## ITAC is investing in the Indigenous tourism industry in NOVA SCOTIA

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 Nova Scotia.

Between **April 2024 and March 2030**, ITAC plans to invest more than

\$50 Million\*
in Nova Scotia.

\* Projected investment based on the ITDF achieving its contribution targets

\$600 K

Recruitment, Training and Retention

\$10 M

Airport Indigenization \$32 M

Infrastructure

Development

Development

and Promotion

\$2.3 M

**Business** 

\$6 M

Indigenous Destination Development Between **April 2020 and March 2024**, ITAC invested more than

\$798,000

in Nova Scotia.

\$235,808

in direct support for the
Nova Scotia Indigenous
Tourism Enterprise
Network

\$562,972

in direct support for Indigenous tourism businesses in Nova Scotia

\$422,500 to 19 businesses through the COVID-19
Stimulus Development Fund (2020-22)

to 5 businesses through the **Tourism Relief Fund Business Support Program** (2022-23)

to 4 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 Nova Scotia.

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 **Nova Scotia** ▶



13
new businesse



**498** 





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.



## 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 2024** and **March 2030**, ITAC plans to invest

\$2.6 Billion\*

across Canada.

\* Projected investment based on the ITDF achieving its contribution targets

\$30 M

Recruitment, Training and Retention

\$500 M

\$1.6 B

Infrastructure

Development

\$117 M

**Development** 

and Promotion

**Business** 

Airport Indigenization

\$300 M

Indigenous Destination Development 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



**22,200** 





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.

