funding: \$2,928,000	Funding: \$15,212,024
Support: 68 businesses	Support: 67 businesses	Support: 140 businesses	Support: +30 community owned businesses	Support: 181 businesses	Supporting: Over 150 businesses

A wooden beam with a carved mask and a red crescent moon and star symbol. The background is a wooden floor with a grid pattern.

Capacity Building and Resilience

Supporting and aligning efforts to build capacity in Indigenous communities that chose to engage in tourism activities as part of their community, social, and economic development.

\$3.7 Million from the Ministry of Tourism, Arts, Culture & Sport.

Capacity Building and Resilience

- Support Indigenous Peoples right to self-determination and interest to pursue economic, social, & cultural development through tourism.
- Lead the Indigenous tourism industry from 2017/18 level by 2024.
- Support Stakeholders & FN communities to cultivate a prosperous and sustainable tourism industry that connects visitors to exceptional Indigenous experiences.
- Build industry capacity through relevant programs, training, and collaboration and increase or enhance FN community's capacity for tourism planning.



Capacity Building & Resilience – Main Activities

Two Project Managers hired by July, 2022

Ramped up to 7 Indigenous Tourism Specialists in 4 regions.

ITS Specialists in Vancouver Island and Kootenay Rockies – in progress

Community support has been ongoing
+30 communities have received direct support

Program development & implementation – ongoing



Supporting Indigenous Stakeholders

ITBC focuses on the key areas that will make the biggest impact in achieving the corporate goals.

For the next two years, we will make choices that are driven by bringing Stakeholders to support the recovery, renewal and strengthen the businesses for competitiveness.

The ITBC team provides support to all of our respected Stakeholders in experience development, training, funding access, networking opportunities, marketing programs, and current industry research.

Training and Development

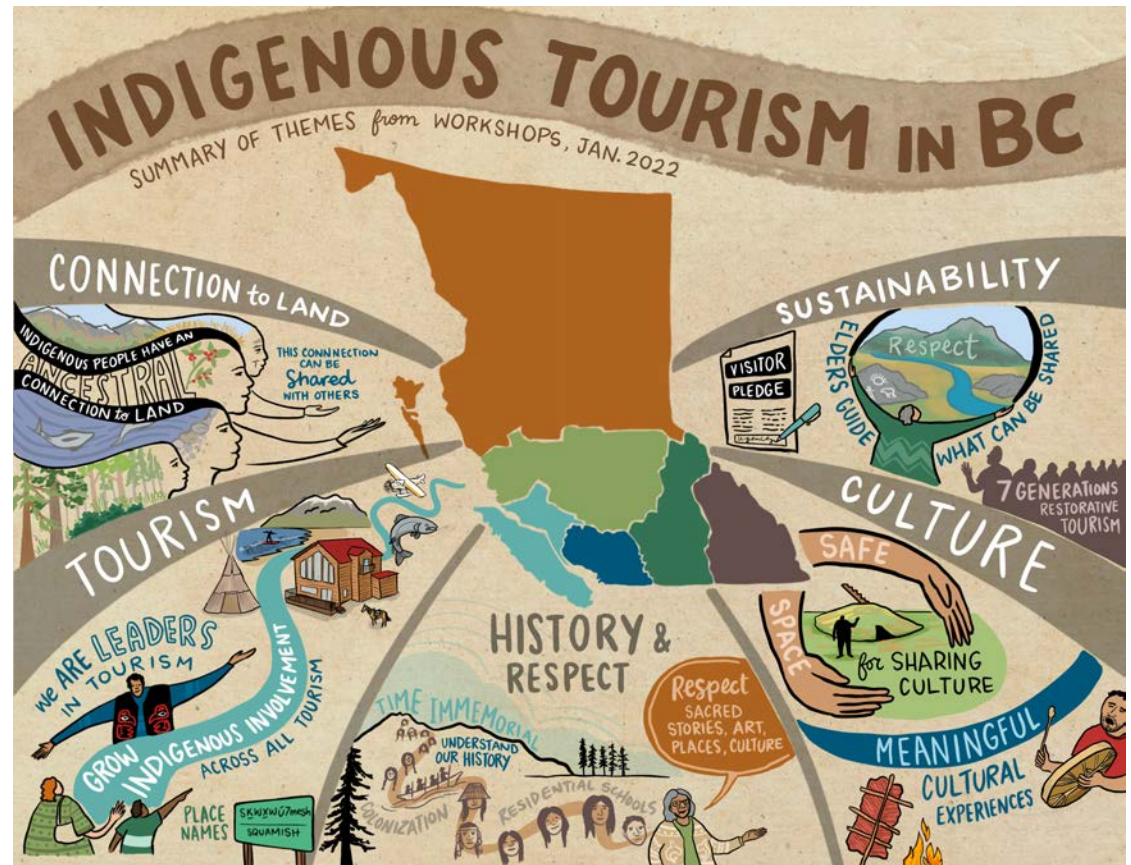
ITBC offers training for skills in customer service, communication, and marketing for Indigenous individuals, businesses, and communities. ITBC works with communities and businesses to become Market Ready and Export Ready.

- Tourism Business Roadmap
- Storytellers Workshop
- First Host Training
- Meeting communities and businesses where they are at for Tourism Development with Capacity Building and Resilience



Invest in Iconics

ITBC has partnered with Destination BC on the *Invest in Iconics Strategy*, a long-term, dispersion strategy. The goal is to increase tourism revenue and visitation responsibly and sustainably to British Columbia (BC). The *Invest in Iconics Strategy* is now part of the tourism recovery from the pandemic, which is meant to help build back tourism revenue more quickly than we might do without this strategy.



KOOTENAY ROCKIES

FIRST NATIONS can help **CONNECT** PEOPLE to the **LAND**

Help PEOPLE BE OPEN to LEARNING

INDIGENOUS and NON INDIGENOUS YOUTH

WELCOME ALL:

OUR CREATION STORY SAYS ALL PEOPLE COME FROM OUR SEA MONSTER

BUILD RESPECT for THESE SPACES

FROM DEEP WATER ...

...TO SKY BIRDS

GRIZZLY SPIRIT

EACH COMMUNITY HAS GIFTS,

CONNECTING TO THE STORIES and PEOPLE

ACROSS ALL OF BC!

LAVA BEDS

DESERT

We were KNOWN as the SERENGETI of NORTH AMERICA

DIVERSE SPECIES

ENFORCE PROTECTION SO WE HAVE THESE PLACES for GENERATION

PICTOGRAPHS

SHOW LAND MARKS

SHOW OUR HISTORY

WORK and EARN YOUR WAY

TEACH US HOW TO COLLABORATE

EXPERIENCING CULTURAL PRACTICES BRINGS PEOPLE TOGETHER

TRADITIONAL PRACTICES ARE

INTERWINED WITH LAND

CULTURE HISTORY

SHARE OUR STRENGTHS

MEDICINES

CANOE BUILDING

FIRE MANAGEMENT

HEALING

SHARING & LEARNING THE HISTORY of RESIDENTIAL SCHOOLS

LANGUAGE

HOT SPRINGS NUPIKA WU'U

SECOND LARGEST NATURAL ARCH

TURMALINE ROCKS



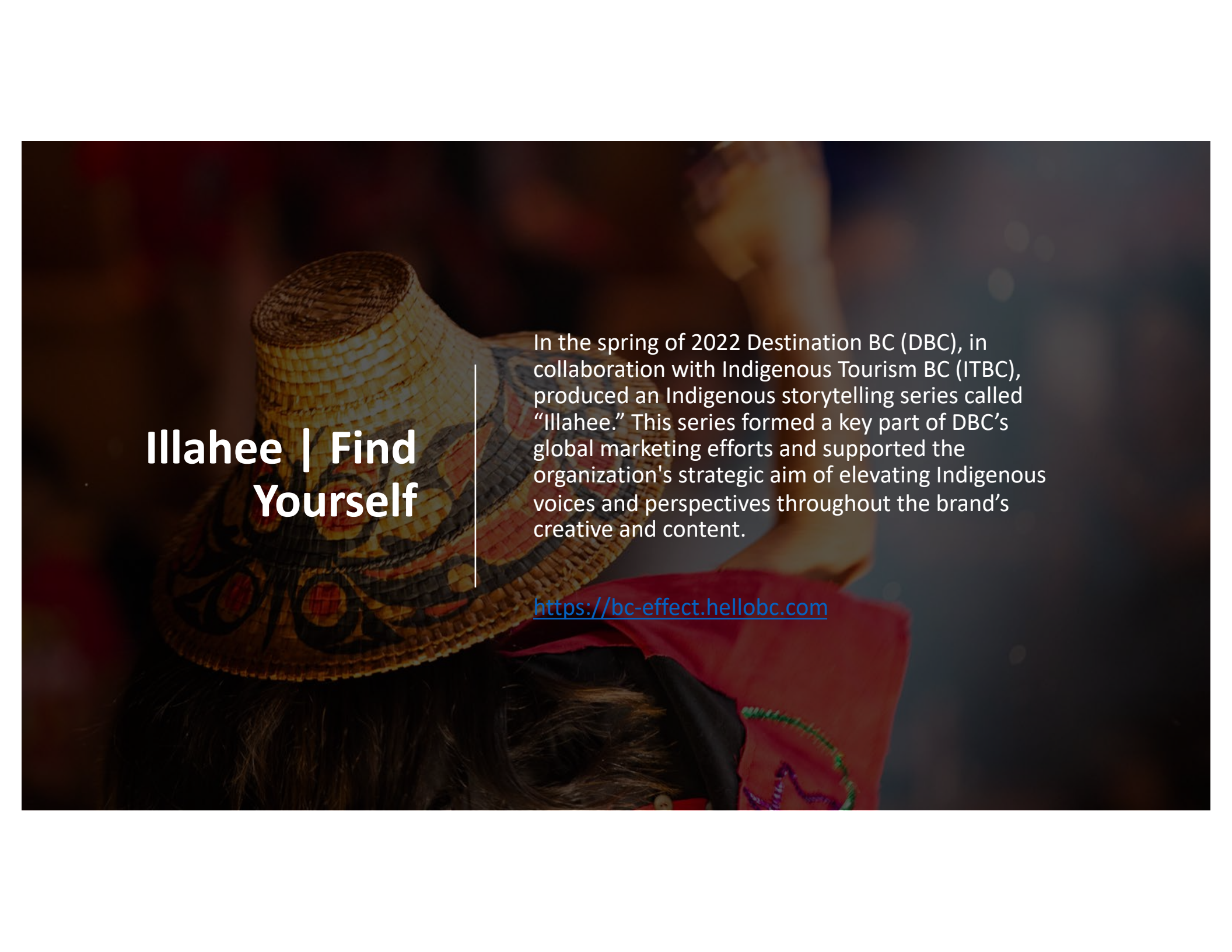
Kootenay Rockies | Invest in Iconics | January 12, 2022

Live graphic recording: Tanya Gadsby



Looking Forward

LEADERSHIP and ORGANIZATIONAL Innovation	PARTNERSHIPS AND SPECIAL PROJECTS	EXPERIENCE DEVELOPMENT	MARKETING
<p>Strengthen ITBC's Position as a Global Leader in Indigenous Tourism Development</p>	<p>Stand Shoulder to Shoulder on Fewer, Focused Core Projects that Drive our Goals, including COVID-19 Recovery</p>	<p>Support Indigenous Tourism Business Adaptation and Solvency</p> <p>Carve a Clearer Path for a New Generation of Strong and Proud Market-ready Business Leaders</p>	<p>Better Weave Market- ready Indigenous Tourism Businesses into BC's Powerful Marketing Network</p> <p>Increase Focus on Domestic Markets to Drive Business Now</p>



Illahee | Find Yourself

In the spring of 2022 Destination BC (DBC), in collaboration with Indigenous Tourism BC (ITBC), produced an Indigenous storytelling series called “Illahee.” This series formed a key part of DBC’s global marketing efforts and supported the organization’s strategic aim of elevating Indigenous voices and perspectives throughout the brand’s creative and content.

<https://bc-effect.hellobc.com>



Vision for the Future

ITBC focuses on the key areas that will make the biggest impact in achieving the corporate goals and Stakeholder needs.

1. Support Indigenous Stakeholders
 - Experience Development & Training
 - Research
 - Capacity Building & Engaging
2. Inspire Visitors to Experience Indigenous Tourism
3. Collaborate Within the Tourism Ecosystem



Discussion
