

The background of the entire page is a detailed wooden carving. It features a large, stylized face on the right side, with concentric circles for eyes and a prominent nose. To the left of the face is a hand, also carved in a stylized manner. The wood grain is visible throughout the carving, adding texture and depth to the image.

2020-2021 ANNUAL REPORT



**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 throughout the COVID-19 pandemic.



DESTINATION
BRITISH COLUMBIA®



Indigenous Tourism BC also acknowledges the funding contributions from Indigenous Services Canada, Indigenous Tourism Association of Canada, and Western Economic Diversification.



Indigenous Services
Canada

Services aux
Autochtones Canada



Western Economic
Diversification Canada

Diversification de l'économie
de l'Ouest Canada

Canada



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Chair's Message

This year, ITBC has worked hard with Stakeholders to ensure they access as many resources as possible to keep their businesses going. While I always wish we could do more, I know that our work—like Indigenous tourism—is transformational, not transactional. Indigenous worldviews change perspectives about everyday experiences and ordinary things. I have witnessed change during the past year on all levels. As a result, I've never been as optimistic about Indigenous tourism in BC as I am now.



In a crisis, people look for something stable, something consistent. Our Indigenous voice has always been here, and while we respond and innovate to our environment, our values are unchanged: stewardship, community, family, and safety. Our way is simple enough and couldn't be more current: we take care of each other and our lands—a global shift to these values during COVID-19 elevated awareness of Indigenous values and knowledge. As an Indigenous organization, we practice the principles of caring for each other and the land.

This year, ITBC made a necessary shift from our focus as a marketing organization for Indigenous tourism in BC to a supportive agency for Indigenous communities, individuals, and businesses. We had to pivot—not for organizational survival, but for Indigenous values. Our quick mobilization as an organization helped us get money to our Stakeholders before other organizations. We reached out to funders to reprofile funds to get support out to our Stakeholders faster. We shared a solid and comforting message with our non-Indigenous funders—we are all connected—and showed a new side to our marketing-focused organization. The embrace of technology by Indigenous tourism Stakeholders and supporters has been essential and allowed us to make and support significant digital pivots, create online resources, provide updates, and access information.

Travel restrictions during Covid pushed us toward an active domestic marketing program—a new focus on hyperlocal and domestic travel meant more interest from media, travellers, Stakeholders, and supporters than ever in Indigenous tourism and Indigenous Tourism BC. We have new seats at provincial and regional tables. We're lucky to be part of a forward-thinking province in terms of reconciliation and implementation of the principles set forth by UNDRIP and DRIPA. The adoption of these principles by ministries and crown organizations happened even before the current health crisis, and the commitment was unshaken by COVID-19. We are thankful for this.

We anticipate ongoing challenges into the shoulder season and look toward 2022 and the potential opening of borders. We are using this time to engage our Indigenous Stakeholders and people and communities regarding Indigenous tourism development and opportunities. We are working with our partners to grow best practices for building Indigenous capacity and training and exploring Indigenous tourism as social and economic solutions in communities.

We are thankful to our Indigenous and non-Indigenous allies for sharing responsibility as witnesses to changes in the environment, residential school discoveries, current health status. We value the trust relationship between ITBC, our Stakeholders, Indigenous Peoples, and non-Indigenous allies. Our continued relationship building and knowledge sharing are necessary to respond, rethink, and rebuild according to what we have learned together about what no longer works, what is needed, and what is possible.

Lim Limt (Thank you) for your ongoing support,

A handwritten signature in black ink, appearing to read 'Baptiste', written over a light blue rectangular background.

Brenda Baptiste, Chair, Indigenous Tourism British Columbia

Leadership Message

At ITBC, our corporate values are Indigenous. The application of Indigenous values and governance models by and for the more than 200 Indigenous communities in present-day BC, is essential to our leadership. This year, amid many challenges, ITBC continues to implement the collaborative leadership operating system based on values and principles that directed our ancestors in their work and decision-making.

We are incredibly thankful for these principles this year—for how much sense they made, how we all upheld them, and all the gifts we received from the Seven Grandfather teachings: Truth, Honesty, Wisdom, Love, Humility, Courage, and Respect.

We are thankful for our core values and the staff, communities, Stakeholders, and friends who share and uphold these values with us. We supported balance for each other so that we could all work together with passion, show up with genuine care, listen well to each other, and create a positive impact for Indigenous tourism operators during Covid-19.

We showed respect for these relationships by working well together to provide the training, information resources, networking opportunities, experience development, and marketing programs that we heard Indigenous entrepreneurs and communities needed. Our shared network grew as we sat together with Indigenous and non-Indigenous tourism, business, education, and government organizations in new and larger circles supporting Indigenous tourism in BC. With each other and Indigenous organizational values, we were able to connect with partners faster and focus on what matters most—our relationships and our health, safety, and wellness.

We are thankful for the wisdom of the circle as we continue to sit together and persevere by responding, adapting, innovating, and caring. We are confident that Indigenous tourism in BC remains poised for growth when our circle shares these values and works together.

Paula Amos,
Chief Marketing & Development Officer

Henry Tso,
Chief Financial Officer

Tewanee Joseph,
Chief Partnership & Governance Officer





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.



Executive Summary

ITBC's 2019 labour market study, funded by the Province of British Columbia, showed dramatic growth in the number of Indigenous tourism businesses and employees in BC over the past two decades. The market showed continued growth between 2017 and the onset of Covid-19, which followed a banner year for travel to Canada. To respond to the challenges and needs of Indigenous tourism in BC, we shifted our labour market research from how we would provide employment and experience capacity to meet market demand to how long it will take to return to pre-Covid employment levels. In March 2020, our focus quickly shifted to ensure the Indigenous tourism businesses maintained solvency and provide ongoing support in their recovery from COVID-19. ITBC supported Stakeholders to access funding, weekly information updates, virtual roundtable discussion and marketing support for online businesses.

We hosted and were guests at more Stakeholder and partnership forums dedicated to supporting Indigenous tourism than ever before; we saw a leap in the number of interactions with ITBC corporate content. The number of new Indigenous tourism operators registered with ITBC continued to rise, as did the number of Stakeholders who transitioned from labour- to market-ready. Our Executive Team gives responsive and innovative support for Indigenous tourism in British Columbia in marketing, experience development, and leadership and partnerships.



Achieving



Looking to improve



Working on it



ITBC PERFORMANCE AT A GLANCE

MARKETING

INSPIRE VISITORS TO EXPERIENCE INDIGENOUS TOURISM

Measure name	Measure description	2017-2018	2018-2019	2019-2020	2020-2021	Status
Landing Page Organic Visits	# of ITBC landing page visits from organic search	5,470/month	6,371/month	5,603/month	6,487/month	
Pay-per-Click Cost Per Conversion	Cost of paid search divided by # of visits to a member's experience page found thru either the "Things to Do" or "Places to Go" section of the ITBC website.	\$3.14/conversion	\$2.09/conversion	\$1.93/conversion	\$1.83/conversion	
NEW Hot Leads	# of leads that fit the target audience profile sent to a marketing Stakeholder from a digital ITBC campaign	-	-	17,727	14,063	
Total Social Media Engagement	# of times that social media followers reacted to, commented on, shared, or clicked on our social media posts or stories	61,958 / year	78,803 / year	155,015 / year	162,176 / year	

EXPERIENCE DEVELOPMENT

SUPPORT INDIGENOUS STAKEHOLDERS

Measure name	Measure description	2017-2018	2018-2019	2019-2020	2020-2021	Status
Stakeholder Engagement/ Hosting Roundtables, E-news	Providing Stakeholders with a weekly industry update	0	0	0	39	
Market Ready Stakeholders increase	# of Market-Ready Stakeholders who subscribe to ITBC Marketing program as a Market Ready Stakeholder.	90	95	117	150	
New Market ready Stakeholder	How many Stakeholders we have increased by # and percent	N/A	5 5.5%	22 23%	33 28%	
Transitioned Stakeholders	# of Associate Stakeholders who transition to Market-Ready Stakeholders by meeting the market-ready checklist.	3	7	9	5	
Push for Market Readiness	# of successful applicants who received funding support for business operations	N/A	26	26	*Resources Reprofiled to Business Support for ITBC Emergency Relief Funds #1	N/A

BUSINESS SUPPORT DURING COVID-19

Program Name	Source of funding partner	The number of successful applicants receiving recovery funds	How much each business received	Status
1.ITBC Emergency Relief funds #1	Reprofiled ITBC Funds	72 Businesses (37 businesses received Phase 1 and 2)	Total Approved Funding 300,000.00. Each business received up to \$2,000.00 - \$5,000.00	
2. ITBC Emergency Relief funds #2	Western Economic Diversification	167 business (37 businesses received Phase 1 and 2)	Total Approved Funding: \$400,000.00 Each business received up to \$10,000.00	
3. BC Indigenous Tourism Relief Fund	Ministry of Tourism, Arts, Culture and Sport	140 Businesses	Total Approved Funding \$5,000.000. Each business received up to \$45,000.00	
4. Indigenous Community Business Fund	Indigenous Services Canada	21 community-owned businesses	Total Approved Funding \$2,858,627 Each business received up to \$250,000.00	

LEADERSHIP AND PARTNERSHIP

COLLABORATE WITHIN TOURISM ECOSYSTEM

Measure name	Measure description	2017-2018	2018-2019	2019-2020	2020-2021	Status
AGM Attendance	# of attendee at ITBC AGM & Forum	100	130	100	120	
Stakeholder Survey	ITBC Stakeholder survey	80%	80%	80%	80%	
	# of Surveys Conducted	1	1	1	3	
Corporate Website Engagement	Total # of interactions with ITBC content on LinkedIn and Corporate Twitter	-	3,560	6,267	8,379	
Stakeholder/ Partner Forums	# of forums attended	6	17	25	25	

LABOUR MARKET SUMMARY

Before the impacts of Covid-19 began, tourism was one of the world's largest and fastest-growing economic sectors. Canada and British Columbia experienced a banner year in 2019, marking the sixth consecutive year of increased travel to Canada. It was the third consecutive record-breaking year of the number of travellers to Canada at 22.1 million visitors. British Columbia tourism was booming, and the industry wondered how it would continue to satisfy market demand and find the staff to fulfill that demand.

In November 2019, the Province of British Columbia formally announced funding to Indigenous Tourism British Columbia (ITBC) for an in-depth labour market study of Indigenous Tourism in British Columbia.

KEY FINDINGS

Over two decades, the number of Indigenous tourism businesses in BC increased by 170%— from 181 in 2003 to 488 in 2020. Since 2017, the number of Indigenous tourism businesses in British Columbia has increased by 18%. Before the onset of Covid-19, there was confidence amongst Stakeholders that it would continue to grow.

Indigenous Tourism BC Labour Market Research – Roots to a Future

RESEARCH FINDINGS

The purpose of our Indigenous Tourism BC Labour Market Research was to conduct in-depth labour market research on the specific needs and challenges of the Indigenous tourism sector. The original approach included a forecast of labour demands following a burgeoning 2019 tourism season with predicted difficulties in attracting and retaining Indigenous tourism employees to respond to the increased interest. However, in Spring 2020, the global COVID-19 pandemic shifted our approach to include calculations intended to predict when the Indigenous tourism industry would return to pre-Covid (2019) employment levels. Based on 2019 data and the likely COVID-19 pandemic impacts, researchers computed three scenarios:

- Scenario 1: Return to 2019 Employment Levels in 2023
- Scenario 2: Return to 2019 Employment Levels in 2024
- Scenario 3: Return to 2019 Employment Levels in 2025

Indigenous Tourism Employment in British Columbia and Canada

The following information reflects Tourism HR Canada's 2016 Census data regarding Indigenous employment in the tourism industry in British Columbia and Canada. These statistics refer to any Indigenous person working in a job classified as part of the tourism industry by Statistics Canada, including roles in Accommodation, Food and Beverage, Recreation and Entertainment, Transportation, and Travel Services.

2016: A Snapshot:

75,160 Indigenous people worked in the tourism industry throughout Canada
4% of the overall tourism labour force
3% increase from 2011

15,840 Indigenous people worked in the BC tourism sector
21% of Canadian Indigenous tourism employment.

BC has the second largest Indigenous tourism workforce in Canada, just behind Ontario (Exhibit 58).

In British Columbia, Indigenous people constitute about 5.2% of the tourism workforce, up from 4.2% in 2011. The share of Indigenous people in the tourism workforce is larger in Saskatchewan (13.1%) and Manitoba (12.8%), and like British Columbia, both have increased their share from 2011.

In British Columbia, the Indigenous tourism workforce tends to be female and younger (<35 years old) compared to the non-Indigenous tourism workforce (Exhibit 59). Fifty-eight percent of Indigenous people working in the tourism industry are female compared to 50% of non-Indigenous people. A total of 62% of Indigenous employees are under 35, while 33% of non-Indigenous employees are under 35. This age pattern reflects the overall age distribution of the Indigenous population in British Columbia (Exhibit 11).

All occupations:	Tourism Sector:
72% full-time	56% full-time
24% work part-time	37% part-time

More Indigenous people work part-time (37%) compared to non-Indigenous people (32%).

Indigenous overall and full-time employment by roles in BC tourism industry:

Accommodations 6%	Recreation and Entertainment 5%	Travel Services 2%
Full-time 65%	Full-time 60%	Full-time 79%
Food and Beverage services 6%	Transportation 4%	
Full-time 47%	Full-time 82%	



Who We Are

Indigenous Tourism BC is a non-profit, Stakeholder-based organization that is committed to growing and promoting a sustainable, culturally rich Indigenous tourism industry.

Indigenous Tourism BC is regarded as a world leader in developing and promoting authentic Indigenous cultural tourism products and experiences and actively supports the province in becoming a leading global destination for Indigenous tourism.

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. ITBC works closely with tourism, business, education, and government organizations to help Indigenous tourism businesses in BC offer quality experiences and actively promotes these experiences to visitors and residents.

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



Brenda Baptiste



Trevor Cootes



Inez Cook



Frank Antoine



Chris Bower



Sharon Bond



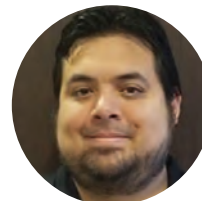
Cheryl Chapman



Lori Simcox



George Taylor



Jared Teneese



Paulette Flamond

The Value of Indigenous Tourism



488

Indigenous tourism
related businesses in BC



4,248

direct, full-time jobs
provided



33

new Indigenous
businesses added

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

1. Recreation and outdoor activities provide the most significant portion of direct economic impact (jobs, GDP)
2. Accommodation
3. Travel services
4. Transportation
5. Gaming
6. Arts and heritage
7. Other businesses
8. Food and beverage



We are all in this together.

Indigenous tourism businesses in BC continue to experience unique challenges in the face of the COVID-19 pandemic.

LET'S HOLD EACH OTHER UP.

Visit Indigenous Tourism BC online to learn how we support Indigenous tourism businesses in BC. Sign up as a Stakeholder and access up-to-date information about business resources and funding through email, webinars, and regular Stakeholder calls.

Indigenousbc.com/corporate



What We Do

1. Support Indigenous Stakeholders

Our role is to support all tourism-related Indigenous businesses to increase their economic, social, cultural, and environmental benefits through tourism. This role includes engaging with the 204 First Nations in BC to create awareness of the value of tourism for consideration as part of their economic development plans and providing assistance for pathfinding to tourism businesses and entrepreneurs. We must maintain and grow our Stakeholder base to support and represent all Indigenous tourism businesses in BC. We engage our Stakeholders to learn more about how we can make their lives better and their businesses stronger.

Our focus is to ensure the current Indigenous tourism businesses maintain solvency and support in their recovery from COVID-19. Our focus is also to encourage the development of authentic Indigenous cultural tourism experiences for visitors and help generate bookings for market-ready businesses. We aim to shift more culturally rich Indigenous businesses from Tier 1 or Tier 2 to Tiers 3 and 4. We will work with ITAC to help Tier 3 businesses reach export-ready status.

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, generating bookings for Indigenous tourism businesses throughout BC.

Our focus is to align with BC's robust marketing network and weave authentic Indigenous tourism experiences into all marketing efforts. In addition, with the impacts of COVID-19 on global travel markets, we must focus on inspiring BC and Canadian markets to choose Indigenous tourism experiences.



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 a competitive advantage for BC and Canada. We know the vital work we do with other partner organizations such as the Provincial Government, Destination BC, ITAC, go2HR, and economic development organizations becomes more powerful when deep collaboration occurs.

Our focus is to gain seats as partners at all tables where it matters and to weave Indigenous tourism into the fabric of the tourism industry—our land- and culture-based economy is not just an add-on to non-Indigenous tourism. Our focus is also to collaborate to create and extend provincial and national programs for Indigenous tourism businesses in BC.





Partnerships and Special Projects:

Collaborate within the Tourism Ecosystem

Working together ensures we can face the additional challenges presented to the tourism industry by the pandemic. We are stronger together. 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.

1.0 STRATEGY: Activate Regional Partnerships

Indigenous Tourism BC works with destination management organizations in all six tourism regions in present-day British Columbia. Together, we activate partnership agreements and knowledge sharing that strengthens Indigenous tourism experience development, marketing, partnerships, and leadership in all regions.

The six regions, partnership agreements, and representatives are:

- Vancouver, Coast, and Mountains; VCM MOU; Francine Douglas
- Vancouver Island; TVI MOU; Jolleen Dick
- Thompson Okanagan; TOTA MOU; Shawn Bonnough
- Northern BC; NBCTA MOU; Jolene Sampare
- Cariboo Chilcotin Coast; CCCTA MOU; Angela Pfeiffer
- Kootenay Rockies; KR MOU; (Vacant)

RESULTS

Northern BC Tourism Association (NBCTA)

- Contacted 111 Indigenous partners, including business and community Stakeholders.
- Prepared Tourism Resiliency Support Plans for 28 businesses.
- The Nisga'a Lisims Government and Village communities of Gingolx, Gitwinksihlkw, Laxgalts'ap, and Gitlaxt'aamiks continue to develop a driving tour featuring Nisga'a culture, history, and traditions, including the Nisga'a Museum, Nisga'a Memorial Lava Bed Provincial Park, and the Hlgw Isgwit (hot springs).
- Adjusting to the lower visitation due to the pandemic, Ksan Historical Village reduced hours of operation and focused on essential upgrades to infrastructure and technology.

Thompson Okanagan Tourism Association (TOTA)

- Contacted 109 Indigenous partners, including business and community Stakeholders.
- The Indigenous Artisan Trails (IART), a mobile art gallery, partnered with the Rotary Centre for the Arts in Kelowna this season to show three unique displays of projection art in downtown Kelowna. UBCO Indigenous Art Professor Tania Willard curated the shows.
- To address the severe labour shortage within the tourism sector, ITBC and TOTA came together to secure funding and delivery of Indigenous Agri-tourism Training, Tourism Skills Training, and Tourism Small Business Training. These training programs were delivered online, and we are planning more.



Vancouver Coast & Mountains (VCM)

- Contacted 246 Indigenous partners, including business and community Stakeholders.
- Relationship building between First Nation communities and the tourism industry.
- Focused on strengthening communication, supporting opportunities for partnerships, and increasing access to Indigenous Tourism BC and Vancouver, Coast & Mountains programs.
- Supported Indigenous tourism experience and product development in VCM,
- Supported destination management strategies in the Metro Vancouver, Sea to Sky, Sunshine Coast, and Fraser Valley.
- Ongoing work on Experience the Fraser, Destination Education Initiative, Indigenous Cultural Journeys Kiosk, and Public Space Activation projects.

STRATEGY 2.0 Activate Provincial Partnerships: Partnerships with Aboriginal Financial Institutions (AFIs)

ITBC partners with several Aboriginal Financial Institutions (AFIs) are autonomous, Indigenous-controlled, community-based financial organizations. These partnerships help provide funding, loans, and information for Indigenous entrepreneurs and businesses that may not be possible through non-Indigenous financial institutions.

RESULTS

We work with the following AFIs to address financial gaps and decrease the risk for Indigenous tourism operators in British Columbia:

- All Nations Trust Corporation
- Nuu-Chah-Nulth Economic Development Corporation
- Tale'awtxw Aboriginal Capital Corporation
- Tribal Resources Investment Corporation

STRATEGY 3.0 Activate Provincial Partnerships: Partnerships with Victoria Indigenous Cultural Festival

This year, to celebrate National Indigenous Peoples Day and respect Covid rules for gathering, Indigenous Tourism BC hosted an unprecedented virtual performance of *Ka'niya*, a song shared by the Joseph Family and learned by 17 Indigenous singers from across BC for this exceptional performance. We raise our hands to the Joseph family for sharing *Ka'niya* with all of British Columbia at Indigenous Tourism BC's 2020 Virtual Indigenous Peoples Day Celebration.

RESULTS

We work with the following AFIs to address financial gaps and decrease the risk for Indigenous tourism operators in British Columbia:

- Shared online through ITBC's social media platforms as well as by many of our partner organizations.
- Featured on a local BC news network.
- Attracted an additional 1,327 visits to the Celebration Page on our IndigenousBC.com website
- Reached 40k people on Facebook. Of those reached, 14k watched some or all of the video.
- Reached an additional 6,897 people through Instagram.



Marketing

Inspire Visitors to Experience Indigenous Tourism in BC

SUPPORTING SUSTAINABILITY AND PLANNING FOR RECOVERY

COVID-19 significantly impacted Indigenous tourism businesses. Indigenous Tourism BC attempted to minimize the negative impacts on Indigenous tourism operators by planning and executing recovery-focused marketing tactics. ITBC implemented an effective recovery marketing campaign in line with the Province of BC's Re-Start Plan. Working with partners such as Destination BC, Indigenous Tourism Association of Canada, the six Regional Destination Marketing Organizations, and others, we successfully supported the promotion of Indigenous tourism during a very challenging year.

STRATEGY 1.0: Inspire future responsible travel to Indigenous communities and businesses.

ITBC focused messages on respecting Indigenous community wishes and safe, responsible travel to inform the public and combat negative messaging.

RESULTS:

- Produced video to encourage safe and responsible travel and to thank people for understanding that some Indigenous communities in BC were not open in 2020.
- More than 140,000 people viewed the video, which received incredibly high engagement from our followers and partners' audiences.
- Developed messaging for our Stakeholders to communicate with visitors via social media, website, and email.

STRATEGY 2.0 Generate immediate revenue for operating Indigenous tourism businesses once it is safe to travel.

Indigenous Tourism BC worked with our partners to promote Indigenous tourism experiences and encourage British Columbians to know their Indigenous neighbours. The focus was placed on travel themes and locations to promote hyper-local travel to start, with an increased emphasis on in-province travel, according to provincial health orders and the specific requests of Indigenous communities.

RESULTS:

- Prioritized Stakeholder engagement with one-on-one calls to understand their needs during this difficult time and provided support wherever needed.
- Conducted 50 one-on-one Zoom calls with Stakeholders in 2020.
- Supported businesses' participation in digital economies by providing learning and consultation on their digital presence (TripAdvisor, Google My Business) and social media usage.
- Created and maintained essential landing pages, including:
 - *How to Travel Responsibly*
 - *Indigenous Experiences Open in 2020*
 - *Indigenous BC Trip Planner App*



- *Online Shopping and Responsible Wishlist*
- *Support your local Indigenous Eatery*

These pages saw more than 28,000 sessions over the year.

- ITBC relaunched the IndigenousBC app in July 2020. The app connects visitors directly to the Stakeholders' experiences and educates visitors on Indigenous cultures, territories, languages, traditions, and history. The launch supported COVID-19 recovery marketing programs and focused on short-haul markets in BC. From July 2020 to March 31, 2021, the app was downloaded 89,808 times with 6,301 active users. The majority of users were from the Lower Mainland, Victoria, and Toronto.
- Digital advertising and great content helped generate 176,745 sessions to the IndigenousBC website, with 47,726 conversions including map downloads, newsletter signups, Stakeholder website clicks, Stakeholder book now clicks, and content shares.
- Developed a billboard ad and installed it along Highway 19 near Nanaimo (Vancouver Island) and Highway 1 on Westbank First Nation Lands (Thompson Okanagan). The billboard's call to action was to book Indigenous experiences in the area and download the IndigenousBC app. The ads ran for nine weeks during summer 2020.
- In August 2020, ITBC ran a Global TV campaign and a radio campaign on CKNW to stimulate late summer and fall bookings. During this time, ITBC's website saw an increase of 25% in visits.
- In July 2020, ITBC participated in DBC's *Cooperative Marketing Campaign*, placing ads in 16 community newspapers across the province.
- In partnership with DBC, ITBC ran several editorial segments on Global TV, highlighting various Indigenous experiences open for business.

STRATEGY 3.0 Create, curate, and distribute inspiring and know before you go content.

ITBC developed respectful content to address travel options that adhered to public health orders and the direction of Indigenous communities, as some communities stayed closed. At the same time, many businesses opened once it was safe to do so. ITBC also worked with Nine Point to develop media stories and highlight businesses via local media outlets and influencers.

ITBC distributed content and aligned its online marketing efforts based on the phases recommended by the Province of BC and public health orders.

Spring – Hyper-Local travel only.

Summer to Winter – Travel within BC

RESULTS

- Media efforts secured 1,083 press hits: an increase of 168 press placements from last year, despite changes in the media landscape combined with the COVID-19 pandemic, with 183,264,133 impressions and 507 social shares with 44,461,970 impressions.
- ITBC successfully hosted three influencer collaborations in summer 2020, promoting 25 Indigenous Stakeholders and experiences in three BC regions—Vancouver Island, Vancouver Coast & Mountains, and the Thompson Okanagan. The collaborations resulted in significant online buzz, driving awareness and traffic to ITBC and participating Stakeholders' social channels. In addition, these influencers created content for ITBC and shared it in 325 posts/stories that reached 320,000 of their followers.



"Thanks for working with us to set up Alicia [Haque] and Matt's Fishing and Teepee Adventure. I heard they had an amazing time! We already have been contacted by a few of her followers to book. Looking forward to working with you both in the future."

- Dean Werk, Owner, Great River Fishing Adventures

- Influencer trips and the video outreach program added 60 image assets to the BC content hub.
- Social media efforts amplified Stakeholder content and promoted pages on the ITBC consumer website. In addition, ITBC's social media team worked closely with Stakeholders on Instagram. In summer 2020, we initiated social media promotions and ten social media takeovers.

INSTAGRAM

Impressions	3,557,067
Likes	48,524
Comments	859
Saves	1,579
Story Replies	395
Total Engagements	51,357
Profile Actions	1373
Followers	19,841. Gained 7,266 over the year

FACEBOOK

Paid Impression	3,430,270
Organic Impressions	1,099,475
Total Impression	4,529,745
Engagements	102,595
Post Link Clicks	17,657
Page Likes	35,100. Gained 3,839 followers over the year

CONSUMER TWITTER

Impressions	89,584
Engagements	1,446
Post Link Clicks	313
Followers	7,622. Gained 282 followers over the year



- For National Indigenous Peoples' Day/National Indigenous History Month, ITBC developed a landing page and signature video content piece widely shared on social media. The video reached 50,000 social media followers, with 25, 000 views.
- ITBC attended the Virtual IMM show meeting with 30 journalists
- ITBC was the featured presenter at Tourism Media Association of Canada (TMAC)'s February 2021 Professional Development Day. The one-hour presentation was a huge success and had the highest count of RSVPs of any PD session to date, with over 100 attendees.

"On behalf of TMAC National Board, a big thank you to ITBC. This was an incredible presentation, we all learned so much, and the storytelling gave us a real sense of place. Beautifully done."

– Kattrin Duncan, Global Media Specialist, Destination Ontario /TMAC

Other Media Testimonials:

"It was a real honour to work on [this story]. Please pass along my sincere thanks to Brenda"

– Gail Johnson, Co-founder & Editorial Director, Stir Magazine

"This was one of my favorite projects I have personally worked on so I thank you for being so on things and organized; it was so easy to work with you and the ITBC team. I hope we can work together again on something in the future!"

– Brendin Kelly, Content Creator, @brendinkelly

"I was really taken with the Indigenous story ideas, and I would love to pursue that further with you. I'm taking a 10-week introductory Indigenous studies online course through the University of Alberta to help me do a better job in writing about Indigenous tourism."

– Linda Barnard, Freelance Writer, YAM Magazine

Experience Development:

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

COVID-19 significantly impacted indigenous tourism businesses. Indigenous Tourism BC attempted to minimize the negative impacts on Indigenous tourism operators by working with partners such as Western Economic Diversification and the Province of BC to deliver funding for those Indigenous tourism businesses and employees who suffered financial loss due to COVID-19. In addition, we focused on listening to our Stakeholders, customizing resources, and redressing ITBC's training and workshop opportunities to reflect current trends, needs, and environment.

1.0 STRATEGY: Supported Indigenous Stakeholders with almost \$9,000,000

One of our main focuses this year was to ensure that Indigenous tourism operators could access the financial resources required to sustain their businesses and make the necessary changes needed to stay in operation. Together, we responded quickly to address financial loss for businesses and employees and helped Indigenous tourism businesses apply for and access several funding opportunities.

RESULTS:

- **ITBC Relief Funds: The Indigenous Tourism BC Emergency Relief Fund Program** was developed to support Indigenous tourism businesses in the Tourism and hospitality sector that have been severely impacted by the travel restriction, resulting in loss of revenue and loss of jobs.

In April 2020, ITBC redirected \$300,000 earmarked for development and marketing towards supporting Indigenous businesses to stay solvent and pivot to long-term recovery.

- **Indigenous Tourism BC Relief Fund #2** funded by **Western Economic Diversification (WED)**: In July 2020, WED funded a second phase, with \$400,000 dedicated to Indigenous tourism businesses incurring business costs, despite having little or no revenue. Western Economic Diversification funding is referenced as Phase Two of the Emergency Relief Fund. Recipients of Phase Two funding received non-repayable contributions up to \$10,000.00. However, the criteria stated that Stakeholders/recipients could only receive a maximum of \$10,000 from Phase One and Phase Two.



- **BC Indigenous Tourism Recovery Fund (BCITRF):** Funded by Province of BC via the **Ministry of Tourism, Arts, Culture and Sport (MTACS)**; Indigenous Tourism BC welcomed the opportunity to play a significant role in delivering support and recovery funds to Indigenous tourism businesses throughout BC. Through a partnership with the Ministry of Tourism, Arts, Culture, and Sport, Indigenous Tourism BC delivered a \$5 Million fund through the BC Indigenous Tourism Recovery Fund. This fund provided non-repayable grant contributions of up to \$45,000 to Indigenous businesses located in British Columbia in response to the economic impacts of COVID-19.

MTACS PROGRAM Summary	
Total Applications	149
Approved Applications	140
Ineligible Applications	9
Total Approved Funding	\$5,000,000
Total Jobs Created or Maintained	1,192

The program provided recovery support to assist market-ready Indigenous businesses impacted by the COVID-19 pandemic and the disruption of the 2020/21 tourism business. The fund intended to provide support to bridge businesses towards the implementation of a recovery plan. All applicants were required to share business and financial information on their business and a detailed recovery plan for how the funds would support their business. Applicants that receive funding from the Ministry of Jobs, Economic Recovery and Innovation: small- and medium-sized business recovery grants were also eligible to apply for an amount that would not exceed an aggregate total of \$45,000.

Commencing February 2, 2021, and until April 23, 2021, the ITBC team worked together to ensure all Indigenous tourism businesses (Stakeholders and non-Stakeholders) knew this program. In addition, we provided support to those who required assistance in their application—streamlining the application process proved beneficial to the applicants.

We hoped for 120 in applications/ recipients and exceeded our support goals.

Applications by REGION	
Cariboo Chilcotin Coast	9
Kootenay Rockies	6
Northern BC	37
Thompson Okanagan	18
Vancouver Coast & Mountains	25
Vancouver Island	45
Grand Total	140

Applications by SECTOR	
Accommodations	43
Arts & Culture	39
Culinary & Wellness	20
Outdoor Adventure	19
Transportation	10
Wildlife & Nature	9
Grand Total	140

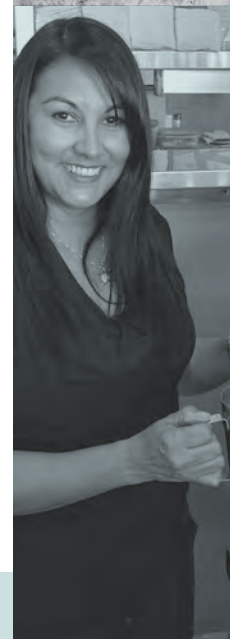
Stakeholder Testimonials from the BCITRF

"Oh my heart, thank you so much. You might have just given me my first night of sleep in well over a week."

– Danielle Eaton, Soulfood Ltd

"I am so incredibly blessed and grateful for this financial aid. My heartfelt gratitude to all the hard-working peoples who give of their extra time tirelessly, for the needs of those with such small voices. I applaud all your combined passion, effort."

– Tammy Couture, Maskwa Den



"You have brought tears to my eyes, much gratitude"

– Key Nahanni, Dog Mermaid

"Thank you — this means the world to us. We can't wait to get started on implementing our recovery actions."

– Jags and Sue, Jags Beanstalk

- Indigenous Community Business Fund (ICBF)** funded by **Indigenous Services Canada (ISC)**: The ICBF provided non-repayable contributions to help support eligible operating costs for First Nation community-owned tourism and hospitality businesses impacted by COVID-19. The fund assisted community-owned tourism businesses in BC, which experienced business disruption and financial loss since April 2020. It allowed these businesses to receive short-term support to bridge businesses towards a longer-term recovery plan. Through the partnership between ISC, Indigenous Tourism BC, and four Aboriginal Financial Institutions in BC, the Indigenous Community Business Fund, Stream Two, was delivered to First Nation community-owned businesses in BC from December 2020-March 2021. The ICBF approved \$2,858,627 in funding to 21 community-owned businesses.

ICBF PROGRAM Summary	
Total Applications	33
Approved Applications	21
Ineligible Applications	12
Total Approved Funding	\$2,858,627
Total Jobs Created	1,087

JOBS CREATED by Category	
Indigenous	302
Women	203
Youth	99
Full-time	292
Part-time	99
Seasonal	92
Grand Total	1,087

Applications by REGION	
Cariboo Chilcotin Coast	2
Kootenay Rockies	1
Northern BC	9
Thompson Okanagan	1
Vancouver Coast & Mountains	2
Vancouver Island	6
Grand Total	21

ALL FUNDING PROGRAMS Summary	
The Indigenous Tourism BC Emergency Relief Funds	\$300,000
Indigenous Tourism BC Relief Fund #2: Western Economic Diversification	\$400,000
Tourism Industry Relief Fund: Ministry Tourism Arts, Culture and Sport	\$5,000,000
Indigenous Community Business Fund: Indigenous Services Canada	\$2,858,627
Grand Total	\$8,558,627

STRATEGY 2.0: Tourism Training & Workshops

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

RESULTS

- This year, ITBC set itself to update its entire suite of training programs to be more responsive to current trends and engage with training audiences.
- Training programs offered by ITBC that we are working to redress are:
 - Storytelling: Indigenous Tourism Interpretation Workshop
 - FirstHost and SuperHost Workshop
 - The Value of Indigenous Tourism Workshop
 - Navigating through COVID-19

STRATEGY 3.0: Indigenous Tourism BC Roadmap

IndigenousBC.com/corporate/roadmap

The ITBC Tourism Roadmap is a resource for Indigenous tourism entrepreneurs, cultural keepers, and Indigenous community leaders to navigate the path to launch a tourism idea or strengthen an existing business.

RESULTS

- ITBC developed and completed the Roadmap, a user-friendly tool to help map unique Indigenous tourism businesses by asking a series of questions designed to help us understand each business or business idea.
- The Roadmap helped us to collect user-specific data to provide tailored support and resources for Indigenous tourism operators. The initial questions help us identify the location, focus, and needs of each business. We use this information to create a customized list of suggested resources and next steps for Indigenous tourism businesses in BC.
- The ITBC Tourism Roadmap provides users access to a personalized report and compiles recommended resources in one area, making it easy to save and revisit.

STRATEGY 4.0: Amplify Indigenous Tourism Information Kiosk Story

We leveraged new mobile technology and out-of-home marketing tactics to raise awareness of numerous Indigenous tourism opportunities in high-traffic areas. This anchored visitors in the culture of the host traditional territory. Highlights include:



RESULTS:

- Salmon n' Bannock
- Swiws Spirit Tours
- Unity Clothing
- Kekuli Cafe Merritt
- Skwachays Lodge & Gallery
- Kekuli Cafe Kelowna
- Iskwew Air
- Indigenous World Winery
- Spirit Bear Coffee Company
- Quaaout Lodge
- Cheam Fishing Village
- Sea Wolf Adventures
- Lelem Cafe
- I-Hos Gallery
- Squamish Lil'wat Cultural Centre
- Totem Design House
- Spirit Ridge Resort
- Kwalilas Hotel
- Nk'mip Desert Cultural Centre
- Tin Wis Resort
- The Bear, the Fish, the Root, & the Berry
- Roy Henry Vickers Gallery
- Nk'mip Cellars Winery
- Chims Guest House
- Sonora Dunes Golf Course
- St. Eugene Golf Resort & Casino
- Indian Grove Riding Stables
- Soul Food
- Nk'mip Canyon Golf Course
- Haida House
- Area 27 Race Track
- Uninterrupted Cinematic Salmon Journey at the Cambie Bridge
- IART Trailer in TOTA region
- BC Bird Trail Project
- YVR C-Terminal and Bill Reid Jade Canoe
- Nisga'a Museum and Signage
- Prince George Visitor Centre
- Route 97 Inspiration Tourism Centre
- Osoyoos Visitor Centre
- Spotted Lake





We're Strengthening Our Roots.

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.

With our new collaborative governance model in place, decisions are being made more quickly and with stronger buy-in. Our new way of working is creating more innovative programs and improving 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

Leadership and Organizational Skills

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..

1.0 STRATEGY: Board Engagement and Activation

The ITBC Board of Directors are respected Indigenous cultural leaders and entrepreneurs. Our directors insist on being at the forefront of the issues and opportunities that will shape ITBC's vision for the future.

RESULT

- 4 X Q1 Board Meetings- Zoom
- 2 X Q2 Board Meetings - Zoom
- 3 X Q3 Board Meetings - Zoom
- 3 X Q4 Board Meetings - Zoom

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

We continue to advance Indigenous tourism in BC through our commitment to working together to understand our Stakeholders' labour market challenges and needs.

RESULTS

- **Indigenous Tourism Labour Force Strategic Plan: Roots to a Future – Marking the Way to Indigenous Employment in Tourism:** Indigenous Tourism BC (ITBC) launched a five-year Indigenous Tourism Labour Force Strategic Plan in 2019 with the support of the Province of British Columbia. This strategy outlines a plan to retain and increase Indigenous employment, identify skills development and training needs for the Indigenous tourism sector, and tackle tourism labour shortages.
- **Indigenous Tourism Labour Market Research Roots to a Future – Research Findings:** To support the Indigenous Tourism Labour Market Strategy, Indigenous Tourism BC, with funding from the Province of BC, conducted in-depth labour market research on the specific needs and challenges of the Indigenous tourism sector in British Columbia. This report



includes a forecast of labour demands following a burgeoning 2019 tourism season with predicted difficulties attracting and retaining people into Indigenous tourism. Subsequently, the spring 2020 COVID-19 global pandemic shifted this approach to calculate when the Indigenous tourism industry would return to 2019 employment levels following the onset of the COVID-19 pandemic.

- **Indigenous Tourism Labour Market Research Literature Review 2020:** In support of the Indigenous Tourism Labour Market five-year strategy, comprehensive research was done to define the Indigenous tourism labour market, determine the impact of Indigenous tourism labour on the BC tourism industry and labour market, and Identify training and skills development needs.
- **Wise Ways: A Guide of Smart Practices to Attracting and Retaining Indigenous Talent** is a quick reference tool for Indigenous and non-Indigenous tourism employers who are seeking proven solutions to find, attract, hire, and retain Indigenous talent in the tourism industry. It covers critical areas of interest and concerns identified by participants of the Indigenous Tourism BC Labour Research project and is supplemented with material from other research, studies, and guides.

STRATEGY 3.0: Information in regards to the AGM:

Indigenous Tourism BC held its first-ever virtual Annual General Meeting on November 24, 2020. ITBC hosted this digital event from the shared traditional territory of the Tsleil-Waututh, Musqueam, and Squamish Nations. Indigenous tourism businesses and industry partners from across BC gathered on Zoom to celebrate Their creativity and resilience as they continue to rise to the challenges presented by the pandemic.

The theme for this year's AGM was Pulling Together for Recovery. Brenda Baptiste, chair of ITBC's Board of Directors, delivered the opening remarks. She acknowledged our community's innovation and perseverance in response to a year that continues to present new challenges and emerging recovery strategies.

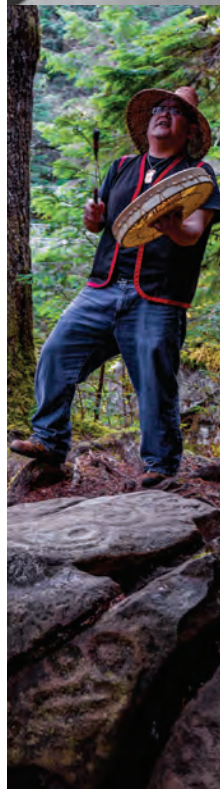
Dennis Thomas from Tseil-Waututh Nation welcomed the online audience and opened the virtual event with song and prayer.

Keynote speaker Andy Maclellan, president, and CEO of VERB Interactive, discussed how Covid reshaped consumer behaviour, emerging digital trends, and adaptive tourism businesses.

ITBC would like to thank all Stakeholders and industry partners who participated in our first-ever online annual general meeting held online. Let us reflect on how this challenging year has strengthened our connections to each other and how we can use this shared strength to pull together toward recovery and beyond.

STRATEGY 4.0: Invest in Iconics Strategy

The Invest in Iconics project is a priority in the *Indigenous Alignment Strategy 2021-2024: Pulling Together for Recovery*. Destination BC (DBC) approached ITBC to collaborate on the Invest in Iconics Strategy, one of the key strategic pillars within Destination BC's 2020-2023 Corporate Strategy



The goal of the strategy is to support Covid-19 Recovery, increase both short- and long-term revenue to BC through seasonal and geographic visitor dispersion, and promote sustainability. Specifically, the strategy aims to encourage more visitors to travel during off-peak times to mature destinations (seasonal dispersion) or to lesser-known high-potential destinations in BC during peak season (geographic dispersion), thereby spreading the benefits of tourism throughout BC. This is even more important now to quickly recover and move beyond recovery from the impacts of the COVID-19 pandemic on the visitor economy.

RESULTS:

- To accomplish this growth and dispersion, ITBC and Destination BC are creatively integrating Place Branding (branding and marketing) and Place Making (destination development), focused on a select number of routes and places with the potential to be uniquely differentiated and globally compelling.
- ITBC will work with Destination BC as a true partner to execute the Iconics Place Branding and Place Making efforts. The initial action items are:
 - a. Due diligence phase with the lens of UNDRIP
 - b. Develop an MOU that outlines the leadership role ITBC will play in the Iconics execution
 - c. Engage in pre-planning, regional engagement, and execution
 - d. Build out BC's iconic journeys, ensuring the Indigenous voice sets a strong foundation and Indigenous experiences are woven throughout Place Branding and Place Making.

STRATEGY 5.0: Develop Provincial Indigenous Tourism Strategy, BC Alignment Strategy and Covid-19 Recovery

COVID-19 has had devastating impacts on our industry. 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 affected by Covid-19.

RESULTS:

- **Indigenous Alignment Strategy 2021-2024: Pulling Together for Recovery** outlines our three-year plan to support these goals and aligns with the strategic priorities and programs with our Indigenous, regional, provincial and federal partners.



Budget

STRATEGIC PILLARS	
Partnerships and Special Projects	\$197,579
Marketing	\$450,705
Experience Development	\$790,446
Leadership and Organizational Excellence	\$355,951
General and administration	\$238,352
COVID-19 Support for Stakeholders	\$4,580,352
TOTAL:	\$6,613,570





**INDIGENOUS
TOURISM BC**