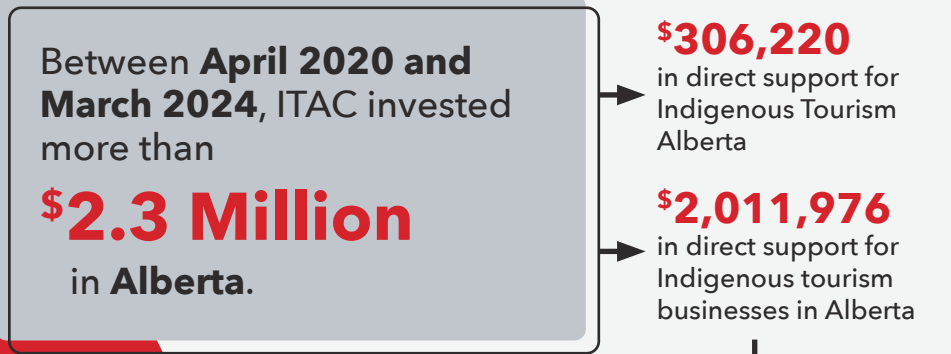


ITAC is investing in the Indigenous tourism industry in ALBERTA

The Indigenous Tourism Association of Canada (ITAC) is the national voice of Indigenous tourism in Canada. Through innovative, Indigenous-led solutions, such as the **Indigenous Tourism Destination Fund (ITDF)**, ITAC has ambitious plans to invest significantly in Alberta.



Plus, during this same time period, ITAC invested **over \$8.3 Million nationwide into marketing**—featuring and promoting market ready member businesses from Alberta.

2030 Vision

ITAC's 2030 Vision is for Canada to be the top Indigenous tourism destination in the world. To make that vision a reality, the Indigenous tourism industry needs to grow significantly. ITAC has developed an investment plan to achieve the following growth targets in Alberta ►

 **55** new businesses

 **1,671** new jobs



INDIGENOUS TOURISM DESTINATION FUND
ITDF.IndigenousTourism.ca

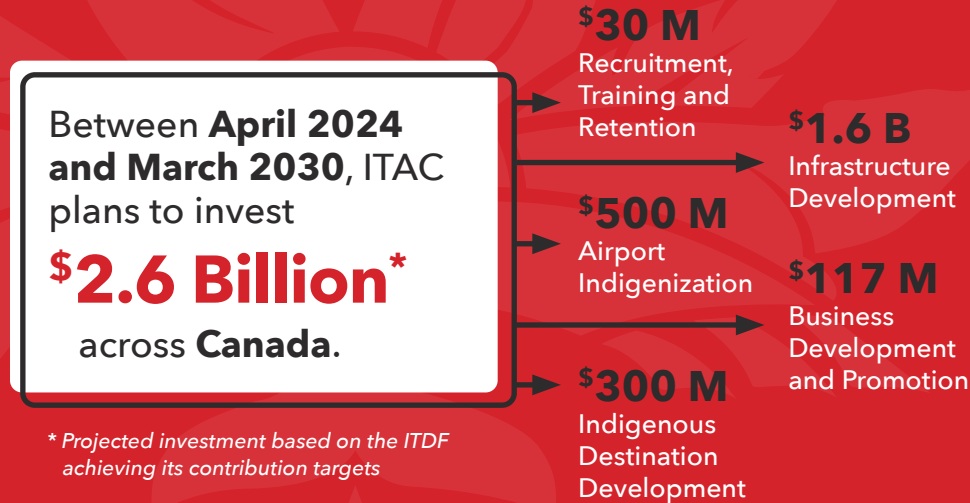
ITAC will receive a projected \$16.5 Million per year to administer the Indigenous Tourism Destination Fund—**less than 4% of the total investment**. This will cover program delivery, accounting, reporting and other administrative costs.



INDIGENOUS
TOURISM ASSOCIATION OF CANADA
IndigenousTourism.ca

ITAC is investing in Indigenous tourism across Canada

The Indigenous Tourism Association of Canada (ITAC) is the national voice of Indigenous tourism in Canada. Through innovative, Indigenous-led solutions, such as the **Indigenous Tourism Destination Fund (ITDF)**, ITAC has ambitious plans to invest significantly in every province and territory.



Between **April 2020 and March 2024**, ITAC invested more than **\$24.3 Million** across **Canada**.

\$2.9 Million in direct support for Provincial and Territorial Tourism Organizations and other regional initiatives

\$21.4 Million in direct support for Indigenous tourism businesses in Canada

\$16,287,400 to 681 businesses through the **COVID-19 Stimulus Development Fund (2020-22)**

\$1,335,547 to 136 businesses through the **Tourism Relief Fund Business Support Program (2022-23)**

\$3,800,695 to 153 businesses through the **Indigenous Tourism Fund Micro and Small Business Stream (2023-24)**



Plus, during this same time period, ITAC invested **over \$8.3 Million nationwide into marketing**—featuring and promoting market ready member businesses from Canada.

2030 Vision

ITAC's 2030 Vision is for **Canada to be the top Indigenous tourism destination in the world**. To make that vision a reality, the Indigenous tourism industry needs to grow significantly. ITAC has developed an investment plan to achieve the following growth targets in **Canada** ▶



825 new businesses



22,200 new jobs



INDIGENOUS TOURISM DESTINATION FUND

ITDF.IndigenousTourism.ca

ITAC will receive a projected \$16.5 Million per year to administer the Indigenous Tourism Destination Fund—**less than 4% of the total investment**. This will cover program delivery, accounting, reporting and other administrative costs.



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