ITBC AGM AND INDIGENOUS TOURISM GATHERING DAY 2.

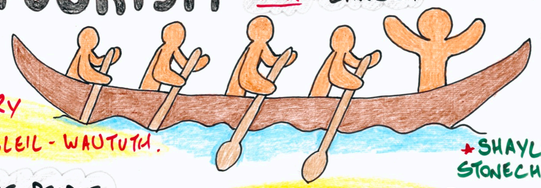
VANCOUVER, BC
NOVEMBER 13TH, 2025.

THE FUTURE IS INDIGENOUS!!

★INDIGENOUS TOURISM CHANGES PERCEPTIONS.

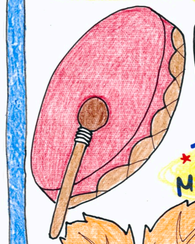
INDIGENOUS CULINARY IS REALLY GAINING TRACTION.

THESE ARE OUR LANDS!



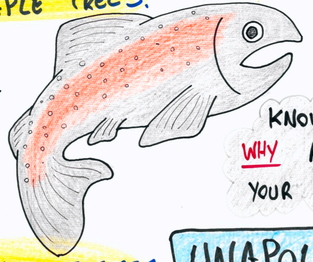
WE ARE ON THE UNCEDED TERRITORY OF THE MUSQUEAM, SQUAMISH AND TSLEIL-WAUTUTH.

WELCOME REMARKS.



WE ARE THE PEOPLE OF THE CEDAR, THE SALMON, THE LONGHOUSE AND THE CANOE.

★THE PLACE OF MANY MAPLE TREES.

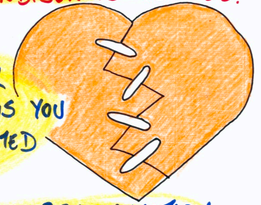


★EMPOWERED INDIGENOUS FUTURES, INSPIRED GLOBAL VISITORS.

KEYNOTE SPEECH.

★SHAYLA STONECHILD.

★USE YOUR VOICE FOR REAL INDIGENOUS ISSUES!



★KNOWING YOUR NUMBERS ALLOWS YOU TO MAKE EDUCATED DECISIONS.

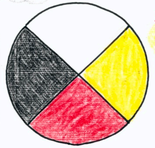
KNOW YOUR WHY AND KNOW YOUR PURPOSE.

★TRUE RECONCILIATION IN ACTION IS TOURISM!!

WHAT IS YOUR INTENTION NOT ONLY FOR YOURSELF, BUT FOR THE NEXT GENERATION?

★MUTUAL RESPECT AND KINSHIP.

★STORYTELLING AS MEDICINE.



★LIFE IS ABOUT PROVIDING SELFLESS SERVICE TO OTHER PEOPLE.

COMMUNITY AND COLLABORATION OVER COMPETITION.

NEHIYAW

★EMOTIONAL.
★PHYSICAL.
★MENTAL.
★SPIRITUAL.

BEFORE YOU SCALE, WHAT ARE YOU ROOTED IN?

★COMMUNITY.
★COLLABORATION.
★COMPASSION.
★AUTHENTICITY
★RECIPROCITY.
★INTEGRITY.
★PRESENCE.
★CURIOSITY.

REGIONAL HIGHLIGHTS.

★ARE YOU LISTENING TO THEIR QUESTIONS?

LOOKING THROUGH THE EYES OF YOUTH IS MOST IMPORTANT.

★LISTEN TO THEM!!

★RECOGNIZING STRENGTHS AND WEAKNESSES.

THE FIVE SENSES.
★TASTE.
★TOUCH.
★SMELL.
★SIGHT.
★HEARING.

UNAPOLOGETICALLY INDIGENOUS.

MODERATED BY DARNELL STAGER.

PANELISTS:

★ASHLEY MICHEL. 4 GENERATIONS CREATIONS.
★ALI ASSU. WEST COAST WILDFLOWERS.
★JAMES COWPAR. HAIDA STYLE EXPEDITIONS.

NOT SORRY.

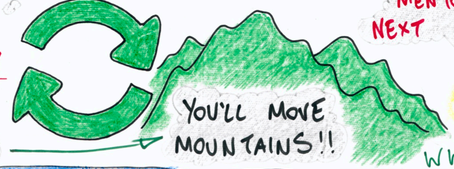
RECIPROCITY.

OUR AUTHENTICITY IS OFTEN NUANCED.

★INCLUDE THE YOUTH IN THESE SPACES AND CONVERSATIONS.

★THE END GOAL IS SUSTAINABILITY NOT MONEY.

CHALLENGE YOURSELF!!!



YOU'LL MOVE MOUNTAINS!!

CULTURAL GUIDES AND GUARDIANS.

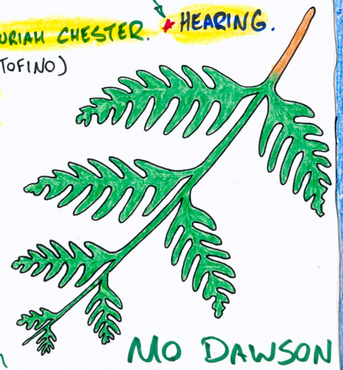
MODERATED BY JAMES COWPAR.

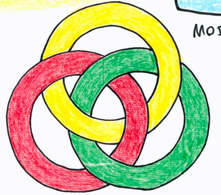
★MARIA CLARK + MAURIAH CHESTER. (TIN WIS RESORT, TOFINO)

★FRANK ANTOINE + ADRIAN LEWIS. (McABEE FOSSIL BED HERITAGE SITE.)

MENTORING THE NEXT GENERATION.

★SHOWCASING OUR HISTORY.





EVERYTHING IS CONNECTED.

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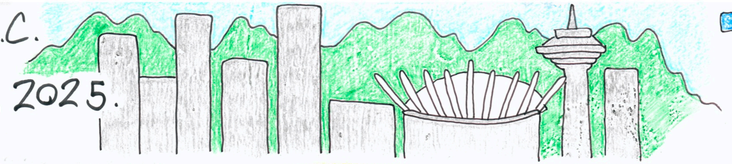
ITBC AGM AND INDIGENOUS TOURISM GATHERING DAY 3

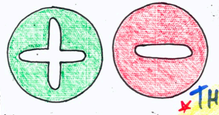
VANCOUVER, B.C.
NOVEMBER 14TH, 2025.



OPENING REMARKS.

★THIS IS THE FUTURE OF INDIGENOUS TOURISM.

THE YOUTHFUL ENERGY IN YESTERDAY'S PANEL PRESENTATIONS FILLED OUR HEARTS WITH JOY AND GRATITUDE.



SOMETHING ISN'T ADDING UP!!!

★ROOM FOR IMPROVEMENT.

BCFNTDF.

★THERE IS STILL A LOT OF POVERTY.

TOURISM TOFINO IS APPROXIMATELY A $600M INDUSTRY.

★THE NAME OF THE FUND IS LAME AND BORING.

RULES!

★FIRST NATIONS PEOPLE ARE STILL DISPROPORTIONATELY IMPACTED BY TOURISM.

TOURISM IN B.C. IS UNDER-REGULATED WHEN IT COMES TO INDIGENOUS RIGHTS.

B.C. FIRST NATIONS-LED TOURISM DESTINATIONS FUND.

JULIAN HOCKIN-GRANT. ALLIED CERTIFICATIONS LTD.

EVE

★WE WANT THIS TO BE CO-CREATED WITH FIRST NATIONS.

CREATING A TRUST FUND THAT ANY AND ALL NATIONS CAN ACCESS.

BY CULTIVATING THESE SPACES WE END UP CULTIVATING OURSELVES.

★GETTING OUR PEOPLE HEALTHY BEFORE WE GET OUR PEOPLE WEALTHY.

WELCOMING NATIONS.

TOURISM'S IMPACT ON OUR NATIONS.

★THIS UGLY OLD RESIDENTIAL SCHOOL BUILDING IS WHAT MAKES US SPECIAL!? YES.

ARE WE GOING TO STAY WITH THE UGLY? OR ARE WE GOING TO CHANGE IT INTO SOMETHING BEAUTIFUL?

★SUPPORTING RURAL AND REMOTE NATIONS.

CANNABIS TOURISM INDUSTRY.

★SHARING SECWEPEMC CULTURE THROUGH LOCALLY INSPIRED DESIGN, STORYTELLING AND COMMUNITY CONNECTION.

★TRAIL BUILDING IS A HARD THING TO GET FUNDING FOR.

WHERE IS THE ELDER IN THE ROOM?

★I GUESS I AM THE ELDER NOW.

★CHIEF DR SOPHIE PIERRE. KTUNAXA NATION.

★EVANGELINE CLIFTON. HEILTSUK NATION.

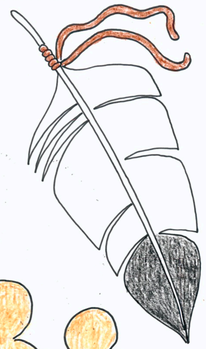
★SHAWNA ROBBINS. SECWEPEMC.

★PROVIDES EMPLOYMENT, RETAIL TRAINING AND CAREER GROWTH.

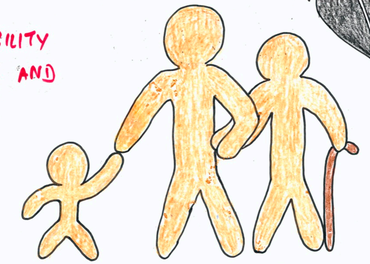
THE YOUNG PEOPLE WITH NEW IDEAS IS WHAT WILL SHAPE OUR FUTURE.

TOURISM HAS AN AMAZING CAPACITY TO BE TRANSFORMATIVE.

CLOSING SESSION.



WE'RE ALL BORN WITH THE RESPONSIBILITY IF GAINING KNOWLEDGE AND PASSING IT DOWN.

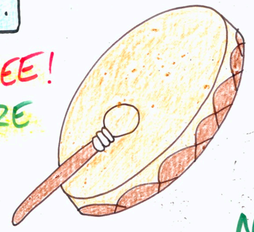


★PEOPLE REALLY CHANGE AND OPEN UP WHEN THEY CONNECT WITH THE LAND.

★THANK YOU TO ALL THE ORGANIZERS WHO MADE THIS EVENT HAPPEN!

A TOURISM RECOGNITION SEGMENT.

ITBC LEGACY AWARDEE!
CHIEF DR. SOPHIE PIERRE
KTUNAXA NATION.



HONOUR SONG.

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