

Building Back Better Indigenous Labour Market



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INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

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DU CANADA

Industry focused, industry led

National non-profit

**Membership base of Indigenous
owned and controlled businesses**

**13 elected board members representing
industry from across Canada**

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Our Mission

To provide leadership in the development
and marketing of authentic Indigenous tourism
experiences through innovative partnerships

Our Vision

A thriving Indigenous tourism
economy sharing authentic, memorable
and enriching experiences

Indigenous Tourism is Reconciliation in Action



Experiencing Indigenous tourism firsthand is an important way for non-Indigenous Canadians to **gain a new perspective.**

It helps them to **connect to the lands, traditions and way of life of Indigenous Peoples** and to better understand the history of Canada—while also having a positive impact on Indigenous economic growth.

Investing in Indigenous tourism **creates and expands** tourism economic development projects with Indigenous nations, which **supports self-determination** for Indigenous businesses and its employees.





In addition to the significant economic benefits of Indigenous tourism, many operators point to the **social benefits**:

- **Connection** of elders and youth
- **Cultural Revitalization** through language, storytelling, and traditional skills
- Instills **pride** for Indigenous peoples, their community and their territories
- Provides an **outlet** for Indigenous peoples to tell their **true** story of Canada as domestic and international visitors seek to understand **Reconciliation**.

Leading Industry Research

In 2019, Indigenous tourism employed **39,000 employees** and brought in an estimated **\$1.9 billion in direct GDP**

There was a **23.5% increase** in Indigenous tourism revenues in 2019—outpacing the rest of the sector which **only increased by 14.5%** that year

In 2020, Canada's Indigenous tourism sector experienced a **65.9% decline in direct GDP** and a **59.4% decline in employment** due to COVID-19 and the global tourism industry grinding to a halt

Labour Crisis

Indigenous Tourism Labour Timeline

February, 2020

Anticipating
40,000 FTEs for
Indigenous
tourism
businesses

August, 2021

Estimated 18,000
FTEs for
Indigenous
tourism
businesses

TARGET 2030

Estimated growth
to 60,000 FTEs
for Indigenous
tourism
businesses

June, 2020

Estimated less
than 5,000 FTEs
for Indigenous
tourism
businesses




Less than 7% of Indigenous business access
to Wage Subsidy

September, 2022


Estimated 25,000
FTEs for
Indigenous
tourism
businesses

Unique Indigenous Work Force




*A \$65 million federal investment over three years will **grow employment in Indigenous tourism by 21,000 jobs**—to a total of over 40,000 workers.*

*It will also **drive over \$1.86 billion in GDP contributions year over year by 2025**—a **more than 1500% return on investment.***



33% of Indigenous tourism businesses are owned by women entrepreneurs—more than double the percentage of non-Indigenous tourism businesses.



*An investment in Indigenous tourism will employ **more Indigenous workers than an investment in any other sector.***

*ITAC's research shows that **57%** of the workers in the Indigenous tourism industry are Indigenous— that rate is **4x higher** than any other sector.*



More than 61% of Indigenous tourism businesses operate in rural or remote parts of Canada and more than 25% operate on reserve.

Indigenous tourism provides at home employment opportunities for these communities.

National Indigenous-led Recovery Strategy

A GOVERNMENT INVESTMENT OF
\$65 MILLION
OVER THREE YEARS WILL...



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*ITAC's research shows that **57%** of the workers in the Indigenous tourism industry are Indigenous—a rate **4x higher** than any other sector.*

33% of Indigenous tourism businesses are owned by women.

*A rate **2x higher** than in other industries.*



Grow employment in
Indigenous tourism by

21,000 JOBS

*To a total of over **40,000 workers** in **1,900**
Indigenous owned and controlled businesses.*

2023	2024	2025
+ 4,200	+ 8,400	+ 8,400



Drive over **\$1.86**
BILLION
in GDP contributions
year over year by 2025

*Up from **\$774 million** in 2021
and a more than **1500%**
return on investment.*

2023	2024	2025
+\$216M	+\$432M	+\$432M

**ACCELERATE RECOVERY TO 2019 LEVELS
AND BEYOND—3 TO 5 YEARS FASTER!**

KEY INSIGHTS

+ 21,000 NEW JOBS

- **Labour force growth:** From 2016 to 2041, the Indigenous population is projected to grow faster than the non-Indigenous population
- **Employment rate growth:** Indigenous unemployment rates exceed unemployment rates for the non-Indigenous population by 4.7 percentage points over the last five years (StatsCan)
- Closing the gap involves a substantial opportunity to produce GDP growth



Key Takeaways

- Indigenous-led, industry driven strategies will help our industry recover fastest
- Indigenous tourism SMEs were the hardest of the hardest hit during the pandemic.
 - ITAC continues to advocate for support to these businesses to fully realize employment recovery and growth by 2030
 - Indigenous tourism includes a greater % of Indigenous people in their workforce than any other sector
- Indigenous tourism jobs contribute to reconciliation through economic and social benefits to Indigenous people

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