Aboriginal Tourism BC Announces Name Change to “Indigenous Tourism BC”

New name results from engagement sessions and input from various Elders, Leaders and community Stakeholders

March 7, 2018 – Syilx Territory, Kelowna, British Columbia

Today, at the BC Tourism Industry Conference, Brenda Baptiste, Chair of Aboriginal Tourism BC announced the organization’s name change to “Indigenous Tourism BC”. The decision was made after consultations with Elders, Leaders and Stakeholders across the province who suggested the use of the term “Indigenous” better reflects the communities’ connection with the land and recognizes the diversity of Indigenous peoples within British Columbia.

Indigenous Tourism BC and its Stakeholders believe “Indigenous” more clearly captures the story of Indigenous peoples as indigenous to the land. It creates better alignment between the experiences and understanding of Indigenous peoples, which also has broader awareness in the international community. Finally, it recognizes the powerful connection between Indigenous people and stewardship of their land.

“We Raise our Hands” has also been added as a new tag line to further define our Corporate identity. The Indigenous gesture of the raising of hands is a way to acknowledge and honour our ancestors as well as give thanks for the opportunity to live and work within our ancestral lands. Finally, “We Raise our Hands” to welcome the world to show and share our living Indigenous cultures in British Columbia.

“This transition to the use of Indigenous is a major step forward for our organization. It reflects our commitment to leading the Indigenous Tourism Sector while respecting our Elders, Leaders and Stakeholders. We will continue to embrace the diversity of our cultures, language and protocols through our story telling while contributing to an overall Indigenous Experience exceeding the expectation of our visitors.”

Brenda Baptiste, Director-at-Large/Chair of Indigenous Tourism BC

“The vibrant diversity of the Indigenous people throughout BC gives us an opportunity to capture the varied stories protected through protocol that will create truly remarkable and authentic Indigenous experiences.”

Tracy Eyssens, CEO of Indigenous Tourism BC

About Indigenous Tourism BC

Indigenous Tourism BC is a non-profit, Stakeholder-based organization that is committed to growing and promoting a sustainable, culturally rich Indigenous tourism industry. Through training, information resources, networking opportunities and co-operative marketing programs, Indigenous Tourism BC is a one-stop resource for Indigenous entrepreneurs and communities in British Columbia who are operating or looking to start a tourism business. Indigenous Tourism BC works closely with tourism, business, education and government organizations to help BC’s Indigenous tourism businesses offer quality experiences and actively promotes these experiences to visitors and local residents.


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