

2021-2022 ANNUAL REPORT



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.



DESTINATION
BRITISH COLUMBIA®



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



Indigenous Services
Canada

Services aux
Autochtones Canada



Pacific Economic
Development Canada

Développement économique
Canada pour le Pacifique

Canada



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Chair's Message

In 2021-2022, Indigenous Tourism BC continued our collaborative work with partners to ensure existing and interested stakeholders were engaged and supported during the first steps of recovery from COVID-19. We mourned with Indigenous and non-Indigenous Canadians at the findings at residential institutions across Canada. We sat in reflection on the first Canada Day that followed a new national awareness of the uncomfortable truths longheld by Indigenous communities in Canada.

The definition of reconciliation is individual—it is not agreed upon. In 2021, Canada observed the first-ever National Day of Truth and Reconciliation on September 30. The importance of the National Day of Truth and Reconciliation is that Canada's provincial and federal governments now recognize the need for truth and reconciliation in this country. Staff, leadership, and the Board of Directors at ITBC began an even deeper examination of our work individually and as an organization and to identify our responsibility to respond to specific calls to action among the Truth and Reconciliation Committee's 94 Calls to Action.

In 2020-2021, ITBC shifted its focus as a marketing organization for Indigenous tourism in BC to a supportive agency for Indigenous communities, individuals, and businesses. This essential shift toward our Indigenous values ensures we are able to bring forward a voice in public that speaks the truth and honestly shares the experiences of our organization and our stakeholders to increase awareness of the transformative nature of Indigenous tourism in BC.

More than ever, I believe that sharing Indigenous-led experiences, stories, and economic interests is going to lead us toward bigger and more positive changes for all. 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.

We are now called to do this work **together**, as growing circles step forward to contribute meaningfully and support reconciliation through transformative and Indigenous-led tourism in BC. Reconciliation is about moving forward in a positive and collaborative way to create a relationship between the Indigenous population and the rest of Canada.

We are thankful to our Indigenous and non-Indigenous allies for sharing responsibility as witnesses to changes in the environment, residential school discoveries, and an ongoing national commitment to sitting with uncomfortable truths as we each find our own way to uphold reconciliation in Canada.

Lim Limt (Thank you) for your ongoing support,



Brenda Baptiste, Chair, Indigenous Tourism
British Columbia



Leadership Message

At ITBC, our corporate values are Indigenous and based on the Seven Grandfather teachings: Truth, Honesty, Wisdom, Love, Humility, Courage, and Respect. This year, we were truly called to uphold them as an Indigenous organization and are thankful for our core values and the staff, communities, stakeholders, and friends who shared and upheld these values with us as we collectively began to work harder toward truth and reconciliation following ongoing findings at Canada's residential institutions.

We continue to hold each other up as the tourism industry recovers from pandemic loss and work toward a shared goal to see the Indigenous tourism industry in BC reach its pre-pandemic potential, accelerating above the national level by 2024-2025. To achieve this and realize all the social and economic benefits of a post-pandemic Indigenous-led tourism industry in BC, ITBC launched the first year of a three-year Indigenous Alignment Strategy 2021-2024: Pulling Together for Recovery.

The application of traditional Indigenous values and governance models by and for the more than 200 Indigenous communities in present-day BC, is essential to our leadership.

We show respect for these relationships by working well together to provide the training, information resources, networking opportunities, experience development, and marketing programs that we hear Indigenous entrepreneurs and communities need.

We support balance for each other so that we can all work together with passion, show up with genuine care, listen well to each other, and create a positive impact for Indigenous tourism operators under any circumstance.

We are thankful for the wisdom of the circle as we continue to sit together and respond, adapt, innovate, and care. Indigenous tourism in BC remains poised for growth, as does the community that supports Indigenous sovereignty and success in BC.

Paula Amos,
Chief Marketing & Development Officer

Henry Tso,
Chief Financial 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.

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

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 2020-2021, ITBC supported stakeholders with continued access funding, distributing more than \$11 million in grants from provincial and federal partners through to support indigenous tourism business adaptation and solvency. Digital marketing support for online businesses.

Our organizational shift away from a focus on marketing toward a focus on success for Indigenous communities prepared us to respond with honesty and action to the ongoing findings at residential institutions and the subsequent national attention and commitment to truth and reconciliation in Canada.

The findings increase our partnerships with Indigenous peoples and non-Indigenous peoples, organizations, businesses, and governments, as well as our responsibility to share as witnesses, advance Indigenous tourism and reconciliation, and celebrate diversity and inclusion.

With many long-time and new partners, we apply the Declaration on the Rights of Indigenous Peoples Act (DRIPA) and Calls to Action of the Truth and Reconciliation Commission as a framework for reconciliation.

We welcome new partners and opportunities to host and attend forums and conversations dedicated to supporting Indigenous tourism and noted continued growth 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.

We uphold this commitment and our responsibility to Indigenous communities in BC, with the support of our Stakeholders, partners, and allies.



ITBC Performance at a Glance

For the next two years, Indigenous Tourism BC will make choices that are driven by bringing benefits to Stakeholders, First Nation communities and the organization, to help them recover and strengthen their competitiveness for the future. We will make strategic choices to execute the best role for our organization with proficiency and excellence, compared with trying to move all projects ahead with limited budget and staff constraints, and not delivering on each project to its fullest potential. The following four shifts will transpire for each performance area.

The following four shifts will transpire for each performance area:

LEADERSHIP and ORGANIZATIONAL Innovation	PARTNERSHIPS AND SPECIAL PROJECTS	EXPERIENCE DEVELOPMENT	MARKETING
Strengthen ITBC's Position as a Global Leader in Indigenous Tourism Development	Stand Shoulder to Shoulder on Fewer, Focused Core Projects that Drive our Goals, including COVID-19 Recovery	Support Indigenous Tourism Business Adaptation and Solvency Carve a Clearer Path for a New Generation of Strong and Proud Market-ready Business Leaders	Better Weave Market- ready Indigenous Tourism Businesses into BC's Powerful Marketing Network Increase Focus on Domestic Markets to Drive Business Now



Achieving 

Looking to improve 

Working on it 

LEADERSHIP AND PARTNERSHIP

COLLABORATE WITHIN TOURISM ECOSYSTEM

Measure name	Measure description	2018-2019	2019-2020	2020-2021	2021-2022	Status
AGM Attendance	# of attendee at ITBC AGM & Forum	130	100	120	120	
Stakeholder Survey	ITBC Stakeholder survey	80%	80%	80%	80%	
	# of Surveys Conducted	1	1	3	3	
Corporate Website Engagement	Total # of interactions with ITBC content on LinkedIn and Corporate Twitter	3,560	6,267	8,379	8,500	
Stakeholder/ Partner Forums	# of forums attended	17	25	25	30	

EXPERIENCE DEVELOPMENT

SUPPORT INDIGENOUS STAKEHOLDERS

Measure name	Measure description	2018-2019	2019-2020	2020-2021	2021-2022	Status
Stakeholder Engagement/ Hosting Roundtables, E-news	Providing Stakeholders with a weekly industry update	0	0	39	45	
Market Ready Stakeholders increase	# of Market-Ready Stakeholders who subscribe to ITBC Marketing program as a Market Ready Stakeholder.	95	117	150	160	
New Market ready Stakeholder	How many Stakeholders we have increased by # and percent	5 5.5%	22 23%	33 28%	12 23%	
Transitioned Stakeholders	# of Associate Stakeholders who transition to Market-Ready Stakeholders by meeting the market-ready checklist.	7	9	5	3	

MARKETING

INSPIRE VISITORS TO EXPERIENCE INDIGENOUS TOURISM

Measure name	Measure description	2018-2019	2019-2020	2020-2021	2021-2022	Status
Landing Page Organic Visits	# of ITBC landing page visits from organic search	6,371/ month	5,603/ month	6,487/ month	6,500/ 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.	\$2.09/ conversion	\$1.93/ conversion	\$1.83/ conversion	\$2.72/ 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	20,162	
Total Social Media Engagement	# of times that social media followers reacted to, commented on, shared, or clicked on our social media posts or stories	78,803 / year	155,015 / year	162,176 / year	168,661 / year	

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. BC Indigenous Tourism Relief Fund	Ministry of Tourism, Arts, Culture and Sport	161 Businesses	Total Approved Funding \$2,928,000. Each business received up to \$20,000.00	
2. Indigenous Community Business Fund	Indigenous Services Canada	19 community-owned businesses	Total Approved Funding \$3,725,000 Each business received up to \$250,000.00	

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.

As we continue to move beyond the pandemic, our goal at ITBC is to see this accelerated growth restored to the Indigenous tourism industry in BC and to surpass the national tourism growth average by 2024-2025.

SUPPORTING OUR INDIGENOUS TALENT AND EXPERIENCES IN 2020-2021

Indigenous tourism unites visitor and place through the host or ambassador. Indigenous people are a critical part of the Indigenous tourism experience. In November 2019, ITBC with its funding partner the Province of British Columbia announced the Indigenous Tourism Labour project. Guided by an Indigenous and Industry advisory committee, by summer 2021 the project delivered:

- Literature Review report
- Research report on the types of employment and impact of the Indigenous tourism workforce
- Regional Indigenous tourism labour profiles
- A 'Wise Ways' Guide to Attracting and Retaining Indigenous Talent
- The first ITBC Indigenous Tourism Training Strategy

*Reports available at <https://www.indigenousbc.com/corporate/news/indigenous-tourism-bc-releases-labour-market-research-indigenous-tourism-labour-strategy-and-a-guide-to-wise-hr-practices/>



ITBC Tourism Training Package

The implementation of the labour strategy initiated the ITBC Tourism Training Package, again with the support of the Province of British Columbia, was announced in Spring 2022.

This program has an advisory committee consisting of Indigenous and industry representatives from Indigenous Skills Employment Training agencies (ISETs), Destination BC, Tourism Industry Association of BC, go2HR, and the Industry Training Authority Indigenous Initiatives.

This project aims to ensure ensure ITBC training is accessible and relevant to Indigenous people where they are, and that Indigenous people know of careers in tourism.

This Tourism Training Package program supports more than **15 training hosts province-wide** and includes ISETs and Indigenous tourism employers who have **trained and increased employability of more than 200 people** in micro-credential certification of Foodsafe, Serving It Right, and First Aid, and industry programs like go2HR's SuperHost Service for All and Foundations of Workplace Safety.

Through this project, ITBC tourism training programs will be updated and created, and partnerships established with industry and sector organizations in tourism and Indigenous communities. Indigenous Peoples are also being trained in each of the six tourism regions of ITBC with programs including Value of Tourism, Indigenous Ambassador, and Storytelling. At the conclusion of this project, there will be at least 12 Indigenous people certified throughout BC.

Finally, the project also includes TikTok videos of Indigenous creators employed in tourism careers and a Fall 2022 speakers' series for Indigenous and other tourism employers on attracting Indigenous talent, and creating a workplace where people want to stay.



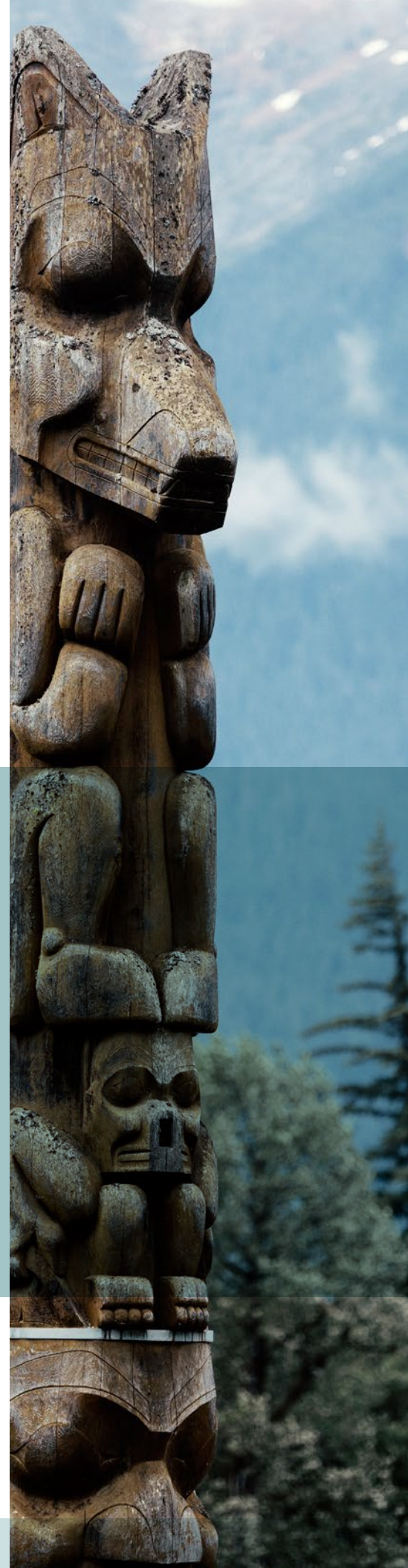
Who We Are

Indigenous Tourism BC is a non-profit, Stakeholder-based organization committed to the growth and promotion of a sustainable, culturally rich Indigenous tourism industry. Indigenous Tourism BC is regarded as a world leader in the development and promotion of 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 local 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



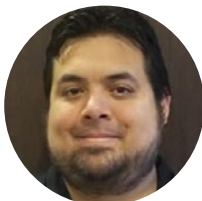
• Cheryl Chapman



• Erin Brillon



• Frank Antione



• Jared Teneese



• Lori Simcox



• Brenda Baptiste



• Chyanne Trenholm



• Evangeline Clifton



• Jenna Bower



• Leslie Brown



• Sharon Bond

The Value of Indigenous Tourism



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.



Focusing on Recovery.

Working together for Indigenous-led success in BC tourism.

SUPPORTING YOUR NEW VISIONS AND GOALS.

Indigenous tourism businesses in BC faced all of the challenges of the pandemic and stand ready to reach new heights. ITBC is here to help.

Visit us online to learn how we are supporting 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. It is critical we maintain and grow our Stakeholder base to ensure that we are supporting and representing all Indigenous tourism businesses in BC. We need to find ways to continue to engage our Stakeholders, truly make a difference, and figure out how we can make their lives better and their businesses stronger.

Our focus of effort is ensuring the current Indigenous tourism businesses continue on the path to recovery from COVID-19 and move toward new levels of success. Our focus of effort 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 up from Tier 1 or Tier 2 toward Tier 3 and Tier 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, which generates bookings for Indigenous tourism businesses throughout BC.

Our focus of effort will be working in alignment with BC's powerful marketing network to weave authentic Indigenous tourism experiences into all marketing efforts. To encourage responsible growth in alignment with pre-COVID-19 projections, we need to ensure continued focus on inspiring BC and Canadian markets to choose Indigenous tourism experiences, while extending this focus to returning international markets



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 partners at the table, engaging where it matters to ensure Indigenous tourism is woven into the fabric of the industry, not as a button added on. Our focus of effort is to also work in partnership to extend provincial and national programs for BC's Indigenous tourism businesses.





Leadership and Organizational Skills

ITBC continues to be a strong leader for the Indigenous tourism development and we aim to continue to build on that role and strengthen our ability to deliver. Yet, the organization is in transition with our new management leadership model and there continues to be more and more requests for our time and resources. We need to have organizational excellence to ensure what we focus on is delivering the best benefits for our Stakeholders, we are inspiring visitors and developing 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 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.

ITBC implemented the first-year of our Indigenous Alignment Strategy 2021-2024: Pulling Together for Recovery—a three-year plan to support these goals and aligns with the 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. Our directors insist on being at the forefront of the issues and opportunities that will shape ITBC's vision for the future.

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

This year, training for our Board of Directors was completed in-person to align staff and representatives with our mission and values at ITBC, which are best expressed through connection, communication, and learning from each other.

STRATEGY 3.0 Invest in Iconics

Indigenous Tourism BC has partnered with Destination BC on the Invest in Iconics Strategy to increase both short-term and long-term revenue, as well as benefits to residents and businesses, in BC through seasonal and geographic visitor dispersion.

Indigenous Engagement

The Invest in Iconics team at ITBC led a series of engagement sessions throughout the province to which many ITBC stakeholders, tourism experts and industry partners were invited to participate and provide Indigenous perspectives related to their territory/region, the First Nations communities, history, and language.

RESULTS

- Two Indigenous Engagement Sessions were scheduled for each BC Tourism Region. Due to low attendance, only one session was hosted in the Kootenay Rockies. The three-hour virtual sessions were hosted in December and January 2021 with more than **130 participants**.
- One-on-one interviews were conducted with **34 Indigenous Tourism BC Stakeholders**.
- A survey was launched and promoted online through ITBC's social media network, with **22 people completing the survey**.

Representation Matters

Indigenous Tourism BC participates in advisory group meetings to ensure Indigenous perspectives are considered and part of the Invest in Iconics strategy.

RESULTS

- There are six Industry Advisory Groups representing the proposed Invest in Iconic regions. ITBC has three staff members participating in four of the six IAG meetings that focus on brand exploration.
- Two management team members participate in the bi-weekly Strategic Advisory Group meetings with a focus on the overall strategic direction of the Invest in Iconics strategy.



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

- A five-minute video will be launched next fiscal year that will simply explain the Invest in Iconics strategy to ITBC Stakeholders, onboarding staff, and board members.
- The protocol document will support reconciliation through tourism by providing guiding principles for partners, especially Destination BC, to establish consistency with external use of Indigenous songs, language, stories, images and videos.

Upcoming Invest in Iconics work:

- A competitive destination review is being finalized with review Indigenous Cultural Tourism competition from multiples destinations throughout the globe to provide learnings for the larger strategy.
- Place-making—The longer term portion of the strategy saw ITBC Iconics staff support the development of a strategic framework which will support the direction of the work moving forward.
- Ongoing work on PPE kits and Stakeholder Portal



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. 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; **Willie Lewis**
- **Vancouver Island;** TVI MOU; **(Vacant)**
- **Thompson Okanagan;** TOTA MOU; **Jamie Bourne**
- **Northern BC;** NBCTA MOU; **April Moi**
- **Cariboo Chilcotin Coast;** CCCTA MOU; **(Vacant)**
- **Kootenay Rockies;** KR MOU; **(Vacant)**

RESULTS

Vancouver Coast & Mountains (VCM)

- Ongoing relationship building between the 50+ First Nation communities in VCM 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, and other destination management-related projects.

Northern BC Tourism Association (NBCTA)

Throughout the 2021/2022 Fiscal, the NBCTA team worked with the ITBC/NBCTA Indigenous Tourism Specialist to maintain a commitment to the ITBC/NBCTA MOU by supporting Indigenous tourism stakeholders and initiatives, increasing engagement with First Nation communities, and implementing priority projects.

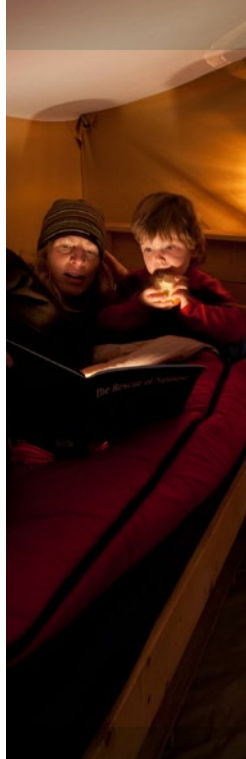
One key to mitigating the impact of the pandemic was conducting callouts to businesses and communities for the fiscal round of funding for the ITBC Community Business Fund and the ITBC Tourism Relief Fund. Overall, efforts established contact with **41 communities and 44 businesses**. The outreach not only supported efforts to pivot business operations to adapt to public health requirements, offset wages, and other infrastructure updates but also helped build relationships and raise the awareness of programs offered by ITBC and NBCTA. Over the fiscal, **six new stakeholders** joined ITBC and participated in joint orientation sessions that determined needs and highlighted available programs and key initiatives.

In addition to raising awareness about ITBC programs, priority projects centered around supporting the destination development process on Haida Gwaii, which was paused for safety during the pandemic. We performed extensive outreach to encourage Indigenous engagement in the **Destination BC Iconics Initiative** workshops and the **ITBC Labour Force Strategic Plan** sessions. Outreach for the **Targeted Regional Tourism Initiative (TRTD)** funded projects included information-sharing about the Great Northern Circle Route Master Signage Plan, participation in the Thematic Framework workshops, and planning for art installations on three key mountain bike trail networks.

In spite of adjustment to the pandemic and maintenance of restrictions to keep communities and residents safe, several significant projects progressed, including:

- Development of the Haida Gwaii Pledge
- Ongoing work on the Nisga'a Nation's auto tour and tourism website
- Lheidli T'Enneh Economic Development and Tourism Strategy
- Investments in infrastructure for Tse'K'wa (Charlie Lake Cave Site)
- Formation of Takla Tourism

These are exciting times for Indigenous tourism and the NBCTA team looks forward to working with ITBC to advance and support Indigenous participation in all areas relating to tourism destination and experience development.



Thompson Okanagan Tourism Association (TOTA)

With the opportunity to provide workshops, mentorship, and tourism opportunities to the Indigenous communities, stakeholders, individuals and businesses throughout the Thompson Okanagan region, TOTA is currently focused on Indigenous relationship and capacity-building with 11 new TOTA Stakeholders. Our work includes helping local Indigenous communities improve their ability to participate in the tourism decision-making processes.

We conducted or maintain ongoing discussions with the following Indigenous communities that want to understand the value of tourism and transition into or grow tourism as an economic driver:

- Shackan Indian Band
- Splatshin First Nation
- Neskonlith Indian Band
- Adams Lake Indian Band
- Westbank First Nation
- Okanagan Indian Band

Some other notable results for 2021-2022 include:

- The IArT Trailer was parked at the Inspiration Centre and featured an Artist in Studio. We performed ongoing outreach to local Indigenous communities seeking feature artists for the IArT Inspiration centre.
- Created a bi-weekly Indigenous News and Resource Roundup communication.
- Developed a Indigenous Engagement Plan with Wine Growers of BC
 - Wine and Food pairing
 - Indigenous Businesses *Spotlighted on the Wines of BC Explorer App.*
 - Brought in Influencer Suzette Amaya to showcase Indigenous business and experiences in the region. [FOLLOW THE ADVENTURE Itinerary](#)
- Provided ongoing updates to the [corporate](#) and [consumer](#) Indigenous Tourism landing pages.



Experience Development

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

1.0 STRATEGY: Supporting Stakeholders with over \$10 Million

BC Indigenous Tourism Recovery Fund 2022

Funded by the Province of BC via the Ministry of Tourism, Arts, Culture, and Sport (MTACS), Indigenous Tourism BC (ITBC) welcomed the opportunity to play a significant role in the delivery of support and recovery funds to Indigenous Tourism businesses throughout BC.

COVID-19 has had a devastating impact to our industry. ITBC has a strong role to play in taking action and making a significant impact in the recovery and resilience of the Indigenous tourism sector in BC. These funds have had a positive

impact for Indigenous tourism businesses to maintain solvency and support in their recovery from the pandemic.

In this second year of delivery of the BC Indigenous Tourism Recovery Fund, ITBC partnered with MTACS to deliver \$3 million to Indigenous tourism operators.

This fund provided non-repayable grant contributions of up to \$20,000 to Indigenous businesses located in British Columbia in response to the economic impacts of COVID-19. Market-Ready Indigenous tourism businesses received \$2,928,000 of the total funding amount while \$72,000 was allocated to ITBC for administrative services.

ITBC thanks the Ministry of Tourism, Arts, Culture, and Sport and its representatives for their support and team effort in the successful delivery of this fund.

Testimonials

"We are grateful to have ITBC as a partner with their focus on supporting Indigenous tourism operators. We also appreciate ITBC's funding support to help us develop strategies to recover our tourism operation from the impact of COVID-19."

- Candace Dennis, HaiCo CEO



"These much-needed funds provided by the BCITRF will help to cover operating shortfalls incurred from such things as boat moorage and office rent, plus wages to keep key staff on board to prepare for the return of tourism. We are grateful for the financial support that allows us to continue building Indigenous tourism in Campbell River that supports First Nation jobs, language and cultural revitalization, and economic independence."

- JP Obbagy, Homalco Wildlife and Cultural Tours

"Klahoose Wilderness Resort is a seasonal wilderness destination and the new business opened during the pandemic in 2021, with a short and limited season due to Covid-19 travel restrictions. With so much uncertainty, this fund will go a long way to help the viability throughout the 2022 winter and spring seasons when we are closed. Welcoming visitors to Klahoose Wilderness Resort is a welcome into the Klahoose territory and an invitation for sharing, connection and strengthens the local economy."

- Chris Tait, Klahoose Wilderness Resort

"The impact of Covid-19 shutdowns has made it extremely difficult to invest in capital equipment vital to running our kitchens. These funds will allow to get our kitchens for our 3 resort restaurants up and running again. We are extremely grateful."

- Jeff Parker, St Eugene Resort and Casino

BC Indigenous Tourism Recovery Fund 2022

Approvals by REGION	
Cariboo Chilcotin Coast	15
Kootenay Rockies	8
Northern BC	42
Thompson Okanagan	27
Vancouver Coast & Mountains	43
Vancouver Island	26
Total	161

Funding by REGION	
Cariboo Chilcotin Coast	258,000
Kootenay Rockies	145,000
Northern BC	750,000
Thompson Okanagan	455,000
Vancouver Coast & Mountains	820,000
Vancouver Island	500,000
Total	\$2,928,000

Jobs Created or maintained by REGION	
Cariboo Chilcotin Coast	194
Kootenay Rockies	360
Northern BC	295
Thompson Okanagan	352
Vancouver Coast & Mountains	540
Vancouver Island	349
Total	2,090

Approvals by SECTOR	
Accommodations	48
Arts & Culture	44
Culinary & Wellness	24
Outdoor Adventure	25
Transportation	11
Wildlife & Nature	9
Total	161

Approvals by SECTOR	
Accommodations	863,000
Arts & Culture	780,000
Culinary & Wellness	455,000
Outdoor Adventure	455,000
Transportation	210,000
Wildlife & Nature	165,000
Total	\$2,928,000

Jobs Created or maintained by SECTOR	
Accommodations	1,136
Arts & Culture	285
Culinary & Wellness	241
Outdoor Adventure	249
Transportation	89
Wildlife & Nature	90
Total	2,090

ITBC Stakeholders	
Yes	130
No	31
Total	161

Approvals by Ownership Type	
Community Owned	66
Individually Owned	95
Total	161

Funding by Ownership Type	
Community Owned	1,148,000
Individually Owned	1,780,000
Total	\$2,928,000

Indigenous Community Business Fund (ICBF)

The Indigenous Community Business Fund (ICBF), funded by Indigenous Services Canada, 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 October 2021- January 2022.

Indigenous Tourism BC has focused on a campaign that includes three phases; Response, Recovery, and Resilience. Through the continued partnership of ISC, Indigenous Tourism BC and four Aboriginal Financial Institutions in BC, the Indigenous Community Business Fund, Stream 2 was delivered to First Nation community owned businesses in BC from July, 2021 to March, 2022. \$3,725,397 was approved and disbursed to 19 community owned businesses. This was an increase from \$2,858,627 from 2020/21.

ICBF 2021/22 was successful once again, as the delivery of the program was delivered with a collaboration of reputable Indigenous organizations that worked in partnership by sharing their expertise to assist Indigenous businesses that have been struggling with business operations due to the pandemic.

Over \$3.7 Million in non-repayable contributions was approved by Indigenous Tourism BC, Tale'awtxw Aboriginal Capital Corporation, All Nations Trust Company, Tribal Resources Investment Corporation, and Nuuchah-nulth Economic Development Corporation.

Without this program, it would not have been possible for many FN enterprises to take on improvements that they would have had difficulty completing otherwise.

ICBF PROGRAM Summary	
Total Applications	37
<i>Approved Applications</i>	19
<i>Ineligible Applications</i>	13
<i>Transferred to ISC</i>	5
Total Approved Funding	\$3,725,397
Total Jobs Created	244

Jobs Created or Maintained by REGION	
Cariboo Chilcotin Coast	49
Kootenay Rockies	0
Northern BC	60
Thompson Okanagan	18
Vancouver Coast & Mountains	81
Vancouver Island	36
Total	244

Applications by REGION	
Cariboo Chilcotin Coast	4
Kootenay Rockies	0
Northern BC	14
Thompson Okanagan	3
Vancouver Coast & Mountains	6
Vancouver Island	10
Total	37

Funding by REGION	
Cariboo Chilcotin Coast	2
Kootenay Rockies	0
Northern BC	8
Thompson Okanagan	1
Vancouver Coast & Mountains	3
Vancouver Island	5
Total	19

Applications by SECTOR	
Accommodations	19
Arts & Culture	7
Culinary & Wellness	0
Outdoor Adventure	5
Transportation	5
Wildlife & Nature	1
Total	35

Funding by SECTOR	
Accommodations	7
Arts & Culture	6
Culinary & Wellness	0
Outdoor Adventure	2
Transportation	4
Wildlife & Nature	0
Total	19

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 Supporting Our Indigenous Talent and Experiences

Indigenous tourism unites visitor with place through the ambassador. Indigenous people are a critical part of the Indigenous tourism experience. In November 2019, ITBC, with its funding partner the Province of British Columbia, announced the Indigenous Tourism Labour project. Guided by an Indigenous and Industry advisory committee, by summer 2021 the project delivered:

- Literature Review report
- Research report on the types of employment and impact of the Indigenous tourism workforce
- Regional Indigenous tourism labour profiles
- A 'Wise Ways' Guide to Attracting and Retaining Indigenous Talent, and the first ITBC Indigenous Tourism Training Strategy.

*Reports available at <https://www.indigenoustbc.com/corporate/news/indigenous-tourism-bc-releases-labour-market-research-indigenous-tourism-labour-strategy-and-a-guide-to-wise-hr-practices/>

Implementation of the labour strategy founded the ITBC Tourism Training Package, again with the support of the Province of British Columbia announced in Spring 2022. This program has an advisory committee consisting of Indigenous and industry representatives from Indigenous Skills Employment Training agencies (ISETs), and Destination BC, Tourism



Industry Association of BC, go2HR, and the Industry Training Authority Indigenous Initiatives.

The project goals to ensure ITBC training is accessible and relevant to First Nations and Indigenous people where they are, and that Indigenous people know of careers in tourism.

This tourism training package program supports more than 15 training hosts province-wide. These are ISETs and Indigenous tourism employers with training who employ more than 200 people in micro-credential certification of Foodsafe, Serving It Right, and First Aid, and industry programs like go2HR's SuperHost Service for All and Foundations of Workplace Safety.

Through this project, ITBC tourism training programs will be updated and created, and partnerships established with industry and sector organizations in tourism and the Indigenous community. Indigenous people are also being trained in each of the six tourism regions with ITBC training programs, including Value of Tourism, Indigenous Ambassador, and Storytelling. At the conclusion of this project, there will be at least twelve Indigenous people certified throughout BC.

Strategy 4.0 Internal Content Development

Indigenous Communities and Businesses in 2021

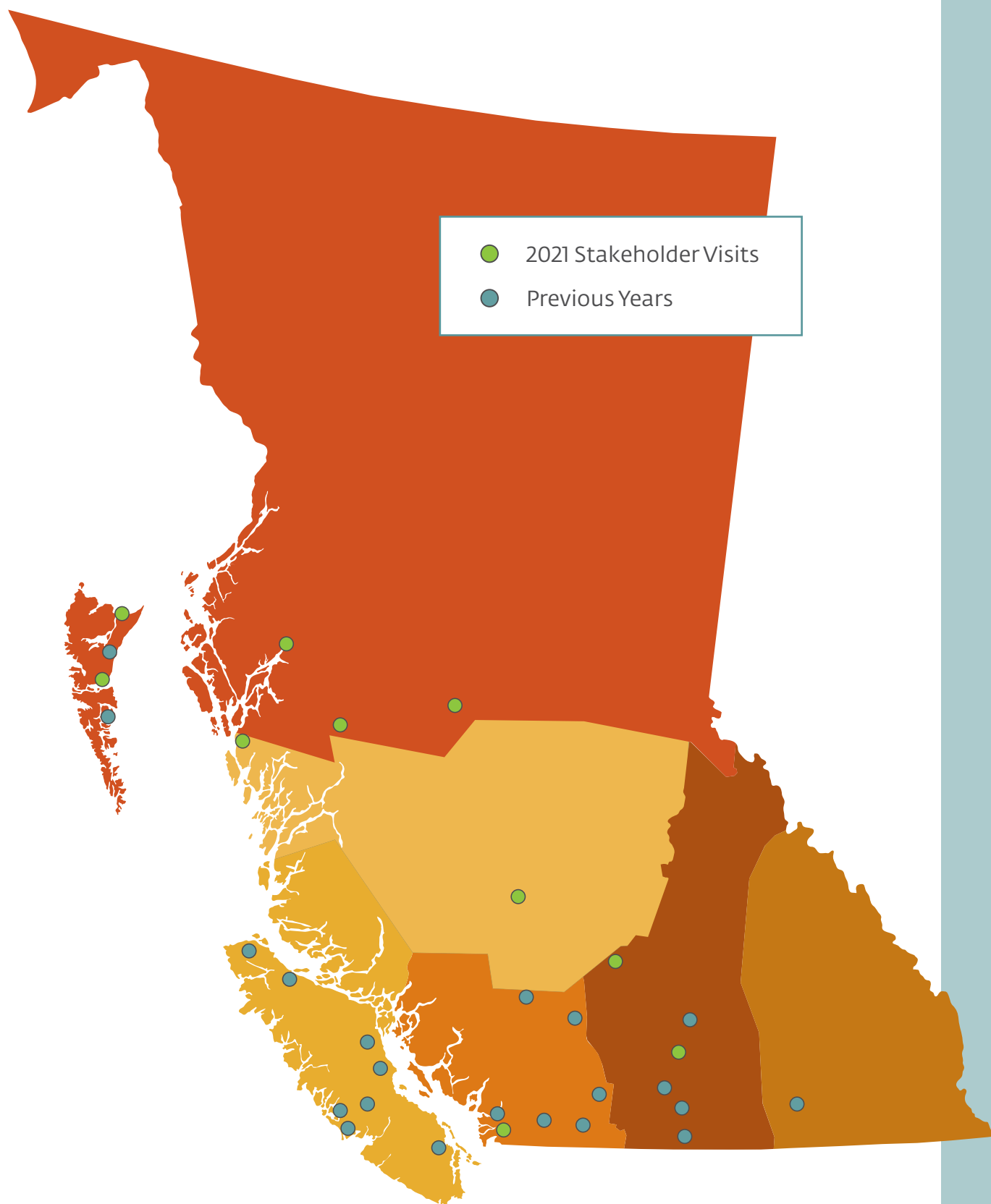
In 2021 Indigenous Tourism BC's internal content development team visited businesses from across the country. This program looks to create additional value and benefits to our interactions with our stakeholders and partners, wherein our relationships are strengthened, and video and photo content can be gathered and utilized to promote the businesses that we visit.

In 2021 the content development team was able to visit 15 Stakeholders and communities to increase the digital assets we use to promote the Indigenous tourism Industry in BC:

- Talaysay Tours
- Talon Point Campground and RV Site
- Xat'sull Heritage Village
- Ocean House
- Jones Charters
- Ksaan
- Haida Heritage Centre
- Bonaparte First Nation
- Gitlaxt'aamiks
- Laxgalts'ap
- Gitwinksihlkw
- Gingolx
- Skidegate
- Prince Rupert (TRICORP)
- YVR



Since the Internal Content development launch 2 years ago, we have met with 64 Stakeholders to create content featured on all our platforms.



STRATEGY 5.0 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.

Strategic Partnerships Initiative (SPI) Cultural Journey Corridor Initiative

The Indigenous Cultural Journey Initiative will be aligned with the spirit of reconciliation, by promoting partnerships between Indigenous tourism stakeholders and government, industry and tourism operators.

As a means to promote existing Indigenous tourism products along major highway corridors throughout British Columbia, ITBC will implement a number of **cultural corridors**. Efforts to implement these cultural corridors will include:

- Information kiosks to inform visitors of local Indigenous cultural products
- Cultural signage
- Online applications
- Marketing initiatives

The corridor project will be part of a comprehensive Indigenous tourism strategy that will include other initiatives or journeys:

Journey One: Create Remarkable Indigenous Tourism Experiences in BC

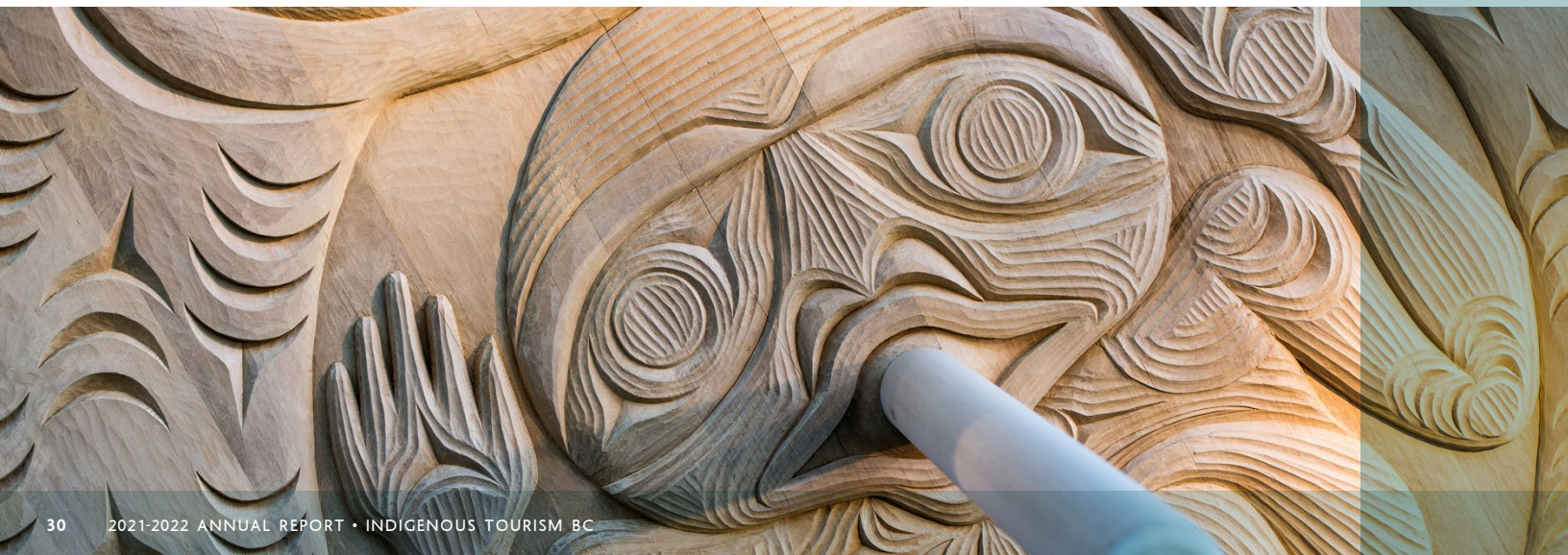
Supporting Indigenous communities not currently participating in the tourism sector to find their path toward participation.

Journey Two: Develop Indigenous Cultural Corridors in BC

Cluster existing market-ready and export-ready Indigenous tourism businesses amongst Indigenous communities to collaboratively develop Indigenous tourism destinations that will mutually enhance and support growth.

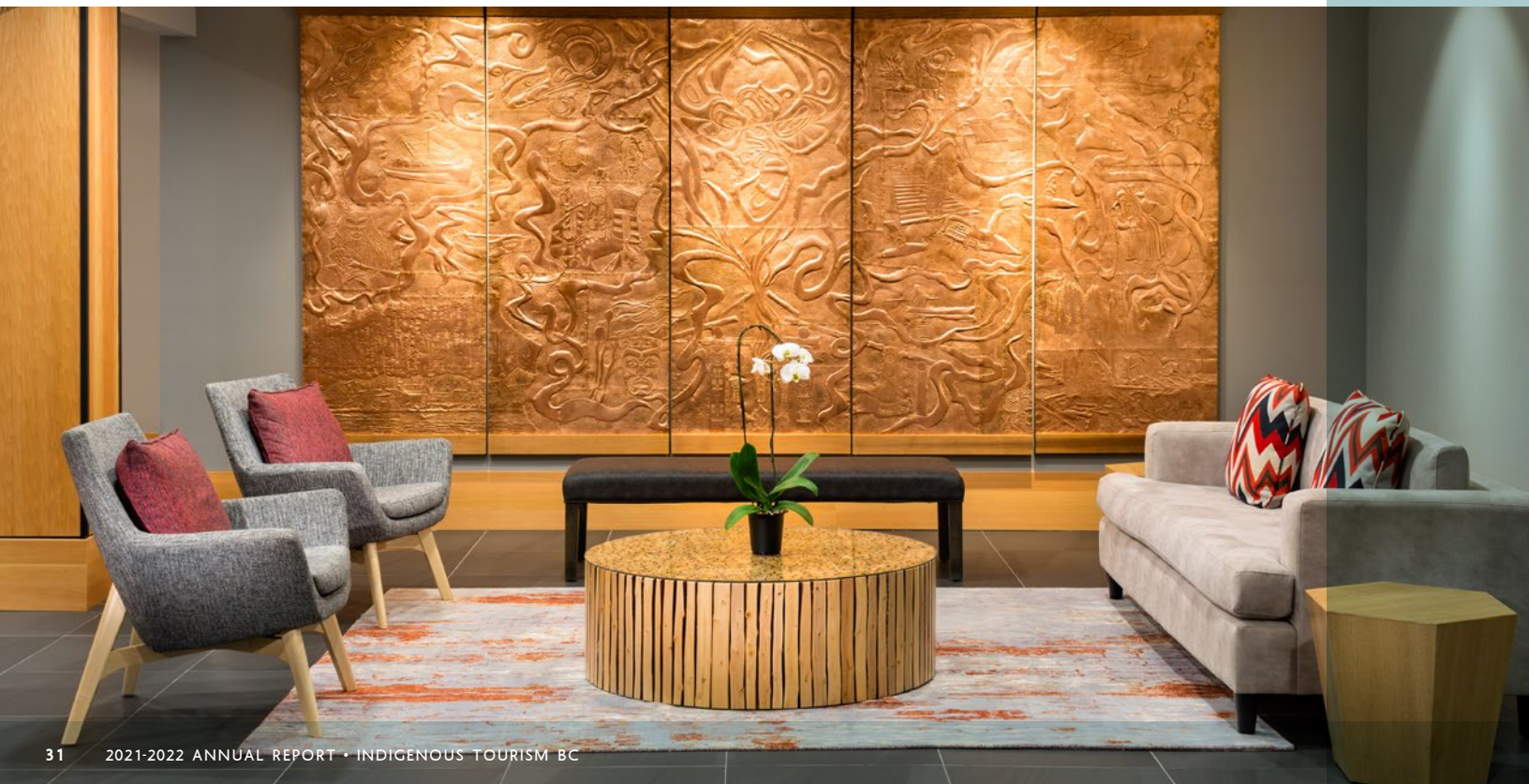
Journey Three: Promote Indigenous Tourism Destinations in BC

Engage with Indigenous communities and link regional tourism strategies at all levels—regionally, provincial, and nationally—to enhance the reach and impact of Indigenous cultural tourism marketing efforts.



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



Marketing

Inspire Visitors to Experience Indigenous Tourism in BC while Respecting the Lands and Communities

2021 ITBC OVERARCHING CAMPAIGN – ‘EVERYTHING IS CONNECTED’

BACKGROUND

Indigenous Peoples in BC maintain a deep connection to the lands, waters, animals, and supernatural realms of their unique Territories. This connection is shared through stories, songs, dances, oral histories, and interactions with the natural world. We are grateful for these relationships, developed and passed down by our ancestors and safeguarded for future generations.

These connections to the land, waters, nature, animals, and one another are more important now than ever before. Our health and wholeness are written upon the land. We depend on each other. As we navigate toward a future beyond the current health crisis, we gain valuable lessons and strengthen our connections to all there is.

ITBC's campaign tapped into the human need for connection with nature and one another, as well as our desire to feel grounded while experiencing new things. The campaign was diverse in its approach and intended to connect Indigenous values to Indigenous tourism experiences in BC.

KEY MESSAGES:

- Focus on storytelling of all our relations: the land, nature, waters, animals, and one another in the context of our Stakeholders' tourism experiences.
- Indigenous tourism experiences and communities have unique responses to the pandemic and may or may not be welcoming visitors at this time.
- Invitation for travellers to indulge in value-based adventure while respecting current travel conditions and maintaining safety for all.
- All Indigenous cultures are unique and have been refined by unique Peoples and Lands, supporting and honouring an enduring relationship of connection, respect, and balance.
- Inspire guests to book our Stakeholders' tourism experiences in 2021 by telling specific stories of the enduring connections between land, animals, and people. These connections were even more critical to keep all of us connected in the pandemic climate of separateness and isolation.



STRATEGY 1.0: Generate revenue for operating Indigenous tourism businesses

Indigenous Tourism BC worked with our partners to encourage British Columbians and Canadians to visit Indigenous experiences that opened in 2021. Later in September 2021 – once borders opened – emphasis was placed on developing tactics to attract other markets including the corporate market for our Indigenous tourism businesses.

RESULTS:

- Prioritized Stakeholder engagement with one-on-one calls to understand their needs and provide support wherever needed.
- Created and maintained essential landing pages, including:
 - How to Travel Responsibly
 - Indigenous Experiences Open in 2021
 - Indigenous BC Trip Planner App
 - Camping, RV Parks and Cabins
 - Responsible Wishlist
 - Support Your Local Indigenous Eatery
 - These pages combined saw a total of 31,353 sessions over the year (an increase of 11.2% YoY).
- ITBC's IndigenousBC app connects visitors directly to the Stakeholders' experiences and educates visitors on Indigenous cultures, territories, languages, traditions, and history. The app supported ITBC's campaign and focused on travellers in BC. ITBC upgraded the search functionality of the app in February 2022. During the 2021/22 fiscal, the app was viewed 53,521 times with 3,367 active users. The majority of users were from the Lower Mainland, Victoria, and Toronto.
- Digital advertising and inspiring content helped generate 186,600 sessions (5.5% increase YoY) to the IndigenousBC website, with 56,583 goal conversions (18.5 increase YoY) including map downloads, newsletter signups, Stakeholder website clicks, Stakeholder book now clicks, and content shares.

Testimonials about Referrals / Web Traffic

ITBC was our top source of website referral traffic in 2021. Thank you for the support!
– Shawna MacKay, Haida Tourism

- Sponsored the Coastal BC Experiences series with Carey McBeth on Global TV from July 12 to September 12, 2021, with 4,3774,400 impressions during that time. Website sessions increased by 30.93% compared to the same period in 2020.
- To develop the corporate market for our Indigenous tourism businesses, we announced a campaign on February 1, 2022, encouraging corporations, organizations and special interest groups to book retreats, meetings, workshops, and educational experiences at Indigenous tourism businesses in BC. The corporate landing page and online marketing efforts resulted in 1,838 page sessions (Feb 1 – Mar 31, 2022).
- In May 2021, ITBC attended the Virtual Rendez-vous Canada Tradeshow and met with 70 tour operators from markets including Canada, United States, United Kingdom, Germany, Switzerland, China, Mexico, France, Belgium and India.



STRATEGY 2.0 Activate our Campaign ‘Everything is connected’ through inspiring content and content distribution.

ITBC developed respectful content to address travel options during the pandemic to ensure those Indigenous businesses that opened saw strong bookings.

ITBC worked with Nine Point to develop media stories and highlighted businesses via media outlets and influencers.

It was also important to work directly with our Stakeholders on their content creation and distribution in order to elevate Indigenous tourism content digitally. As such, the marketing team implemented one-on-one training sessions with interested Stakeholders.

ITBC distributed content and aligned its social efforts with Destination BC’s – specifically on content related to Canada Day, National Indigenous History Month/Peoples Day and Truth and Reconciliation Day. In May 2021, Chief Rosanne Casimir of Tk’emlups te Secwepemc confirmed the finding of the remains of 215 children by ground-penetrating radar on the grounds of the former Kamloops Indian Residential School. In a public statement, she called the finding “an unthinkable loss that was spoken about but never documented by the Kamloops Indian Residential School.”

These findings informed our immediate response, our preparation for NIPD/NIHM, our Canada Day message, and the development of corporate site page focused on learning and cultural awareness opportunities for organizations and workplaces. As findings continue throughout the country, ITBC continues to reflect current Indigenous reality in our content and takes responsibility as a witness to continue to document the impact of residential schools for the healing and growth of all Canadians. We take the ongoing acknowledgement of uncomfortable truths in our documents and content as a responsibility.

RESULTS:

- Media efforts secured 1,720 press hits: an increase of 58.82% compared to 2020, despite changes in the media landscape and travel restrictions. Other results include 132,122,966 consumer press impressions and 48,994,793 social share impressions. Stories published in: The Globe and Mail, Montecristo Magazine, Travel and Leisure, AFAR, CBC Radio-Canada, Virgin Radio, CKNW, DOUGLAS Magazine, National Geographic, Global BC, Boulevard Magazine, Explore Magazine, BC Business, ELLE Canada and more.

Testimonials from Media

“Breathtaking ...and life-changing. There are few trips that change you as a person...and this one changed us all profoundly. This trip was a huge success on so many levels.”

– Lia Crowe, Editor, Boulevard, on visitng Klahoose Wilderness Resort

“I wanted to tell you that we had an amazing visit at SLCC from the tour by Redmond, to the workshop (a favourite with the kids), and the very yummy food at the Thunderbird Café (the bannock tacos were very popular and so was the smoked salmon panini). We were very honoured to spend time with such Elder Saopalaz, in the forest behind the centre as she taught us about the trees and the plants and their meaning. Our family learned so much and were very touched that they were willing to share so much of their culture and knowledge with us,”

– Annie Smith, Family Fun Canada



"I took my dad with me for dinner (at Salmon n' Bannock, his first outing in over 2 years as he's just finished cancer treatments) and we had such a lovely time! I had the opportunity to chat with Inez and we ate way too much but everything was fabulous. Thank you so much for hosting me,"

– Bianca Bujan, Lonely Planet

- In 2021, ITBC worked more closely than ever before with the RDMO's and with DBC to collaborate and partner share content on social media. We continuously work to have more cross posting Facebook opportunities with our partners as well as connect more with our Stakeholders content through the software Crowdriff.

	TOTAL 2021/2022
Impressions	1,464,852
[Likes	68,262
Comments	962
Saves	2,940
Story Replies]	25
Total Engagements	72,189
Profile Actions	2,414
Followers	28,287
	8,446 gained over the year

TWITTER CONSUMER

	TOTAL 2021/2022
Impressions	48,567
Engagements	1,465
Post Link Clicks	55
Followers	7,958
	336 gained over the year

FACEBOOK

	TOTAL 2021/2022
Paid Impression	2,390,137
Organic Impressions	703,435
Total Impression	3,101,674
Engagements	96,472
Post Link Clicks	26,177
Page Likes	35,718
	528 gained over the year

- ITBC's social media team focused on directly providing content support to 11 Stakeholders - in person training and content creation. The one-on-one training sessions included full website review, understanding the foundation of social and trends and how to incorporate it in day to day business operations, review of existing image/video gallery and started applying it to TikTok and Instagram Reels and Stories. After the training, Stakeholders began consistent, successful email marketing, produced more stories and reels and became more consistent on social overall

Testimonials for Social Media Training

"As a small business owner who is over-extended in all aspects of operating my business - I found it impossible to keep up with the never-ending changes to social media platforms and how to use them to the most effectiveness. ITBC was able to provide free mentoring and training; from tutorials posted on social media, answering my questions and having one-to-one sessions helped me strategize my social media posts and optimize my website, I can't say enough good things about the support I've received from ITBC."

~ Erin Brillion, Totem Design House

- For National Indigenous Peoples' Day / National Indigenous History Month, ITBC hosted three webinars with key Stakeholders to inspire consumers to learn and visit later. The webinars generated 125 press hits with 25,266,725 impressions, 101 social shares with 24,171,596, impressions, 2,908 RSVPs and 1,351 attendees. 9 media outlets and 6 social media influencers covered the event
- Continued to add ITBC digital assets to the Destination BC content Hub. The DAM has a total of 1,115 images with 292 being published. Crowdriff images that are rights approved include 840.
- In January 2022, ITBC attended IMM in New York meeting with 30 journalists

POTENTIAL SOCIAL STATS TO INCLUDE – UPDATED FOR 2022

FACEBOOK	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022
Engagements	57,060	51,557	118,144	103,917	96,472
Post Link Clicks	7,166	11,846	5,081	17,876	26,177
INSTAGRAM	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022
Engagements	4,898	27,246	36,901	58,259	72,189
Profile Actions	27	237	248	1,373	2414

Facebook

Facebook Engagements are the number of times users reacted to, commented on, shared, or clicked on your posts during the reporting period, including organic and paid activity.

Facebook Post Link Clicks is the number of times users clicked on the links within your posts during the reporting period, including organic and paid activity.

Instagram

Instagram Engagements is the number of times users liked, commented, saved your posts, and replied to your stories—including organic activity only.

Profile Actions is the total number of times users clicked on the links within your profile to contact you, get directions to your location, or visit your website.

STRATEGY 3.0 Prepare for Resiliency Marketing - Working with our Stakeholders on their Marketing Efforts.

Developing or participating in existing marketing co-op programs to attract the local and domestic market directly to our Stakeholders.

RESULTS

- ITBC offered an application-based program inviting Stakeholders to participate in co-operative, consumer facing marketing activities to British Columbians and Canadians. The program supported our Stakeholders through financial assistance and collaboration in 2021.

The following 17 businesses received \$2,000 for their domestic marketing activities:

- Salmon n' Bannock Bistro Ltd.
 - Totem Design House
 - Moccasin Trails
 - Iskwew Air
 - Haida House
 - KCFN Marina and Campground Limited Partnership
 - Squamish Lil'wat Cultural Center
 - Aboriginal Journeys
 - Wildflowers & Co.
 - Quaaout Lodge
 - Cassiar Cannery Industries Ltd
 - Northern Rustic Enterprises
 - Sulphurous Lake Resort
 - Great River Fishing Adventures
 - Salish Seaside RV Haven
 - Kekuli Café
 - Skidegate Inlet Retreat
- Stakeholders increased their marketing efforts for fall and saw a shift in booking behaviour.
 - Some Stakeholders reported that they increased their fall / winter bookings anywhere between 5-25% compared to 2020

Testimonials for ITBC Co-op Marketing Campaign

This program, and other similar programs, has helped us leverage our limited marketing budget and the help has been greatly appreciated.

~ Terry Schulz, Fair Harbour Marina and Campground

It definitely was a huge help. I hadn't ever put any money into paid advertising or paid marketing ads on social media (aside from a few "boosted posts" here and there). I definitely saw an increase in sales because of this.

~ Erin Brillion, Totem Design House

The Marketing Coop Program was a nice idea, however it had minimal impact on our business due to the small investment.

~ Jasmine, Salish Seaside RV Haven

ITBC marketing program greatly helps small business, as small business always have limited marketing dollars, so it is a huge boost to be able to access this type of help that otherwise would not be there, or at least not in that volume. I would guarantee other business would say the same.

~ Sharon Bond, Kekuli Cafe

It definitely helped. It brought in more customers.

~ Garry Henkel, Aboriginal Journeys

We have been in business for many years and measuring this is a hard task and we would measure it by follow up. Direct campaigns on FB result in a slow growing of LIKES and we know we definitely received some last minute bookings and new followers.

~ Dean Werk, Great River Fishing Adventures

Advertising costs are very high in the Sea to Sky, and we face the competition of organizations advertising in full page lower mainland newspapers and high value digital media sites. Because those fees are not attainable, the SLCC focused on attracting the visitor who is already here with powerful imagery and taglines.

~ Heather Paul, Squamish Lil'wat Cultural Centre

- ITBC also supported the Coastal Collection / Go Indigenous application to Destination BC's co-opmarketing program. Participating Stakeholders included Spirit Bear Lodge, Knight Inlet Lodge, Homalco Wildlife Tours, Klahoose Wilderness Resort, Coastal Rainforest Safaris & Seawolf Adventures. Website sessions: 1,954 | TV campaign had 2,078,000 impressions | GoIndigenous Hashtag was used 4,804 times



STRATEGY 4.0 Develop Impactful Marketing Partnerships.

We cannot succeed alone given the complex environment the tourism industry operates in. This is also true in marketing. Leveraging our partners' networks and distribution channels is now more important than ever before. Working together saves time and budget and gives us a wider reach to our audiences. In 2021, ITBC developed a closer marketing partnership with Destination BC and a non-tourism related partnership with apparel company ecologist.

RESULTS

Ecologist

- In March 2021, ITBC and ecologist announced their partnership which expresses our shared values and alignment with Indigenous and environmental health and quality of life for all.
- ITBC and ecologist are committed to educating consumers for a better way of life that includes slow fashion and slow travel. We aim to collaborate and connect on travel and outfitting, locations and projects, content creation and social media. Together, we will share audiences, events, and education in ways that demonstrate love, respect, courage, honesty, wisdom, humility, and truth.
- The partnership and its implementation is ongoing. In 2021, results included a combined contest with Explore Magazine promoting our Stakeholders and particularly Nemiah Valley Lodge (NVL). 4,737 contest entries were added to ITBC's and NVL's databases. Our activities to promote each other included combined podcasts, eNews inclusions and social media mentions.

Destination BC

- Destination BC's 2021 campaign 'Find yourself' was developed in partnership with Indigenous Tourism BC, including a poem and a video series called Illahee featuring Indigenous storytellers. Alongside the vast and rugged nature that encapsulates BC, they share Indigenous values such as interconnectedness, reciprocity, gratitude, and stewardship, aiming to inspire visitors to embody these values to enrich their experiences while travelling here.
- Working with DBC on these two projects ensured the inclusion of Indigenous values with a wider reach in to International and domestic markets





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

Schedule of Expenditures

FOR THE YEAR ENDED MARCH 21, 2022

LEADERSHIP & INNOVATION	
General and administration	\$145,433
Leadership & Organizational Excellence	\$114,315
	\$259,748
PARTNERSHIPS & SPECIAL PROJECTS	
COVID Support to Stakeholders	\$10,395,078
Partnerships & Special Projects	\$532,218
	\$10,927,296
EXPERIENCE DEVELOPMENT	
Experience Development	\$475,050
MARKETING	
Marketing & Sales	\$566,049
TOTAL:	\$12,228,143



