A person with dark hair tied back, wearing a dark blue long-sleeved shirt, stands with their back to the camera, looking into the dark interior of a traditional Indigenous wooden structure. The structure is built with large, curved wooden poles and is surrounded by a wall of stacked logs and stones. The scene is set outdoors in a natural, wooded area.

2024 BENEFITS GUIDE

BE PART OF THE INDIGENOUS
TOURISM JOURNEY



**INDIGENOUS
TOURISM BC**
CORPORATE

"Established in 1996, Indigenous Tourism BC continues to be the voice of Indigenous Tourism interests in British Columbia. The work we do, ensures that Indigenous values inform tourism solutions that directly and equitably benefit First Nation communities and Indigenous tourism businesses.

Growing Indigenous tourism is done in a respectful manner, with and for, Indigenous peoples' cultures, protocols, and territories.

You know when you're ready to join the Tourism Journey, and when you are ready, ITBC is here."

Brenda Baptiste
Chair, Indigenous Tourism BC



Indigenous Tourism BC is regarded as a world leader in the development and promotion of authentic Indigenous cultural tourism products and experiences and is actively supporting the province in becoming a leading global destination for Indigenous tourism.

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.



01
02
03

WHO WE ARE WHAT WE DO HOW WE SUPPORT YOU



01

WHO WE ARE



With a mandate from the **First Nations Leadership Council** to act as the voice of Indigenous Interest in the province of BC, ITBC guided by our four values of being: **Authentic, Together, Passion, and Impactful.**

OUR GOALS

- Leverage collaborative partnerships at the local, provincial and national level
- Lead by being an engaging, innovative and results focused team
- A focused and insightful marketing strategy
- Accelerate experience development
- Establish a strong Indigenous tourism story to exhibit leadership within the sector
- Support the growth of Indigenous economies
- Increase capacity and competitiveness of Indigenous businesses

Positioning our focus of effort for the biggest impact, ITBC is guided by our five-year strategy: **Strengthening Our Roots and Branches: Corporate Strategy 2023-2027.**



01

Industry Partners

ITBC collaborates closely with various Stakeholders and partners including tourism entities, businesses, educational institutions, and government bodies.

By working together, we leverage respective expertise and resources to support sustainable tourism development, promote cultural preservation, and foster economic growth within First Nations communities.



01

Start by meeting with your Regional Indigenous Tourism Specialist

Regional Indigenous Tourism Specialist (RITS):

- Are dedicated regional experts on the ground who facilitate connections for emerging entrepreneurs, growing businesses, and interested communities.
- Will meet with businesses and communities at their current stage of development wherever they are.
- Provide access to development and planning opportunities, programming, and resources to elevate Indigenous tourism businesses to the next level.



02

WHAT WE DO

Through training, information resources, networking opportunities, experience development and marketing programs, ITBC is a resource for Indigenous entrepreneurs and communities in BC looking to start a tourism business



02

Marketing

ITBC's marketing strategies are dedicated to raising awareness of the diverse and enriching Indigenous tourism experiences available in British Columbia.

ITBC communicates directly to consumers, Travel Trade, and Travel Media in key and emerging markets, thereby creating interest in Indigenous tourism and driving business directly to ITBC's Market-Ready and Export-Ready Stakeholders.

Consumer Marketing

ITBC's marketing strategies are dedicated to raising awareness of the diverse and enriching Indigenous tourism experiences available in British Columbia.

Travel Trade

ITBC promotes Indigenous tourism and ITBC's Export-Ready Stakeholders to receptive tour operators, tour operators, travel agencies and other third-party sales channels with the goal to grow Indigenous experience inclusions in travellers' itineraries and packages.

Travel Media

ITBC works to inspire and educate travellers by bringing Indigenous tourism experiences to life through content and story ideas in key outlets including print, broadcast and digital distributions.

02

Indigenous Tourism Training Initiative (ITTI)

ITBC provides free tourism training for current and aspiring Indigenous tourism workers, employers and communities.

We aim to empower the Indigenous tourism industry with culturally-centred workshops, comprehensive skills development courses and access to professional development certifications.

The ITTI offers a broad range of opportunities in the following key areas:

1. Indigenous Cultural Tourism
2. Tourism Management
3. Stewardship and Sustainability
4. Cultural Awareness
5. Human Resources
6. Customer Service
7. Health and Safety
8. Branding, Sales and Marketing
9. Business, Administrative and Financial
10. Leadership and Personal Development

03

HOW WE SUPPORT YOU

ITBC meets you where you're at in your tourism journey, and will continue to support you as far along as you desire.



03

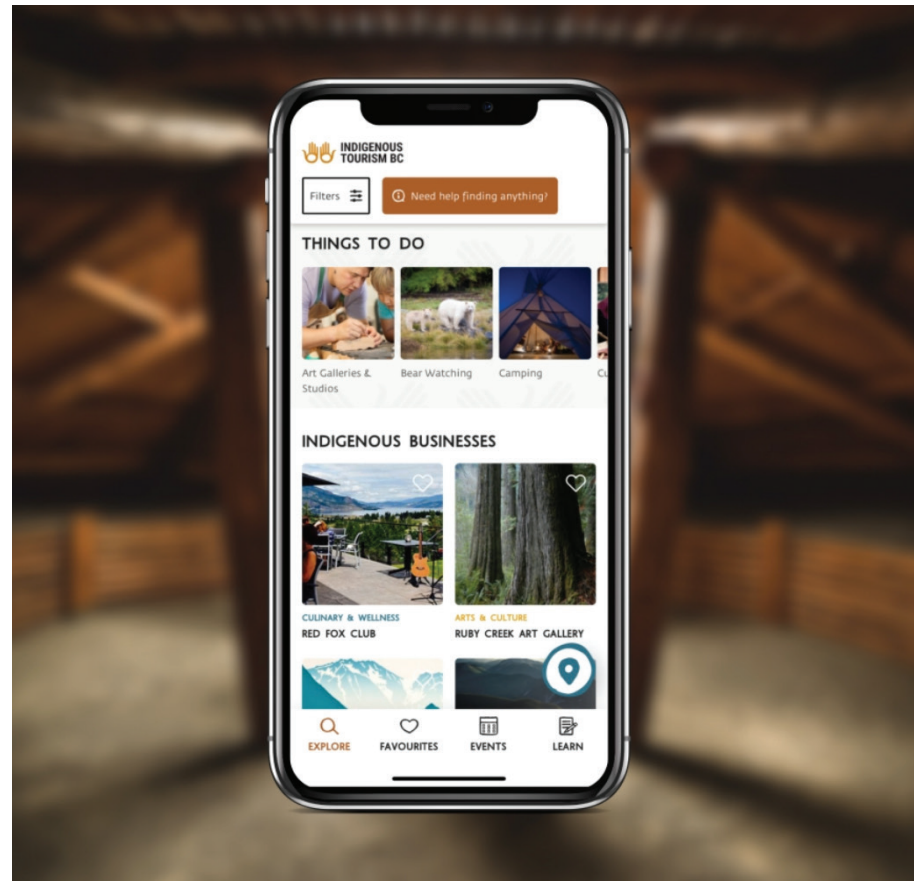
Tier Benefits

TIER	Voting Members				Associate Member
	T1 Start Up	T2 Visitor Ready	T3 Market Ready	T4 Export Ready	
ITBC Newsletter	■	■	■	■	■
Training and Workshops through ITTI	■	■	■	■	■
Access to Industry Research	■	■	■	■	■
Business Development Support	■	■	■	■	
Feature on the ITBC Consumer Website			■	■	
Access to Business Development Grants			■	■	
Represented at International Tradeshows			■	■	
Voting Rights at the ITBC Annual General Meeting			■	■	
Feature on the ITBC APP			■	■	

03

Indigenous Tourism BC App

- Provides a convenient platform for users to search for Indigenous tourism experiences, accommodations, and businesses.
- The app offers up-to-date information on business reopening statuses, including hours of operation, ensuring users have accurate and timely information for planning their trips.



Join by completing a "*Stakeholder Application*" found online at **Indigenousbc.com/corporate**

Your application will be reviewed, and upon approval, you will receive the benefits found in this guide.

If you have any questions, email: **Stakeholders@Indigenousbc.com**





THANK YOU!



A person with dark hair tied back, wearing a dark blue long-sleeved shirt, stands with their back to the camera, looking into the dark interior of a traditional Indigenous structure. The structure is built with large, curved wooden logs forming an arched entrance, and the walls are made of stacked logs and stones. The scene is set outdoors with dry grass and some green plants visible on the right side.

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