

# FOCUSED VISION, FOCUSED GOALS: THE NEXT 25 YEARS

Indigenous Tourism BC Annual Report  
2023-2024



**INDIGENOUS  
TOURISM BC**  
CORPORATE

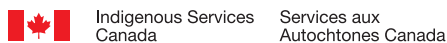
# Acknowledging Our Partners

We honour the collaborative work that has strengthened relationships leading us on this good path we are on today. We have made enormous strides with a long list of partners, thanks to our shared belief that Indigenous cultural tourism in BC is not just about business, but also about rediscovery, transformation, and empowerment.

We raise our hands to gratefully acknowledge Destination BC and the Province of BC for the continued investment in our Indigenous Communities and their consistent support of Indigenous tourism operators.



Indigenous Tourism BC also acknowledges the funding contributions from Indigenous Tourism Association of Canada, Indigenous Services Canada, and Pacific Economic Development



26+ YEARS

25+ DEDICATED ITBC STAFF  
MEMBERS

544 STAKEHOLDERS

350+ INDIGENOUS-OWNED  
VISITOR, MARKET-READY AND  
EXPORT-READY BUSINESSES

227+ NEW STAKEHOLDERS  
IN 2023-2024

**WE EXIST TO EMPOWER  
INDIGENOUS FUTURES AND  
INSPIRE GLOBAL VISITORS BY  
LIVING THE BRILLIANCE OF OUR  
ANCESTORS' TEACHINGS,  
TODAY.**

# CONTENTS

Chair’s Message .....	1
Leadership Message .....	3
House of Tye .....	6
Executive Summary .....	7
ITBC Performance at a Glance .....	9
Who We Are .....	12
Board of Directors .....	13
The Value of Indigenous Tourism .....	14
What We Do .....	16
<b>Leadership and Organizational Skills .....</b>	<b>19</b>
<b>Partnerships and Special Projects .....</b>	<b>23</b>
<b>Experience Development .....</b>	<b>27</b>
<b>Marketing .....</b>	<b>46</b>
Our Roots are Strong .....	56
Schedule of Expenditures .....	57





# CHAIR'S MESSAGE

Indigenous Tourism in BC has always been growing. Starting from a seed planted almost three decades ago, Indigenous Tourism BC continues to add growth rings and stretch skyward.

In 2023-2024 we entered our 26th year as a non-profit organization dedicated to serving Indigenous entrepreneurs and businesses and First Nations communities, representing their interests in tourism in British Columbia. Indigenous Tourism BC was founded in 1996 when the results of a research project on travel motivations for visitors showed an increasing interest in Indigenous cultures. With this knowledge, a small group of enthusiastic and selfless Indigenous individuals began to work toward the growth and support of an Indigenous-led prosperous and respectful Indigenous tourism industry in British Columbia.

Mandated by the First Nations Leadership Council to act as the voice of Indigenous tourism interests, ITBC has grown from a passionate grassroots effort to bring the vision of a culturally rich sustainable Indigenous tourism industry in BC to life into a successful, stable—and passionate—global leader in Indigenous tourism.

Our solid and respectful funding partnerships with governments, creative collaborations and emerging connections, stakeholder membership model, informed and strategic action plans, and caring, dedicated staff make all the difference.

## **WE ARE SUCCESSFUL BECAUSE WE CARE AND WE WORK TOGETHER.**

With almost three decades of consistent growth as an organization, we have achieved the goals set at our inception. As we continue on this road and look forward to the next 25 years, we see no limits to the potential for Indigenous success.

**Following the changes and challenges of recent years, we are seeing increased public interest in Indigenous wellness and Indigenous tourism experiences, increased interest in tourism from Indigenous communities, increased investment from federal and provincial governments—and a flood of new allies and new ideas that make us stronger than ever before.**

In 2019, Indigenous tourism was set to outpace non-Indigenous tourism in the province—a success that is again accelerating. Our three-year Indigenous Alignment Strategy 2021-2024: Pulling Together for Recovery is now complete. Together, we have built a growing community of Indigenous and non-Indigenous peoples who respect the waters, lands, plants, animals, trees, and others.

We now proudly share more than 350 Indigenous-owned businesses and Authentic Indigenous tourism experiences with visitors to BC. Like a tree, our organization has seen years of ideal conditions and incredible growth, and years where its energy was conserved to sustain its livelihood through tough times.

## **BUT ALWAYS, WE GROW.**

May the next 25 years of Indigenous Tourism BC bring even greater strength, joy, and success to all who share our vision for a sustainable, culturally authentic Indigenous tourism industry that contributes to health and wellness for the land and its people.



**Brenda Baptiste**, *Chair*,  
Indigenous Tourism British Columbia





# LEADERSHIP MESSAGE

As we reflect on the first 26 years of our journey and plan our path forward, we are filled with gratitude for the strong relationships we've built with Indigenous communities, Stakeholders, partners, and allies. These connections are the foundation of our success and inspire us every day.

We embrace opportunities to create mutually beneficial outcomes in Indigenous tourism, nurturing bonds among our growing team, practicing collaboration and cultural humility with our allies, and listening to the needs and wisdom of Indigenous operators at all stages of their Indigenous tourism journey.

**We do this work to deliver exceptional partnerships and projects that enhance the development of Indigenous tourism in**

**BC and underscore the importance of community, respect, and mutual enrichment in all interactions.**

Our commitment to building capacity and success for Indigenous entrepreneurs, businesses, and communities in British Columbia remains at the forefront of our mission. But now we are even stronger and better prepared for this mission.

**Through training, product development, and marketing initiatives, we help elevate offerings, broaden the reach of Indigenous tourism and amplify Indigenous voices to gain international recognition and appreciation.**

Reconciliation and stewardship are not just ideals—they are guiding principles of Indigenous tourism in British Columbia. We are incredibly proud to support partner with Indigenous tourism businesses and First Nations communities to create meaningful tourism experiences that share histories, cultures, and lands on their terms.



By amplifying Indigenous voices, values, and presence in the tourism narrative of BC, we are collectively redefining what it means to experience this beautiful province. Now complete, our Indigenous Alignment Strategy 2021-2024: "Pulling Together for Recovery" has laid a dynamic path toward revitalization and growth for the Indigenous tourism industry. We firmly believe that integrating traditional Indigenous values and governance models is key to effective leadership. By truly listening to the needs of Indigenous entrepreneurs and communities, we are equipped to provide the resources and support necessary for their flourishing.

With the unwavering commitment of our dedicated team, allies, and Stakeholders, we are confident in our vision to elevate Indigenous tourism in BC to unprecedented heights.

**We are proud to be in humble service and dedicated to making a contribution to Indigenous economies, enhancing the competitiveness of Indigenous businesses, implementing targeted marketing strategies, accelerating experience development, and earning our role as leaders in this mission.**

For tourism operator stakeholders, the core appeal of ITBC isn't just its role in marketing Indigenous businesses. It's the role ITBC plays in bringing Indigenous businesses together, supporting their collective development, and creating a stronger community.

We extend our heartfelt appreciation to each of you for your invaluable contributions to Indigenous wellness and for standing with ITBC on this transformative journey.

Together, we are creating a brighter, more inclusive future for Indigenous people, communities, businesses, and generations to come.

**Paula Amos,**  
Chief Marketing & Development Officer

**Henry Tso,**  
Chief Financial Officer

## ADVOCATE

We are committed to actively promoting the interests of Indigenous tourism entrepreneurs, businesses, and communities, always putting their needs first.

## AMPLIFY

We increase the visibility of Indigenous stories, cultures, and businesses. Promoting and preserving Indigenous heritage by sharing authentic narratives with the world.

## EMPOWER

We provide educational opportunities, training, and resources to help Indigenous tourism operators build resilient businesses that prioritize sustainable growth.

## CONNECT

We help facilitate building and maintaining a strong, supportive network of Indigenous tourism businesses and partners. Sharing resources, information, and opportunities to enhance collective success and resilience.

## INNOVATE

We are focused on innovative approaches and solutions in the tourism industry. Blending the brilliance of traditional Indigenous thinking with modern innovations to support the creation of unique and competitive tourism



BOARD OF DIRECTORS

HOUSE OF TYEE



THREE CHIEF OFFICERS

TYEE CLAN HOUSE

**FAMILY** A team member or staff of ITBC. Each belongs to one of the Clan Houses.

**CLAN HOUSE** An operating division (currently referred to as Department Pillars).

**HOUSE OF TYEE** The Board of Directors (Tyee is a Chinook jargon term meaning Chief or leader.)

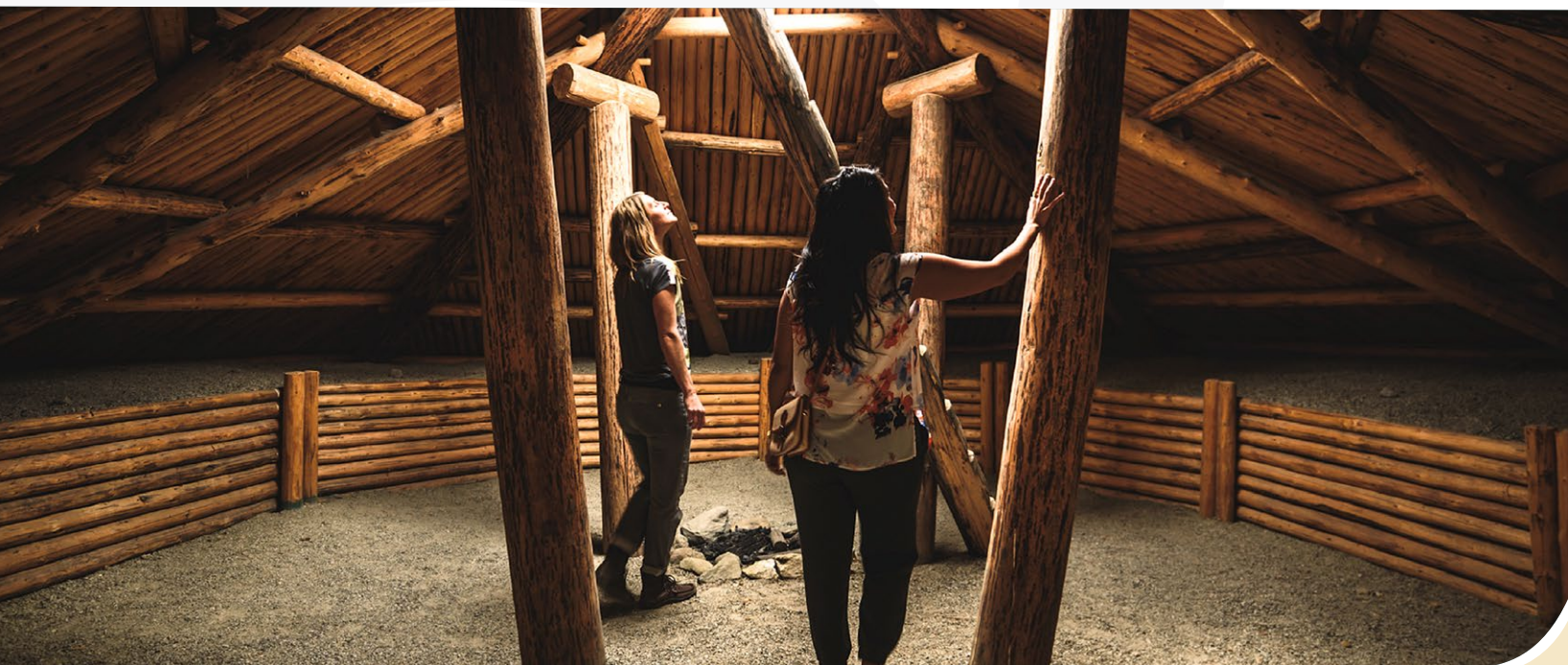
**TILLICUM** A partner who represents external parties to ITBC. These are the Stakeholders, Partners, and Industry.

### TYEE CLAN HOUSE LEADER/CHIEF OFFICER

One of three current top management positions. The three Tyee Clan House Leaders operate in level management with equal authority and decisions made by consensus.

### HOUSE OF TYEE AND CLAN HOUSE COMMITTEES

Each of the Clan Houses works with a committee from the House of Tyee. These committees are standing permanent operating/working committees.



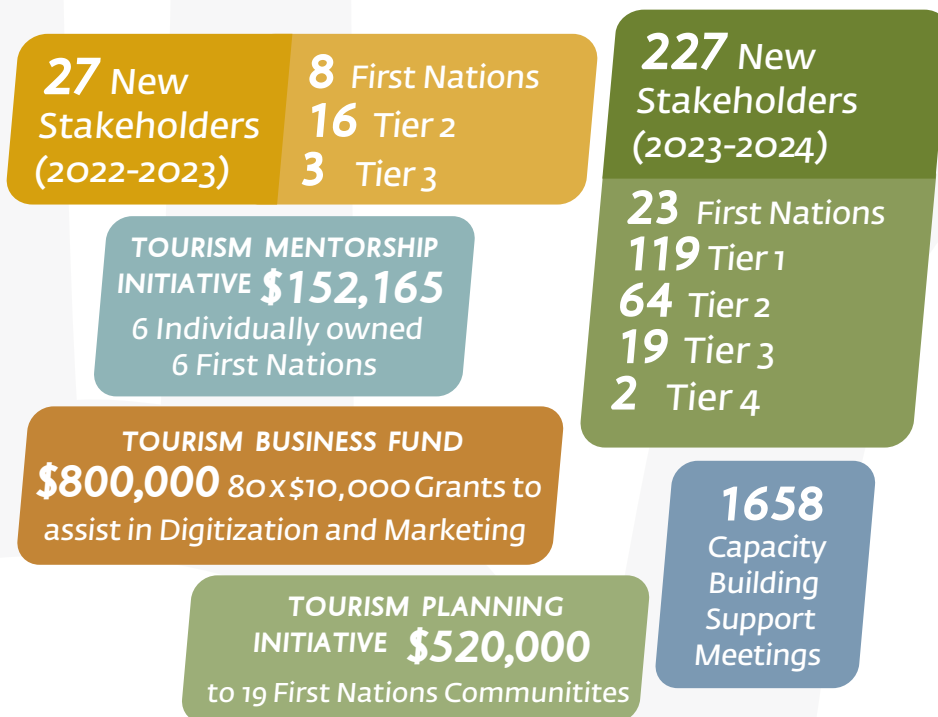
# EXECUTIVE SUMMARY

In 2022-2023 , ITBC saw a year of unprecedented growth in the number of new Stakeholders.

**In 2023-2024, we increased that growth by +740 %.**

In 2022-2023, Indigenous Tourism BC more than doubled the previous year's number of new registered Indigenous tourism operators and number of Stakeholders who transitioned from labour-to market-ready. We welcomed 27 new Stakeholders, including eight First Nations.

In 2023-2024, ITBC welcomed 227 new Stakeholders, including 23 First Nations. This growth is unheard of.



Such a growth spurt is a big change that brings big change. With this increase, we see that we have truly achieved the goals we set almost thirty years ago to uplift and promote a prosperous and respectful tourism industry. We are there. Our vision served us well and now we need a new bigger vision to accommodate our dramatic recent growth. We are ready.

As the Indigenous-led non-profit organization mandated to represent Indigenous tourism interests in British Columbia, we have moved beyond Indigenous tourism as a product and an organizational focus on marketing.

Tourism is a means for First Nations to create opportunities for their members to get back on the land and an opportunity to create a healthy economy for profit and employment within their Traditional Territories. It is a way for Indigenous Peoples to share stories, and culture, and language with each other and the world. It is a delivery method for teachings about respectful travel and environmental stewardship. It is a system through which knowledge can be passed through generations.

Indigenous tourism is a framework for Indigenous possibility and wellbeing for all.

As we build this framework together, our organization and its capacity grow. With a growing family of more than 500 Stakeholders, Indigenous Tourism BC is now represented by a team of 25+ Indigenous and allied experts dedicated to the success of First Nations and Indigenous businesses in tourism in British Columbia.

We are delivering more workshops and programming to larger cohorts. We are showing up as leaders in new forums and at new tables. We are attracting new partnerships, contributions, and understandings. Visitors are becoming more curious about Indigenous tourism and your unique experiences.

**EVERYTHING GOOD THAT CAN GROW  
IS GROWING.**



# ITBC PERFORMANCE AT A GLANCE

In 2023/2024, Indigenous Tourism BC continued to focus its efforts and decision-making to bring benefits to Stakeholders, First Nation communities, and our organization, address recent challenges, acknowledge our journey to-date, and stabilize and strengthen for our inevitable ongoing success.

Having completed the first year of this focused performance, we will continue to make these specific and strategic choices over the next fiscal year to lead our organization with proficiency and excellence.

With an emphasis on creating a strong team and partnerships to execute innovative strategies and deliver outstanding projects that empower Indigenous tourism businesses and benefit First Nations communities, we are working together to create the following shifts in these performance areas:

## *Leadership and Organizational Innovation*

Strengthen ITBC's Position as a Global Leader in Indigenous Tourism Development

## *Partnerships and Special Projects*

Stand Shoulder to Shoulder on Fewer, Focused, Core Projects that Drive our Goals, including COVID-19 Recovery

## *Experience Development*

Support Indigenous Tourism Business Adaptation and Solvency. Carve a Clearer Path for a New Generation of Strong and Proud Market-ready Business Leaders

## *Marketing*

Better Weave Market-ready Indigenous Tourism Businesses into BC's Powerful Marketing Network. Increase Focus on Domestic Markets to Drive Business Now

## Leadership and Partnership

### Collaborate Within Tourism Ecosystem

Measure name	Measure description	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	Status
AGM Attendance	# of attendee at ITBC AGM & Forum	100	120	120	150	150	
Stakeholder Survey	ITBC Stakeholder survey	80%	80%	80%	54%	54%	
	# of Surveys Conducted	1	3	3	1	1	
Corporate Website Engagement	Total # of interactions with ITBC content on LinkedIn and Corporate Twitter	6,267	8,379	8,500	10,679	8,932	
Stakeholder/ Partner Forums	# of forums attended	25	25	30	30	30	

## Experience Development

### Support Indigenous Stakeholders

Measure name	Measure description	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024	Status
Stakeholder Engagement/ Hosting Roundtables, E-news	Providing Stakeholders with a weekly industry update	0	39	45	45	46	
Market Ready Stakeholders increase	# of Market-Ready Stakeholders who subscribe to ITBC Marketing program as a Market Ready Stakeholder.	117	150	160	190	193	
New Market Ready Stakeholders	How many Stakeholders we have increased by #	22	33	12	30	26	
Transitioned Stakeholders	# of Associate Stakeholders who transition to Market-Ready Stakeholders by meeting the market-ready checklist.	9	5	3	8	11	
Tier 1 & 2 Tracking	# of New and Visitor-Ready Stakeholders now in the ITBC Tracking System.	n/a	n/a	n/a	171	356	





Achieving

Looking to improve


Working on it


# Marketing

## Inspire Visitors to Experience Indigenous Tourism

Measure name	2023-2024	Status
Website Sessions	171,528 sessions/year	
Referral Clicks to Stakeholders	18,175 online referrals/year	
Content Consumption*	1,686,587 / year	
Social Media Engagement**	898,790 / year	

Achieving 

Looking to improve 

Working on it 



# WHO WE ARE

Indigenous Tourism BC is a non-profit, Stakeholder-based organization committed to the growth and promotion of a sustainable, culturally rich Indigenous tourism industry.

Regarded as a world leader in the development and promotion of authentic Indigenous cultural tourism products and experiences, Indigenous Tourism BC encourages Indigenous tourism operators to succeed by sharing their unique histories and cultures on their own terms, respecting their autonomy, and ensuring authentic representation to a global audience of travellers..

Through training, information resources, networking opportunities, experience development and marketing programs, ITBC is a resource for Indigenous entrepreneurs and communities in British Columbia who are operating or looking to start a tourism business. We provide resources, training, and marketing support to help Indigenous tourism businesses thrive.

ITBC works closely with provincial and federal partners and the broader tourism ecosystem to help Indigenous tourism businesses in BC offer quality experiences for visitors and local residents.

**Our goal as an Indigenous organization is wellbeing for all, ensuring that success is shared and sustainable.**

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 British Columbia while contributing to cultural preservation and economic development.

# MEET OUR BOARD OF DIRECTORS

The Board of Directors at Indigenous Tourism BC provides strategic direction and leadership to the organization. Some of the professional duties of the Board of Directors are:

- Develop and adopt policies and procedures governing all aspects of the organization including staff employment, management, and administration
- Advise the Members of the organization on activities of the organization and make recommendations to the members for their consideration and action
- Oversee the management of funds of the organization and raise funds for the organization

There are currently three standing committees: Finance, Governance and Marketing. Each board member serves a two-year term and is elected by voting Stakeholders as needed at the AGM.

Thank you to our 2023/2024 Board of Directors for sharing their time, skills, and wisdom with Indigenous Tourism BC and making a valuable contribution to Indigenous tourism businesses, entrepreneurs, and First Nations communities in BC:



BRENDA BAPTISTE



LORI SIMCOX



SHARON BOND



FRANK ANTOINE



CHYANNETRENHOLM



JENNA BOWER



LESLIE BROWN



SAVANNAH NADEAU



PAUL NATRALL



MARIA CLARK



ELIJAH MACK



KATHY BROWN

# THE VALUE OF INDIGENOUS TOURISM

There were 1,889 Indigenous businesses that participate in Canada's Indigenous tourism sector.

**BC IS ONE THIRD OF THIS: ITBC HAS 544 STAKEHOLDERS**



**488\***

Indigenous tourism related businesses in BC



**4,248\***

direct, full-time jobs provided



**33\***

new Indigenous\* businesses added

\* 2018 numbers

## WE CONTINUE TO GROW EVEN STRONGER TOGETHER

In 2018, the Indigenous Tourism Association of Canada (ITAC) contracted The Conference Board of Canada to research the current state of the Indigenous tourism industry in Canada. This research demonstrated that the Indigenous tourism sector was accelerating, outpacing the overall growth of tourism in Canada. The direct economic benefits (Gross Domestic Product, GDP) attributed to the Indigenous tourism sector in Canada rose 23% from \$1.4 billion in 2014 to \$1.7 billion in 2017. Compared with a 12% increase in overall tourism activity in Canada, this growth revealed an unprecedented acceleration of Indigenous tourism.

## BC Indigenous Tourism Economic Impact by Sector (% of Total)

By sector, recreation and outdoor activities provide the largest portion of direct economic impact (jobs, GDP) followed by accommodation, travel services, transportation, gaming, arts and heritage, other businesses and food and beverage.

With many Stakeholders making essential digital pivots during the pandemic and building more sustainable business models and practices, we are inspired to restore our vision for a thriving Indigenous-led cultural tourism industry in BC.



# STRENGTHEN OUR ROOTS AND BRANCHES

Working together for Indigenous-led success in BC tourism.

## THE NEXT 25 YEARS: NEW VISION, NEW GOALS WE ARE SUCCESS

Our first 25 years saw us realize our original vision to create a prosperous and respectful Indigenous cultural tourism industry sharing authentic products that exceed visitor expectations. Together, we achieved our mission to provide training, awareness, product development and marketing to support a sustainable authentic Indigenous cultural tourism industry in British Columbia while contributing to cultural preservation and economic development.

We are global leaders in Indigenous tourism. We are responsive and reliable advocates known to and trusted by First Nations and Indigenous Peoples in British Columbia. Leading with Indigenous interests and voices, we are changing the perception of British Columbia for residents and visitors alike. We are living in the success of our original goals and vision. And we are ready for the next level.

Visit us online to learn how we are supporting Indigenous tourism businesses in BC. Sign up as a Stakeholder and become part of a community of enthusiastic, supportive, innovative, skilled, and caring supporters of an Indigenous-led, culturally rich, sustainable tourism industry in British Columbia.

[Indigenoustravel.com/corporate](https://indigenoustravel.com/corporate)



# WHAT WE DO

## 1. Support Indigenous Stakeholders

We support all Indigenous entrepreneurs, businesses, and First Nations in BC to increase sustainable economic, social, cultural and environmental benefits through tourism.

Engaging with more than 204 unique First Nations in BC, we create awareness of the value of tourism and provide pathfinding support for communities considering it as part of their economic development plan. It is critical we maintain and grow our Stakeholder base to ensure that we support and represent all Indigenous tourism businesses and interests in BC.

As an Indigenous organization, we seek wellbeing for all—bridging the interests of all audiences, and highlighting a symbiotic relationship where Indigenous tourism entrepreneurs, businesses, First Nations communities, and visitors benefit from and contribute to a shared sense of wellbeing.

Always guided by respect and reciprocity, we promote Indigenous tourism as a tool for mutual well-being, deeper connections, and support a thriving, interconnected community that values respect and mutual enrichment in all interactions.

We are constantly looking for new ways to engage our existing Stakeholders, attract new curiosity, and work together to prioritize the well-being of Indigenous communities, ensuring that success is shared and sustainable.

We work together to increase the number of Indigenous-owned tourism businesses and Authentic Indigenous tourism experiences in BC, support the continued growth of these businesses, and share them with curious and respectful guests from around the world.





## 2. Inspire Visitors to Experience Indigenous Tourism

Our role is to ensure that once visitors have selected BC as their destination of choice, they include multiple Indigenous experiences within their overall trip, which generates bookings for Indigenous tourism businesses throughout BC.

We bring travellers the opportunity to be enriched by genuine cultural exchanges and learning opportunities that enhance their own well-being through mindfulness and connection.

ITBC Stakeholders share ethical and responsible tourism experiences with reciprocal value exchange so visitors can feel good about their impact, knowing their presence supports Indigenous sovereignty, stewardship, and community prosperity.

We work in alignment with BC's powerful marketing network to weave authentic Indigenous tourism experiences into all marketing efforts. We want every visitor to BC to include at least one Indigenous experience on their journey.

## 3. Collaborate within Tourism Ecosystem

Our role is to be the lead organization and voice of Indigenous tourism in BC, working with our partners to develop Indigenous tourism as a competitive advantage for BC and Canada.

We know the important work we do with other partner organizations such as the Provincial Government, Destination BC, ITAC and go2HR, among others, as well as economic development organizations, becomes more powerful when deep collaboration occurs.

Our focus of effort is to ensure we are true partners at the table, engaging where it matters to ensure Indigenous tourism becomes the fabric of the industry, not an inclusion or virtue signal. We work in partnership to inspire and extend provincial and national programs for BC's Indigenous tourism businesses.



# LEADERSHIP AND ORGANIZATIONAL SKILLS

ITBC continues to be a strong leader in Indigenous tourism development. We aim to continue to build on that role and strengthen our ability to deliver exceptional service and programming for Indigenous tourism operators in BC. Increased success and public awareness have resulted in an increased demand for the skills and staff of our organization. We need to have organizational excellence to ensure our focus provides the best benefits for our Stakeholders.

Indigenous Tourism BC inspires visitors and develops Indigenous tourism as a competitive advantage for BC and Canada in collaboration with our strategic partners. Given increasing international consumer demand, and the collective tourism industry's desire for Indigenous engagement and experience development, now is the time to accelerate investment in order to meet the full potential of Indigenous tourism in BC.

ITBC strives to work collaboratively with partners and Indigenous tourism operators to provide training, information resources, networking opportunities, experience development, and marketing programs needed by communities. We sit with Indigenous and non-Indigenous tourism, business, education, and government organizations in ever-growing circles of support for Indigenous tourism in BC.

## **STRATEGY 1.0 Begin Implementation of Indigenous Alignment Strategy 2021-2024: Pulling Together for Recovery**

ITBC, its partners, and Stakeholders worked together to develop a strategy to address the ongoing impact of COVID-19. Indigenous Tourism BC (ITBC) has a substantial role in taking action and making a significant impact in the recovery and resilience of BC's Indigenous tourism sector for all operators and communities.

To address this, ITBC implemented the *Indigenous Alignment Strategy 2021-2024: Pulling Together for Recovery*—a three-year plan to support these goals and align our strategic priorities and programs with our Indigenous, regional, provincial and federal partners.

## **STRATEGY 2.0 Conduct Research that Delivers Insights into How to Strengthen the Indigenous Tourism Labour Market**

The ITBC Board of Directors are respected Indigenous cultural leaders and entrepreneurs with a wide variety of skills and perspectives. Our Directors are unwavering in their commitment to take a leading role in addressing the vital challenges and prospects shaping the future of Indigenous tourism in BC.

This year, our Board of Directors convened at the following meetings:

- 1 x Q1 Board Meetings- Zoom
- 1 X Q2 Board Meetings - Zoom
- 2 X Q3 Board Meetings - Zoom
- 2 X Q4 Board Meetings - Zoom

## STRATEGY 3.0 Invest in Iconics – Strategy + Results

The Invest in Iconics Strategy is a long-term strategy to responsibly increase the benefits of tourism throughout British Columbia through the integration of Place Branding and Destination Development to competitively differentiate BC on the world stage.

Two Iconics were launched in 2023/24, in partnership with Destination BC:

- February 2024: The first Iconic brand to be launched by Destination British Columbia from the Invest in Iconics strategy, **Rainforest to Rockies** takes visitors from Vancouver on the Pacific Coast to the Canadian Rockies. It's an iconic Canadian journey along ever-changing landscapes, inspiring travellers to visit more places in the province.
- March 2024: **The Great Wilderness** covers the northernmost area of British Columbia, from the Coast Mountains in the west to the Alberta border in the east, from Highway 16 across the middle of the province to the Yukon border in the north.

The new Iconic brands launch in waves based on an extensive review of different criteria, including market readiness, completion of industry engagement in key areas, and available resources.

## STRATEGY 4.0 Develop Guiding and Learning assets

The Invest in Iconics team at ITBC is creating assets, including a video and protocol document that will help others learn about the Invest in Iconics strategy and provide guidance on the appropriate use of Indigenous songs, language, stories, images and videos.

## Results

### Overview

Indigenous Tourism BC (ITBC) supports the Invest in Iconics strategy, in partnership with Destination British Columbia (DBC). A key consideration is sustainable tourism growth that honours the environment and Indigenous values, protocols, and Territories.

ITBC looks to ensure reconciliation and culture are prioritized to preserve and advocate for Indigenous culture in tourism, grounded in the concepts of Indigenous well-being outlined by British Columbia Assembly of First Nations (BCAFN).

ITBC emphasizes the importance of genuine engagement and the safeguarding of Indigenous culture and intellectual property, and operates in alignment with the United Nations and BC Declarations on Indigenous Peoples' Rights.





Direct engagements were facilitated with ITBC Stakeholders to identify key Indigenous considerations and perspectives in the development of the Invest in Iconics Strategy.

### **Discovery Phase**

Indigenous Tourism BC (ITBC), Destination British Columbia (DBC), and our industry partners have collaborated closely to select routes and places across BC that will be promoted as globally compelling destination brands through the Invest in Iconics Strategy.

Various routes and places spanning BC were identified. The comprehensive development process for these brands involved extensive research and engagement with Indigenous Stakeholders, underlining ITBC's crucial role in shaping brands that resonate globally and remain aligned with Indigenous values and stories.

During the Invest in Iconics' Discovery Phase, ITBC played an instrumental role in engaging with its partners and Stakeholders. The Indigenous ideation sessions facilitated by ITBC laid the foundational structure and outlined considerations for community consultation, focusing on establishing enduring principles for this collaboration.

ITBC's goals in collaborating with DBC on Invest in Iconics include fostering sustainable tourism growth, respecting nature and the environment, and ensuring tourism development is respectful of Indigenous cultures, protocols, and Territories.

The development of Indigenous tourism is profoundly influenced by several factors including the advocacy of Indigenous organizations, recognition and support of Indigenous rights and culture, sustainable tourism practices and resource management informed by Indigenous values, and the protection and promotion of significant sites through World Heritage titles.

Additionally, the utilization of Indigenous languages and unique cultural elements fosters global awareness and regional distinction. Legislative measures are instrumental in safeguarding Indigenous resources and rights, supporting Indigenous markets, and acknowledging cultural heritage, while Indigenous-led investments and partnerships yield further tourism opportunities and community backing. These elements collectively contribute to social transformation, especially in regions with limited Indigenous participation.



# PARTNERSHIPS AND SPECIAL PROJECTS:

## Collaborate within the Tourism Ecosystem

Working together ensures we can draw on our shared skills, resources, and values to meet new challenges and create new opportunities for emerging and existing Indigenous tourism operators in BC. Partnerships and ongoing relationship building with regional destination management organizations, financial institutions, federal and provincial supporters, and Indigenous and non-Indigenous tourism Stakeholders allow us to respond with comprehensive support in complex situations.

### **STRATEGY 1.0 Activate Regional Partnerships**

#### **INSPIRED ITBC REGIONAL INDIGENOUS TOURISM SPECIALISTS SHARE THEIR STORIES**

“2023 was a transformative period for Indigenous tourism in the Thomson Okanagan. Through collaborative efforts, we made significant strides in showcasing the rich cultural heritage of the First Nations communities while promoting sustainable and respectful tourism practices. As we move forward, continued commitment to community engagement, capacity building, and strategic partnerships will be essential in realizing the full potential of Indigenous tourism in the region”.

**Jamie Bourne, Regional Indigenous Tourism Specialist, Thompson Okanagan**

“In my first year with ITBC, I feel honoured to be part of so many Indigenous tourism journeys. I met so many knowledgeable and passionate people doing great work. In this role, I met with community leaders, culture keepers, and entrepreneurs, including the start-up businesses, and it’s been so rewarding to be part of the work.”

**Darnell Stager, Regional Indigenous Tourism Specialist,  
Vancouver Coast Mountain**

“Making connections and building relationships in the NE has been challenging and rewarding. There are so many new and exciting things happening in many of the nations in the North with more cultural opportunities and experiences that we are blessed to have. I am honoured to continue to help Nations highlight their history and share their stories.”

**Angela Keech, Regional Indigenous Tourism Specialist, Northeast**

## Introduction of the ITBC Corporate Services Team

In August 2023, ITBC established an official Corporate Services team, initially starting with three team members and doubling to six members by the end of March 2024.

The five-year strategy set the following priorities which aligned with a rationale for building the ITBC Corporate Services team:

- Build and staff a Corporate Services division that will oversee ITBC corporate resources and direct them at inspiring Indigenous communities, champions and entrepreneurs to trust and look to ITBC for leadership, new ideas, and support as they make Indigenous tourism a greater focus.
- Build and staff a Corporate Services division that will oversee ITBC experience development resources and direct them at providing end-to-end support to Indigenous entrepreneurs and communities looking to start a tourism business or make tourism infrastructure investments on their traditional territory



ITBC Corporate Services department plays a vital role in overseeing the daily operations and administration of the organization. Their objective is to maintain efficiency, quality, and alignment with our corporate strategy. Here's what we've been working on:

### **Board Governance and Administration**

Annual General Meeting and Board of Directors Vote.

### **Corporate Services Events and Forums**

We have been active in the community/ industry, participating in the following events:

- **Tourism Industry Conference and Awards:** Planning committee and working group participation
- **BCHA Summit Gala:** Event sponsor at the Squamish Lil'Wat Cultural Center
- **BC First Nations Leadership Gathering:** Exhibition booth promoting our Stakeholders and organization
- **Vancouver Coast & Mountains Industry Forum:** Presented *Value of Indigenous Tourism*
- **Links to Learning:** Exhibition booth and presentation of *Value of Tourism* session

### **ITBC Corporate Website Project**

Currently in the planning and execution stages of a new website build. This is being done in tandem with the consumer marketing website to update our existing channels. We are working with VERB Interactive on this project.

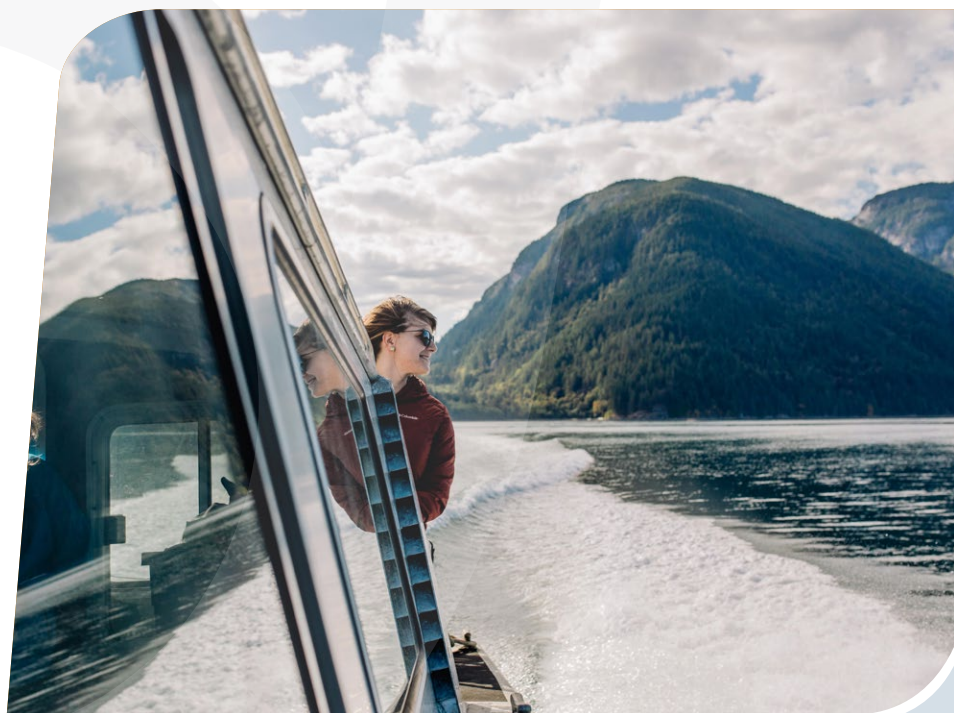
### **Partnerships and Advocacy**

Friends of ITBC is currently under review, with a program relaunch expected Spring 2025.

### **Post-secondary Tourism Network**

We have been working to establish and build a network of partners to collaborate on the framework of a tourism work placement program for Stakeholders in the six tourism regions. Indigenous Tourism BC is currently working with the following post-secondary institutions:

- **Simon Fraser University**
- **Royal Roads University**
- **College of New Caledonia**
- **North Island College**
- **Western Community College**





# EXPERIENCE DEVELOPMENT

Support Indigenous tourism operators, strengthen existing operations, and develop new Indigenous tourism businesses and experiences

## STRATEGY 1.0 Tourism Training & Workshops

### ITBC TRAINING PROGRAM

#### Introduction

In 2019, ITBC launched the Indigenous Tourism Labour Research and Strategy with the support of the Province of British Columbia. ITBC worked with First Nations, Indigenous Skills Employment Training Agencies (ISETs), and Indigenous tourism employers, to support Indigenous people and the tourism industry throughout BC to strengthen their tourism and cultural knowledge and build excellence in the Indigenous and BC tourism industries.

The training project:

- Redefined Indigenous tourism.
- Promoted careers in tourism and hospitality, focused on Indigenous tourism.
- Prepared Indigenous people with the skills and certification requirements expected to work in tourism and hospitality.
- Improved Indigenous peoples' strengths in sharing Indigenous culture and essential skills in comprehension and communication (i.e., storytelling).
- Developed employee, management, and employer skills in workplace safety.
- Promoted a safer place for workers by improving the awareness of harassment and prevention of harassment in the workplace.

This project also advanced the implementation of the Indigenous Tourism Labour Strategy developed in 2021 with the support of the Province of British Columbia.

#### Indigenous Labour Strategy Advisory Committee

The project was guided by the Indigenous Labour Strategy Advisory Committee which consists of Brenda Baptiste (suk<sup>w</sup>na qin Okanagan syilx, ITBC Board), Sharon Bond (Nooaitch/ Nlaka'pamux, ITBC Board), Richard Porges (Destination BC CEO), Walt Judas (Tourism Industry Association of BC CEO), Krista Bax (go2HR CEO), and Chef Andrew George (Gitxsan, Skilled Trades BC Director, Truth and Reconciliation).

# What is Indigenous Tourism?

INDIGENOUS TOURISM IS A WAY FOR FIRST NATIONS AND INDIGENOUS PEOPLE TO:

RESTORE OUR CULTURES

REVITALIZE OUR INDIGENOUS LANGUAGES

RESPECT OUR LAWS, TITLE, AND RIGHTS

RESTORE OUR PLACE IN OUR LANDS

CREATE OPPORTUNITIES FOR ELDERS AND KNOWLEDGE CARRIERS TO SHARE AND FOR ALL TO LEARN

CONNECT ALL PEOPLES TO THE LAND

Indigenous Tourism BC (ITBC) supports Indigenous communities to identify, create, and ensure quality visitor experiences for land- and culture-based Indigenous business with training and capacity development programs. ITBC offers training for skills in customer service, communication, and marketing for Indigenous individuals, businesses, and communities.

Traditional Indigenous storytelling and hosting; business and innovation inspire ITBC staff to deliver content that helps your Indigenous tourism business exceed visitor expectations and prepare for sustainable growth.

## **We are where you're at.**

We have training options readily available to support the development of Indigenous tourism businesses from concept to export-ready. Communities, entrepreneurs, and individuals are encouraged to review the training programs and workshops ITBC offers to determine which are appropriate for you.

We also invite you to ask for the lessons that you find missing. ITBC offers one-on-one Stakeholder Coaching, based on your resources and needs.

# LEARN

## The ITBC Training Program and Courses

Training was packaged in four and two-week durations which included ITBC-designed Indigenous cultural tourism and industry-recognized training which exposed participants to First Nation cultures, and for many, included on-the-job work experience and cultural activities tailored to the local First Nations.

## Courses and Workshops by Indigenous Tourism BC

- **The Value of Indigenous Tourism** – developed an understanding of the value of Indigenous tourism to First Nations, our cultures, and the tourism industry.
- **Who Am I? My Nation, My Ancestors, Myself** – taught participants how to introduce themselves and their ancestors.
- **Indigenous Ambassador for Indigenous People** – built baseline skills for Indigenous talent to represent all Indigenous peoples and tourism experiences, and better host visitors and introduce them to First Nations and cultures throughout BC.
- **Introduction to Storytelling** – formed the basis for storytelling through design and delivery.
- **A.N.C.E.S.T.O.R.S. Storytelling** – developed public speaking communications and how to formulate the story.

## Courses and Workshops in Partnership

- **SuperHost Customer Service For All™ (go2HR)**: Learn best practices to host guests of diverse backgrounds, including but not limited to different generations, Indigenous Peoples, persons with disabilities, LGBTQ/2S+ people, and visitors from different ethnic and language backgrounds.
- **Foundation of Workplace Safety (go2HR)**: study workplace health and safety to equip workers with essential health and safety information.
- **Dealing with Difficult People (go2HR)**: Gain communications skills, learn what to say, and how to resolve difficult or stressful situations..
- **FOODSAFE Level I**: Certified course in food safety, handling, and sanitation training.
- **Serving It Right (SIR)**: Provincially certified course in effective techniques to prevent problems related to serving liquor.

## Other Offerings

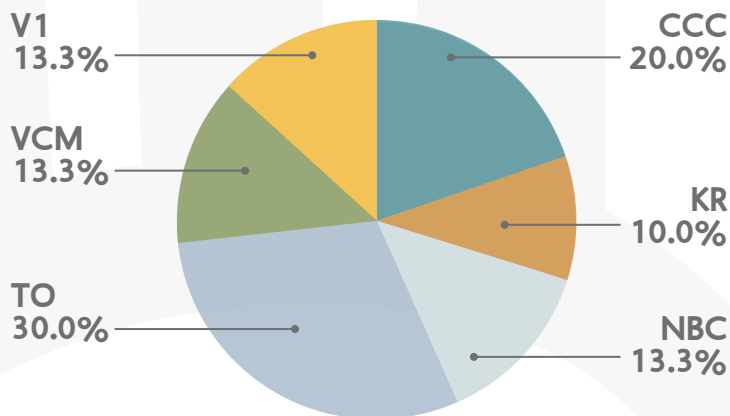
Localized tailored training in health and safety, including First Aid, WHMIS, Bear Aware; cultural activities and field trips to Indigenous attractions and outdoor adventures.

## ITBC delivers training in partnership with Indigenous Skills Employment Training agencies, Indigenous-owned tourism experiences, and First Nations.

From Spring 2022 to Summer 2023, there were 30 training cohorts delivered in one-month, two-week, and one-day test programs throughout British Columbia's six tourism regions.

Training Cohorts by REGION		
Cariboo Chilcotin Coast (CCC)	6	20.0%
Kootenay Rockies (KR)	3	10.0%
Northern BC (NBC)	4	13.3%
Thompson Okanagan (TO)	9	30.0%
Vancouver, Coast & Mountains (VCM)	4	13.3%
Vancouver Island (VI)	4	13.3%
<b>TOTAL:</b>	<b>30</b>	<b>100.0%</b>

### Number of Sessions by Region



**30 Cohorts**  
**25 Communities**  
**546 Participants**  
**89% Completion**  
**261 Employed**

### Training Available Where You Are

Our ITBC-trained Indigenous tourism leaders are the Instructors of the certified ITBC Training Courses which are part of the ITBC Labour Strategy and budding ITBC Training Institute.

The Instructors are experienced, industry-recognized Indigenous experts selected for their reputation in the development of Indigenous cultural tourism experiences. Many of our current Instructors are managers and storytellers in tourism experiences throughout British Columbia.

The ITBC Regional Indigenous Tourism Specialists (RITS) are trained to promote and build relationships in Indigenous tourism by delivering *The Value of Indigenous Tourism and Indigenous Cultural Tourism for Community Planning*.

## Our Regional Instructors

Region	Instructors
<b>Cariboo Chilcotin Coast (CCC)</b>	Cheryl Chapman (Xatśūll) Dr. Mike Retasket (Stutcwewsemc/Secwépemc) Evangeline Clifton (Heiltsuk)
<b>Kootenay Rockies (KR)</b>	Leanna Gravelle (Ktunaxa)
<b>Northern BC (NBC)</b>	Leslie Brown (Haida)
<b>Thompson Okanagan (TO)</b>	Jenna Bower (suk <sup>w</sup> naʔqin Okanagan syilx)
<b>Vancouver, Coast &amp; Mountains (VCM)</b>	Linda Calla (Squamish) Beverley O'Neil (Ktunaxa) Georgina Dan (Lil'wat)
<b>Vancouver Island (VI)</b>	Chyanne Trenholm (Homalco)

# CREATING PRESENCE, BUILDING AWARENESS

### In addition to training, the project supported the following:

- **Industry Awareness** – presented at the BC Tourism Industry Conference, Prince George, BC – March 2023 – presented the “Tourism through Our Indigenous Lens” workshop.
- **Youth Connections** – exhibited at the BC Association of Friendship Centres GOV2023 Gathering Our Voices Youth Conference 2023 (GOV2023), Vancouver, BC – March 2023 – building awareness of Indigenous Cultural Tourism to 1000+ Indigenous youth.
- **Career Awareness Campaign** – developed the ‘Superhero’ campaign to build awareness of careers in Indigenous cultural tourism for Indigenous youth which was promoted in partnership with go2HR (these promotional materials are available for use).
- **West Kelowna Indigenous Cultural Tourism Careers Event** – June 23 celebrated opportunities for Indigenous tourism careers at the Indigenous World Winery with over 40 people attending. ITBC partnered with the Okanagan Training Development Council (OTDC) and Thompson Okanagan Tourism Association (TOTA) to connect Indigenous people trained in the ITBC training program with Okanagan area employers and tourism industry representatives. The event also featured the programs and services of ITBC, OTDC and TOTA.
- **Career Videos** – featured Indigenous people working in tourism careers and what attracted them to their careers. These show viewers the possibilities and successes in the industry.



- **Web Portal** – linked to the ITBC main website, these web pages profile the ITBC training programs, guides, and resources, that support Indigenous career seekers, First Nations, and industry to succeed in the tourism industry.
- **Image Bank** – expanded ITBC’s image bank to include photographs of Indigenous people working in tourism.
- **Speaker Series** – featured Indigenous and industry experts who spoke on topics to prepare over 100 Indigenous and mainstream tourism operators and industry representatives to recruit Indigenous talent, build a workplace where they will want to work and build a career. Sessions ran from February 15 to March 29, 2023.

#### **Series Topics and Speakers:**

- **Discovering the Indigenous Talent in the Interview**  
Bonnie Thomas, Secwepemc, HR Consultant
- **Harassment in the Workplace**  
Cindy Conti and Lonnie Burnett, go2HR – HR Consultant
- **Culture and Values**  
Kory Wilson, Kwakwaka’wakw
- **Working with First Nations and Indigenous organizations**  
Chef Andrew George, Gitxsan
- **More than a Welcome Mat**  
Kelly Lendsay, Cree/Métis, Indigenous Works
- **Racism and Discrimination**  
Joe Gallagher, Tla’amin, Qoqoq Consulting

## INSPIRED ITBC TRAINING RECIPIENTS SHARE THEIR FEEDBACK

“Walters Cove Resorts was fortunate enough to provide training to our fishing guides and dock staff through ITBC’s Storytelling Workshop. It was very well received by the staff and shone through to the guest experience all summer!”

- **Terry Schultz**, General Manager,  
KCFN Marina and Campground LP and Walters Cove Resort



“In my career, I have often had to make introductions and public presentations. I have always shied away from telling my story as I lacked confidence and was worried about being judged. After taking this course, not only did I learn more about who I am, it gave me the knowledge to be able to present myself authentically. Recently, at a well-attended heritage conference, I used what I learned to introduce myself including who I am and where I’m from, proudly, Beaver First Nation.”

**Rocky Nenka**,  
Beaver First Nation  
Professional Cook – *and now ITBC’s new  
Regional Indigenous Tourism Specialist for  
Cariboo Chilcotin Coast!*

“In January 2023, the Indigenous tourism course I took really helped me with a lot of things and I couldn’t be more thankful. It’s helped me build friendships and connections with family as well as others and taught me how to be more independent. It also brought me so many opportunities with the certificates I’ve received and helped me decide more of what I want to do in the future and I’m glad for it.”

- **Tamara Coon**, Alert Bay



“Indigenous tourism gave me much knowledge I didn’t know before. The training has helped me find and maintain a target market for my sales, and the different certifications I got have been a great starting point for getting me on the paths towards other licenses needed for opening a business.”

**Jordan Harris,**  
Scwexmx Tribal Council, Merritt

**Irene Terry Peters,**  
Lil’wat Nation, Stát’yemc.  
Giftshop Ambassador, Squamish Lil’wat  
Cultural Centre, Whistler

Irene has gone through a transition of interest with her journey in tourism. Moving from Cultural Sharing and Storytelling to Cultural Sharing and Retail, she gained the tools to be able to interpret her own “Welcoming” to the territory throughout Whistler along with sharing stories about art, outside of exhibits, throughout this program.





Having a lot of experience in the kitchen, Darien has great knowledge of service in food. She had the opportunity to see what this food brings to Indigenous tourism and found a deep interest in sharing through social media the offerings of the Thunderbird Café.

**Darien Leo,**  
Lil'wat Nation, Stát'yemc.  
Thunderbird Café Ambassador,  
Squamish Lil'wat Cultural Centre,  
Whistler

## ITBC CORPORATE SERVICES: Presenting the Value of Indigenous Tourism

The ITBC Corporate Services team built a one-day presentation and workshop aimed at First Nations communities and entrepreneurs. The session offers information about the value of Indigenous tourism, and shares the benefits beyond the economic impact—including cultural revitalization and community connection.

The presentation, tailored to reflect the feedback and interests of Indigenous audiences in BC, was shared to great success this year at the following locations:

- October 11: Destination Vancouver
- November 15: Vancouver Coast and Mountain Industry Forum
- January 22-24: Impact Conference
- January 30: Tsawout First Nation
- March 25-30: Tourism Tofino

## BC Tourism Industry Conference and Awards

The Tourism Industry Association of British Columbia (TIABC) announced the winners of the 2024 BC Tourism Industry Awards during the 2024 BC Tourism Industry Conference Awards Gala, presented by Indigenous Tourism BC, on March 7, 2024.

Ten awards were given out to recognize and celebrate the excellence, leadership, and innovation of operators and employees, showcasing the province's most exceptional tourism industry leaders and positive change-makers.

As a proud sponsor, the ITBC Corporate Services supported the planning and logistics of the awards gala, including the invitation to the emcees of the evening, Ali Assu and Kiefer Collison.

## Gathering Our Voices

ITBC was proud to be part of the annual provincial Indigenous youth conference, Gathering Our Voices, hosted in Victoria, BC, from March 19-21, 2024. The event hosted more than 1,000 youth and chaperones.

ITBC made an impact in three ways:

- Hosted an exhibition booth featuring a green screen photo booth, providing a postcard memento to the 44 youth
- Hosted two workshops showcasing career opportunities available in Indigenous tourism, with more than 32 attendees
- Volunteered the day before the gathering, helping the event organizers (BC Friendship Centres) with registration and venue set-up

The team shared gratitude to the organizers for their hard work in bringing together youth and Indigenous peoples from across the province.

## Annual General Meeting

ITBC hosted the Annual General Meeting (AGM) and Stakeholders forum from October 24-26, 2023, in downtown Vancouver. The AGM provided the opportunity to review a successful 26th year, share knowledge, and build relationships.

A breakdown of attendees throughout the three-day event:

109 people registered total:

- 19 ITBC staff members
- 16 ITBC current and newly elected Board of Directors
- 32 ITBC voting stakeholders
- 30 ITBC general stakeholders
- 12 Partners and Friends of ITBC

On Tuesday, October 24, 2023, ITBC hosted an evening networking event, which allowed ITBC staff, Indigenous-owned tourism businesses, and friends to gather and share stories of their challenges and successes over the year.

On Wednesday, October 25, 2023, the attendants gathered for the formal Annual General Meeting to receive the administrative and financial reports for 2022-2023, a funding announcement made by Minister Lana Popham, and news of the ITBC Board of Directors election results.

On Thursday, October 26, 2023, was the Stakeholders Forum which included three fireside chats on: Human Resources, Retention and Staffing, Funding and Grant Opportunities, and Social Media and Web Training.

## Indigenous Tourism Training Initiative (ITTI)

ITBC received \$6 million in October 2023 from the Ministry of Tourism, Arts, Culture & Sport to lead the Indigenous Tourism Training Initiative over the next three years. We are currently in the planning phase of launching the program in Spring 2024 with a series of compliance-related tourism training accompanied by professional development and cultural workshops.

In addition to the third-party workshops, ITBC is focused on updating and building out our internal suite of training and are actively planning new sessions for the summer of 2024.

## BC Tourism Climate Resiliency Initiative

The BC Tourism Climate Resiliency Initiative (BCTCRI) is a provincial project that focuses on building a foundational program to support a resilient tourism sector that is prepared to adapt to climate change. Starting in the 2023/2024 fiscal year and spanning over two years, an investment of \$3 million from the BC Ministry of Tourism, Arts, Culture and Sport (MTACS) will be allocated to this initiative through the Destination Development Fund.

### The goals and intention of the BCTCRI is to ensure:

- BC's tourism industry is better prepared to adapt to climate change.
- BC's tourism industry is using a standard set of tools to track, measure and improve sustainable practices and climate adaptation initiatives.
- Foundation is set for a long-term sustainability and climate adaptation approach for the tourism sector in BC.

ITBC is currently actively involved in three of the project groups:

**Project One:** Facilitated *Sustainable Tourism and Climate Adaptation Planning for Tourism Businesses*. This initiative was hugely successful, and we played a role in supporting 18 Indigenous businesses through this process.

**Project Two:** Microgrants to support *Sustainability and Climate Adaptation Plan* implementation. 112 grants approved, 18 Indigenous businesses supported.

**Project Four:** Community Destination Stewardship Initiative. Early stages of working group formation.

## Vancouver Coast & Mountain Sustainability Council

Two ITBC staff members sit on the VCM Sustainability Council, attend quarterly meetings, and receive council updates.

## Training Program Development

Indigenous Tourism BC developed the *Food Sovereignty for Indigenous Tourism* workshop and tested it in Westbank and Kamloops (Spring 2024).

Since the pandemic, the interest in restoring and building awareness of cultural foods and the importance of food security and sovereignty has received greater attention from First Nations.

Indigenous tourism provides a way for First Nations and Indigenous people to develop awareness and ensure what is shared through Indigenous tourism is truthful and respectful of the First Nations and the cultures represented and encourage First Nations laws and protocols are followed when resources are harvested.

## Building Presence and Connection

ITBC hosted a breakout workshop at the BC Tourism Industry Conference (Victoria, March 2023). The session titled *Working with First Nations: APEP Allies Partnerships Ethics and Protocols* explored ways the general tourism industry can ally and work with First Nations throughout British Columbia, including particular attention to the ethics of use of art, imagery, practices, languages, and protocols with First Nations and Indigenous organizations.

**Klawum' Patki** (Beverley O'Neil, Ktunaxa Nation) designed and moderated the discussion of panelists:

**Lou-ann Ika'wega Neel** (Kwakwaka'wakw) is a practicing visual artist, the Grants Manager at Creative BC, and a former Repatriation Specialist at the Royal BC Museum.

**Chef Andrew George** (Gitxsan) is a chef, writer, and co-author of three cookbooks, and the SkilledTradesBC Director of Truth and Reconciliation.

**Melanie Mark** (Nisga'a, Gitxsan, Cree, Ojibway) was the premiere First Nations woman to be elected to the Legislative Assembly of British Columbia (2016), served in Cabinet as the Minister of Advanced Education, Skills and Training, and the Minister of Tourism, Arts, Culture and Sport. Now retired from politics, she focuses on her businesses Remarkable First Nations Regenerative Industries & HLI HAYKWHL WII XSGAAK Consulting.

**Dr. Judith Sayers** (Hupacasath), President of the Nuu-Chah-Nulth Tribal Council and former Chief of Hupacasath First Nation, Chancellor of VIU, lawyer, and former Tourism BC board member.

## STRATEGY 2.0 Amplify the Indigenous Tourism Story

### Strategic Partnership Initiative (SPI)

Indigenous Services Canada entered into a funding agreement with Indigenous Tourism BC for \$1.7 million over three years. This funding, in partnership with the Province of BC, supports the BC Indigenous Tourism Strategy.

This funding supports First Nations communities and Indigenous businesses to prepare for participation in and benefit from post-pandemic tourism opportunities. The SPI project provides support to Indigenous businesses through the creation of an Indigenous Tourism Business Marketing Support Fund, which entrepreneurs and community-owned businesses can apply for to help fund professional services tailored to their needs such as marketing and digital support.

Activities include aiding the development or growth of Indigenous tourism businesses. This fund supports businesses in marketing their services and products, whereas the activities funded by the province are intended to market Indigenous Tourism in general.

This program rolled into 2023/24, with ITBC reviewing the ongoing needs of communities and Indigenous tourism business to determine future programs and grants that will aid the success of ITBC Stakeholders.

## BC Indigenous Tourism Initiative 2023-2024 Year End Progress Report

### Background

Funding from Indigenous Services Canada under the Strategic Partnerships Initiative was approved and provided to Indigenous Tourism BC. Starting in 2022-2023, \$1.7 Million has been allocated to ITBC for distribution over three years. These funds will support and enhance the Indigenous tourism industry in BC.

ITBC is a non-profit, Stakeholder-based organization that is committed to growing and promoting a sustainable, culturally rich Indigenous tourism industry. In existence for over 26 years, the ITBC team provides support to Stakeholders in experience development, training, funding access, networking opportunities, marketing programs, and industry research.

### Initiative

ITBC will continue to support First Nations communities and Indigenous tourism operators to plan, strategize, and strengthen their operations to be ready to participate in and benefit from post-pandemic tourism opportunities.

The BC Indigenous Tourism Initiative is funded for three years, 2022-23 to 2024-25. This funding allows ITBC to support First Nation communities and existing Indigenous tourism operators to implement new tourism strategies or to enhance their tourism market.

### Partners

- ISC
- Pacifican

### Investment

2022-2023	\$500,000
2023-2024	\$600,000
2024-2025	\$600,000
Totals:	\$1,700,000

## 2023-2024 RESULTS ACHIEVED TO DATE

### Activity 1: Workshops, Tools, Resources

**\$90,000**

**COMPLETE**

- Workshop materials
- Copies of online tools and resources developed
- Report on workshop outcomes such as number of workshops delivered, number of participants
- Report on tools and resources developed
- Report on number of times tools and resources on website portal are accessed
- Final narrative report

7 Workshops 2022-2023

11 Workshops 2023-2024

### Activity 2: Consent Based Tourism Strategies

**\$120,000**

**COMPLETE**

- Provide resources and tools to First Nations communities understand tourism opportunities and how to participate in culturally appropriate and environmentally sustainable tourism opportunities in their Traditional Territories.
- Provide resources for planning for First Nations tourism-based stewardship of the land
- Support creation of plans and protocols that guide responsible recovery of tourism within First Nation communities
- Build capacity for First Nations to determine and advance tourism interests
- Lead to longterm jobs and economic revenues in communities

6 Tourism Strategies 2022-2023

6 Tourism Strategies 2023-2024

### Activity 3: Tourism Business Fund

**\$260,000**

**COMPLETE**

- Tourism Business Fund terms and conditions
- Policy and procedures manual
- Outreach materials
- Monthly Report on delivery of the fund
- Final Financial report
- Final narrative report, including outreach, number of inquiries, and impact of program

26 Indigenous tourism businesses supported 2022-2023

28 Indigenous tourism businesses supported 2023-2024



#### **Activity 4: Digital Content, Data Collections and Analysis**

**\$30,000**

**COMPLETE**

- Copies of digital content developed
- Report on use of digital content

12 Stakeholder Engagements 2022-2023

16 Stakeholder Engagements 2023-2024

#### **Activity 5: Project Management**

**\$100,000**

**COMPLETE**

- Meeting minutes
- SPI quarterly reporting requirements
- Reporting on initiative progress, including deliverables as outlined in work plan
- Financial reporting

2022-2023

2023-2024

---

**TOTAL \$600,000**

## NEXT STEPS: 2024-2025

### Activity 1: Workshops, Tools, Resources \$50,000

- Workshop materials
- Copies of online tools and resources developed
- Report on workshop outcomes such as number of workshops delivered, number of participants
- Report on tools and resources developed
- Report on number of times tools and resources on website portal are accessed
- Final narrative report

### Activity 2: Consent Based Tourism Strategies \$40,000

- Internal/administrative costs
- Copies of online tools and resources developed
- Report on workshop outcomes such as number of workshops delivered, number of participants
- Report on tools and resources developed
- Report on number of times tools and resources on website portal are accessed
- Final narrative report

### Activity 3: Tourism Business Fund \$200,000

- Tourism Business Fund terms and conditions
- Policy and procedures manual
- Outreach materials
- Monthly Report on delivery of the fund
- Final Financial report
- Final narrative report, including outreach, number of inquiries, and impact of program

### Activity 4: Community Tourism Strategies Fund \$200,000

### Activity 5: Audit Report \$30,000

### Activity 6: Project Management \$80,000

---

**TOTAL \$600,000**

## STRATEGY 4.0 Digital Content

Digital content funds have been utilized in two main categories:

- Firstly, corporate communications and website portal, providing tools and resources to our Stakeholders. This allows them to access news and information to assist in strengthening their operations.
- Secondly, travel costs, and professional fees to acquire content and promote Stakeholders on our social media accounts.

## STRATEGY 5.0

### Capacity Building and Resiliency Project (CB & R)

The ITBC Capacity Building & Resilience Project is offered by Indigenous Tourism BC (ITBC) and funded by the Ministry of Tourism, Arts, Culture, and Sport. The Province provided ITBC \$3.7 Million for two years to support implementation of ITBC's Alignment Strategy.

In its second year of delivery, the ITBC Capacity Building & Resilience Project has focused on:

- Support and alignment of efforts to build capacity in Indigenous communities
- Increased industry capacity through programs, training, and collaboration
- Assistance in the enhancement of tourism planning by Indigenous communities

**ITBC is working hard towards the economic self-determination of Stakeholders in three strategic areas:**

- 1. Developing capacity building through strategic funding programs for:**
  - a. Tourism Mentorship Initiative**
  - b. Tourism Business Initiative**
  - c. First Nations Tourism Planning Initiative**
- 2. Supporting Stakeholders and First Nations communities to cultivate a prosperous and sustainable tourism industry that connects visitors to exceptional Indigenous experiences throughout the province's six regions.**
- 3. Supporting Stakeholders' efforts to advance their tourism operations to market-ready status.**

ITBC has expanded the network of regional Indigenous Tourism Specialists throughout the Province. ITS mandate is to provide pathfinding assistance to 'meet people where they are at' and provide one-on-one assistance to tailored support services and access to mainstream program services.

This innovative approach to developing tourism capacity experts provides the solution to build tourism self-sufficiency by and with Indigenous People in collaboration with industry partners.

## To Make an Impact, ITBC will:

- SUPPORT INDIGENOUS STAKEHOLDERS
- INSPIRE INDIGENOUS EXPERIENCES
- COLLABORATE WITH THE TOURISM ECOSYSTEM

With the Capacity Building and Resiliency Project, ITBC supports and aligns efforts to build capacity in Indigenous communities that have chosen to engage in tourism activities as part of their community, social, and economic development.

**We support** Indigenous peoples right to self-determination and interest to pursue economic, social, and cultural development through tourism.

**We led** the BC Indigenous tourism industry's to the 2017/18 level of success by 2024.

**We support** Stakeholders and First Nations communities to cultivate a prosperous and sustainable tourism industry that connects visitors to exceptional Indigenous experiences.

**We build** industry capacity through relevant programs, training, and collaboration, and increase or enhance First Nations community's capacity for tourism planning.

### OVERALL ACHIEVEMENTS AND IMPACTS

- Research and Data
- Build and staff the corporate services division to attend to corporate communications & engagement
- Funding & Grant programs
- Roadmap program
- Experience development program, tools, and resources
- Marketing campaigns
- Digital content and stories
- Travel trade and travel media
- Cooperative marketing
- Responsible traveler visitor education & resources



# Marketing

## Campaign Focus: Our Story. Your Experience.

### Introduction

Welcome to a journey where you are invited to hear the rich and diverse stories of Indigenous Peoples firsthand. Experience the present-day realities and perspectives of Indigenous communities in British Columbia. With over 350 Indigenous-owned and Authentic Indigenous businesses open to visitors, including hotels, campsites, museums, cultural centres, wineries, golf courses, guided wildlife tours, and more, there are countless stories waiting to be shared and experienced.

### Campaign Narrative

In 2023, Indigenous Tourism BC transitioned from the *Everything is Connected* campaign to the **Our Story. Your Experience.** campaign. This shift represents a more active invitation for travellers to engage with and experience Indigenous cultures.

While *Everything is Connected* emphasized the interconnections within Indigenous cultures and their relationship with the land, **Our Story. Your Experience.** calls on visitors to directly participate in and witness these cultural narratives.

### Key Message

For too long, Indigenous stories have been told by others. Now, Indigenous Tourism BC invites you to be a witness and a good listener. As you engage with these stories, they become a part of your experience—a memorable journey you can share with others.

This campaign aims to foster a space for genuine conversations, where Indigenous Peoples are respected as the experts of their knowledge, history, and culture.

**Our Story. Your Experience.** is a place where we can meet heart-to-heart, explore our differences, and celebrate our similarities through stories.

### Call to Action

Indigenous Tourism BC honours the humor, beauty, and wisdom of Indigenous storytellers. We celebrate the traveler for seeking authentic knowledge and listening with open hearts. When travellers return home, we hope they carry these stories forward, planting new seeds of understanding and appreciation.



You are invited to join us in creating new stories together. Come, sit, and hear our stories. Let's build a future where our experiences and stories connect us all.

## Campaign Execution

The *Our Story. Your Experience.* campaign elements were woven through our marketing tactics. From digital advertising and social media to TV commercials and out-of-home advertising, every aspect of our marketing efforts highlighted the unique stories of Indigenous Peoples and invited audiences to engage with these narratives, making them a central part of the visitor experience.

## Market Context and Trends

This year, there was a notable increase in interest in Indigenous tourism, particularly from domestic markets.

This trend was influenced by heightened awareness of the Truth and Reconciliation Calls to Action, the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP), and societal events like the discovery of unmarked graves at residential institutions. These factors have contributed to a growing interest in authentic, responsible travel experiences.

## Our Marketing Purpose

Our purpose remained to enhance Indigenous well-being through a prosperous Indigenous tourism industry. Our marketing strategies were aligned with this mission, aiming to connect visitors with exceptional, authentic experiences.

## Marketing Focus Areas

### Stakeholders

We worked closely with our tourism businesses, supporting their marketing efforts, providing training, and participating in sales missions and tradeshow.

### Target Audiences

- **Conscious Travelers:** Interested in learning, connecting with locals, and contributing to the well-being of Indigenous communities.
- **Indigenous People:** Supporting their own communities, businesses, and economies.

**Corporations and Organizations:** Committed to implementing Truth and Reconciliation Calls to Action.

## Key Markets

- Domestic: BC, ON, AB, QE
- International: Germany, Netherlands, UK, Australia, USA (WA, CA)

## Channels

We utilized a mix of digital platforms (Google, Meta, TikTok), partnerships with tourism entities, and non-traditional partners like ecoglyst. We also engaged through travel trade, travel media, and IndigenousBC Brand Ambassadors.

## Partnerships

Collaborations were key to our marketing success. We worked closely with Destination BC, ITAC, regional DMOs, and other partners on various projects.

## Results by Strategy

### Overview of Key Objectives

Objectives	Strategies
<b>Our Stakeholders benefit from our marketing work and value our expertise.</b>	<ol style="list-style-type: none"><li>1. Collaborate with Stakeholders as the cornerstone of everything we do at Indigenous Tourism BC.</li><li>2. Drive consumer bookings to ITBC's Market-Ready and Export-Ready Stakeholders by attracting responsible visitors for our Stakeholders..</li></ol>
<b>We raise awareness of the diverse and enriching Indigenous tourism experiences available in British Columbia.</b>	<ol style="list-style-type: none"><li>3. (Re)focus on IndigenousBC brand</li><li>4. Develop content that strengthens Indigenous voices, values and presence throughout BC's tourism industry.</li></ol>
<b>We leverage the ecosystem of marketing partners across our industry.</b>	<ol style="list-style-type: none"><li>5. Collaborate with Destination BC, Indigenous Tourism Association of Canada, and partners to leverage marketing opportunities.</li></ol>

## OBJECTIVE 1: Collaborate and work with Stakeholders as the Cornerstone of IndigenousBC.

In 2023, we successfully connected with our visitor-ready, market-ready, and export-ready Stakeholders. Through one-on-one meetings and roundtables, we gained valuable insights into business shifts, operational dates, events, and goals. Discussions included topics such as social media, digital marketing, travel trade, and travel media, supporting our Stakeholders with their skills and market presence.

In addition, we supported several new Stakeholders with media activities, including the Ancestor Cafe and Liberty Wildness Lodge.



## 171 NEW TIER 3 STAKEHOLDERS 17 NEW OR UPGRADED TIER 4 STAKEHOLDERS

### **OBJECTIVE 2: Drive consumer bookings to ITBC's Market-Ready and Export-Ready Stakeholders by attracting responsible visitors**

- We successfully executed paid and organic distribution strategies to increase awareness and drive traffic to our Stakeholders' online platforms.
- ITBC sponsored the BC Adventures Global News segment on Global TV from May through August 2023 with 16,337,400 impressions. Each of the eight segments showcased different regions and Indigenous tourism experiences presented by ITBC's Tourism Ambassadors. In addition, ITBC ran the Our Experience. You Story. Campaign video on Global TV and other TV platforms in BC, WA and CA.
- We distributed content across major platforms like Google, Meta, and TikTok, and collaborated with Destination BC and our Stakeholders on social media posts to maximize reach and engagement.
- We maintained various in-market tactics to boost visitation to our Stakeholders. Key initiatives included the IndigenousBC app, IndigenousBC Kiosk, and providing education to Visitor Info Centre Staff in BC.
- Our efforts with media resulted in compelling stories that featured Indigenous tourism businesses, while also amplifying Indigenous storytellers. Media coverage from esteemed publications included AFAR, Conde Nast Traveler, National Geographic, Vancouver Sun, Travel + Leisure, The Globe and Mail, Wanderlust, The Weather Network, The New York Times, NUVO, Vancouver Magazine and others.

- From January 24-26, 2024, ITBC participated in the International Media Marketplace (IMM) in New York City alongside Destination BC and other partners. Our team held 48 pre-arranged meetings with writers from prominent publications like National Geographic, Travel + Leisure, and The Globe and Mail. ITBC highlighted stories focused on health and wellness, immersive learning, eco-friendly practices, and female-owned Indigenous tourism in BC.
- ITBC participated in the Travel Classics event, a prestigious gathering of top travel magazine editors and writers, held in Vancouver from September 14-17, 2023. To ensure strong Indigenous representation at the event, we provided conference attendees and travel media with gifts from local Indigenous artists, complementing the Indigenous opening/welcome.
- We worked closely with travel trade partners to meet the demand for export-ready Indigenous tourism experiences, enhancing their offerings with diverse and culturally rich experiences.
- ITBC supported several media trips FAM tours, including:
  - Sofia Perez (WSJ, New York Times, Conde Nast Traveler, BBC Travel) Stakeholders: Skwachays Lodge, Talaysay Tours, Salmon n' Bannock
  - Kyra Shapurji (Fathom) - Salmon n' Bannock, and visited Bill Reid Gallery
  - Bronwyn Lewis (Vancouver Guardian) - Tin Wis Resort
  - Collaborated with Fairmont Waterfront Hotel on a Vancouver-based media FAM with media outlets including for visits to Talaysay Tours, Bill Reid Gallery, and Salmon n' Bannock

Digital advertising of the ***Our Story, Your Experience*** campaign and inspiring content generated 171,528 sessions to the IndigenousBC website, with 18,175 clicks to our Stakeholders' websites.

#### Maintained inspiring landing pages:

	Landing page	Views
1.	<b>Responsible Wishlists (Shopping)</b>	17,836
2.	<b>Indigenous Eateries (Dining)</b>	10,686
3.	<b>The Drum Heartbeat of our Indigenous Cultures</b>	7,087
4.	<b>Indigenous-owned Hotels</b>	6,726
5.	<b>Indigenous Destinations Bucket List</b>	6,179
	<b>Total:</b>	48,51

These pages combined saw a total of 48,514 views.

## ITBC IndigenousBC App

ITBC's IndigenousBC app connects visitors directly to the Stakeholders' experiences and educates visitors on Indigenous cultures, territories, languages, traditions, and history. Although ITBC did not actively promote the app we saw 9,093 sessions.

The app will be overhauled in 2024/25.

### Overall Results:

Action	Numbers
Clicks to Stakeholders' Websites	18,175
Website Session	171,528
Map Downloads	1,941
Consumer email open rate	42.59%
App Downloads	3,073
App Sessions	9,093
Number of Media Stories	Regional: 80, National / North America: 11 and International: 2; Our Stakeholders were mentioned 260 times
Media Impressions	373,744,740

*"Thank you so much for sharing this with us. It is such an honour. It brought such proud and happy tears to my eyes! Beautiful write up. You've made my day."*

– Erin Brillon, Totem Design House (International Women's Day Coverage)



### OBJECTIVE 3: Build content that strengthens Indigenous voices, values, and presence throughout BC’s tourism industry.

- In line with *Our Story, Our Experience* the campaign, our marketing was focused on the creation of digital content by our in-house team, enhancing our owned content library and our Stakeholders’ content libraries.

**Our digital and written content portrayed the diversity of our Stakeholders, spanning from restaurants to galleries, retail, adventure experiences, and more, but also yielded a significant surge in engagement, effectively expanding our shared content resources.**

- Our content capture included horizontal and vertical video and image formats for seamless integration across diverse digital platforms. These assets are extended to our Stakeholders and partners, empowering them to incorporate this content into their marketing.
- The results were impactful—a noticeable increase in organic engagement highlighted the success of this collaborative effort. Moreover, this initiative built stronger relationships with our Stakeholders, nurturing a sense of shared partnership and amplifying our collective growth.
- We launched new itinerary blogs and categorized our Stakeholders into specific categories and regions when necessary. By supporting both well-known and lesser-known Stakeholders, we provided increased exposure to the latter. We created new blog categories such as Indigenous Women in BC, Bucket List in BC, Self-Care, Road Trip Itineraries, and Distilleries and Vineyards. Highlighting Stakeholders by region proved to be essential in our strategy.
- Our team delivered in-house social media training online and at the Annual General Meeting, focusing on content creation, audience targeting, analytics, and platforms. The sessions provided participants with the skills to enhance their digital presence and

#### FACEBOOK (both organic & paid)

	2023/2024
Net Page Likes	3,476
Followers	46,108
Reactions	141,454
Comments	1,839
Shares	3,475
Post Link Clicks	44,441
Other Post Clicks	46,251

#### INSTAGRAM (both organic & paid)

	2022/2023
Likes	31,290
Followers	36,040
Comments	528
Shares	1,369
Saves	2,090
Story Replies	30
Reels	-
Clicks	-

**TikTok**  
(both organic & paid)

	2023/2024
<b>Likes</b>	7,641
<b>Followers</b>	4,852
<b>Comments</b>	663
<b>Shares</b>	658
<b>Video Views</b>	118,887

**Number of NEW FOLLOWERS**

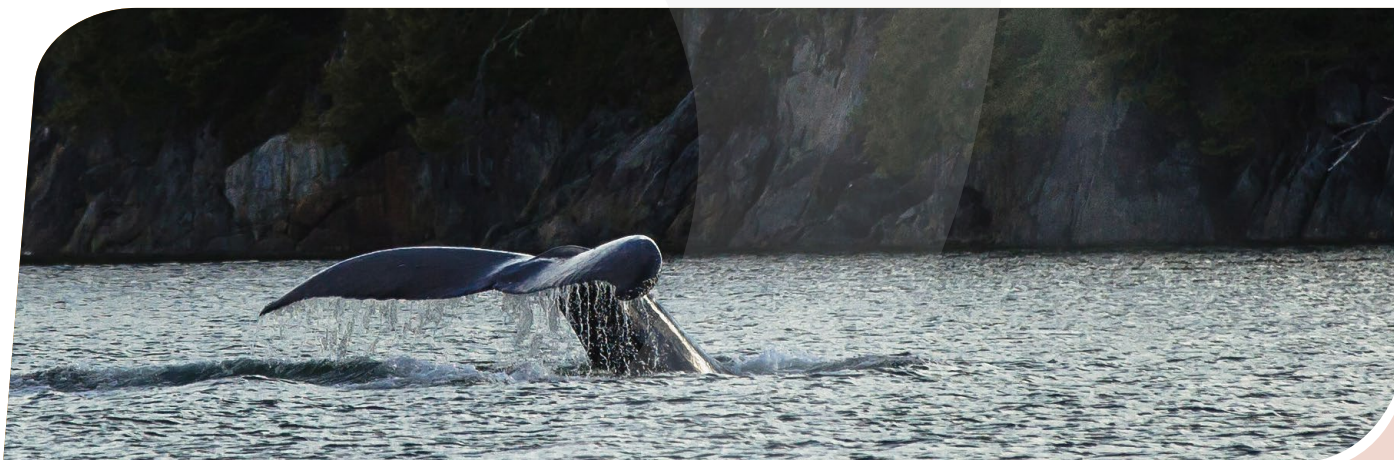
	2022/2023
<b>FACEBOOK</b>	46,108
<b>INSTAGRAM</b>	36,040
<b>TIC TOC</b>	4,852

		2023/2024
<b>YouTube ORGANIC</b>	Average Watch Time	19 seconds
	Views	578,930
<b>YouTube PAID</b>	View Rate	63.36%
	Views	544,000

**OBJECTIVE 4: Continue to build alignment with Destination BC, Indigenous Tourism Association of Canada, and partners to leverage marketing opportunities.**

**SNB ON THE FLY - Collaboration with Destination Vancouver**

- In a collaborative effort to raise international awareness for SnB on the Fly, we implemented a program that offers vouchers for international travel trade and media familiarization trips, allowing participants to experience SnB on the Fly firsthand before returning to their home countries. This initiative aimed to generate client interest and media coverage.





## SHOWCASE EUROPE - Collaboration with ITAC

ITBC attended a showcase of Indigenous tourism in Berlin, Germany. This event, hosted by the Indigenous Tourism Association of Canada (ITAC) and Destination Canada at the Embassy of Canada, was a remarkable platform to highlight the beauty and significance of Indigenous tourism experiences.

Germany stands out as a key market for Indigenous tourism. Promoting our rich cultural experiences to the media and the travel trade in Germany is a crucial part of our strategic plan. Homalco Wildlife & Cultural Tours, Klahoose Wilderness Resort and Cedar House Gallery.

## INDIGENOUS SHOWCASE AT TRAVEL CLASSICS – Collaboration with Indigenous Tourism Canada and Destination Canada

ITBC partnered with ITAC and Destination Canada for a successful Indigenous showcase at Travel Classics. Key elements included on-site chefs and resident artists, which enhanced media interactions and sparked meaningful conversations. Our activation area generated immediate interest in Indigenous cultures, and the Orange Shirt Pins served as timely conversation starters, deepening the dialogue.

## ITBC Stakeholders awarded at the BC Industry Tourism Awards

The Indigenous Business Award (IBA) program is Indigenous-led and recognizes the outstanding accomplishments of Indigenous businesses, entrepreneurs, partnership entities and community-owned enterprises.

ITBC congratulates the 2023 award recipients, including the following ITBC Stakeholders:

- **Totem Design House** *Business of the Year* (3-10-person enterprise)
- **Tiicma Enterprises** *Community-owned Business of the Year*
- **Teara Fraser of Iskwew Air** *Award of Distinction*

The 2023 IBA recipients were recognized at a formal gala dinner and presentation ceremony in November 2023 at the Fairmont Hotel Vancouver.

## INSPIRED ITBC STAKEHOLDERS SHARE

“ITBC has been integral in setting the path towards success for our expansion into the Vancouver Harbour with help especially in planning our grand opening celebration since I had no experience and was worried but it was a great success thanks to all of the assistance. We have also had help or advice on many things like marketing, some great photography, social media support, and preparing to attend Rendezvous. We have had various access to be featured in news or travel articles, local and internationally, and even on television thanks to the hard work of ITBC staff. Gulf Island Seaplanes is quickly becoming a recognized business in Vancouver and ITBC has had a huge hand in that. We feel so supported as small business owners which is incredibly important and it helps boost our confidence knowing everyone is just an email away if needed.”

– Alison Evans, Gulf Island Seaplanes

“Klahoose Wilderness Resort has undergone a remarkable transformation since opening in 2021, thanks to the seamless partnership between our distinct Klahoose cultural experiences and Indigenous Tourism BC’s visionary “Authentic Indigenous” marketing initiatives. This synergy has allowed us to fully unlock the potential of our authentic Indigenous offerings. Through compelling content, well-planned media exposure, and consumer-centered campaigns, we have not only cultivated our new Indigenous experiences but also flourished as a prominent Indigenous destination resort, extending a warm welcome to both domestic and global travellers eager to explore the richness of the Klahoose traditions and the beauty of the land”

– Chris Tait, Tourism Manager, Klahoose Wilderness Resort

“Nemiah Valley Lodge has relied on the vast knowledge and networks of the team at ITBC to support the 2022 launch and ongoing marketing of our new Indigenous owned and operated Lodge on Tsilhqot’in Title Lands. Working together with their outstanding team, we have established new travel trade relationships, secured prime outlet media coverage and benefited from the reach of the ITBC website and social channels. They are always ready to help and are true champions for our industry.”

– Suzanne Denbak, Nemiah Valley Lodge

# OUR ROOTS ARE STRONG.

We believe that traditional Indigenous values are essential to guiding the business of tourism. These values are at the root of how ITBC operates and does business.

ITBC's collaborative governance model ensures decisions are being made more quickly and with stronger buy-in. Our way of working creates more innovative programs and improvements to the tourism landscape across British Columbia.

Indigenous Tourism BC looks to these deeper teachings as we focus on building a better future for Indigenous communities, Elders and our youth.

Learn more about our new way of doing business, visit

**[IndigenousBC.com/corporate](https://IndigenousBC.com/corporate)**



# Schedule of Expenditures

## FOR THE YEAR ENDED MARCH 21, 2024

LEADERSHIP & INNOVATION	
General and administration	\$179,935
Leadership & Organizational Excellence	\$127,917
	\$307,852
PARTNERSHIPS & SPECIAL PROJECTS	
Partnerships & Special Projects	\$447,793
EXPERIENCE DEVELOPMENT	
Experience Development	\$4,962,163
MARKETING	
Marketing & Sales	\$597,686
TOTAL:	\$6,315,494





**INDIGENOUS  
TOURISM BC**  
CORPORATE

