



Industry focused, industry led

National non-profit

Membership base of Indigenous owned and controlled businesses

13 elected board members representing industry from across Canada



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

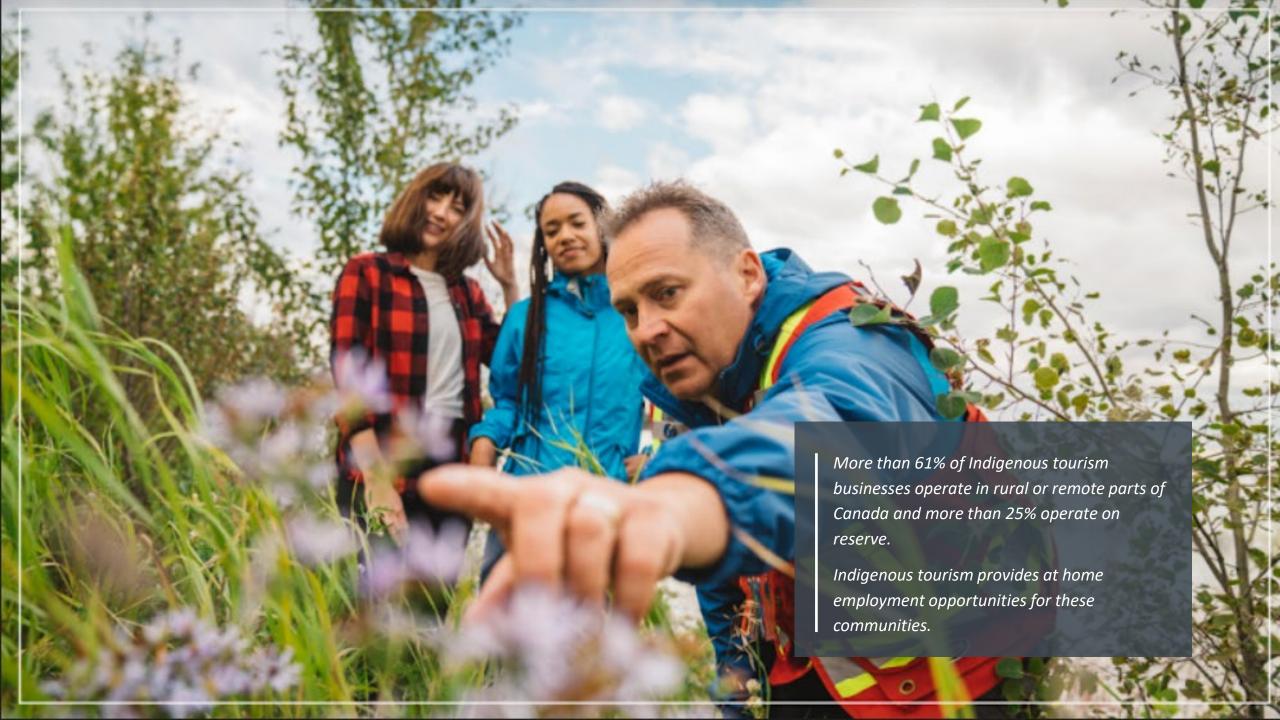
Estimated 25,000 FTEs for Indigenous tourism businesses

Unique Indigenous Work Force









National Indigenous-led Recovery Strategy

A GOVERNMENT INVESTMENT OF

\$65 MILLION

OVER THREE YEARS WILL...



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—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.

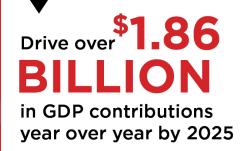


Grow employment in Indigenous tourism by

21,000 JOBS

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





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



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 Takeways

- 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

