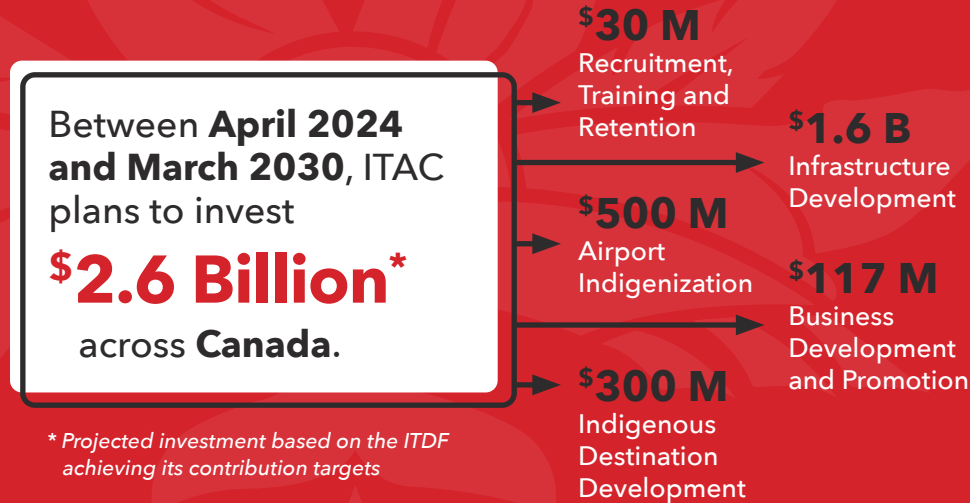


# ITAC is investing in Indigenous tourism across Canada

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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# ITAC is investing in the Indigenous tourism industry in **BRITISH COLUMBIA**

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 British Columbia.

Between **April 2024 and March 2030**, ITAC plans to invest more than **\$458 Million\*** in **British Columbia**.

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

- \$5.4 M** Recruitment, Training and Retention
- \$288 M** Infrastructure Development
- \$90 M** Airport Indigenization
- \$21 M** Business Development and Promotion
- \$54 M** Indigenous Destination Development

Between **April 2020 and March 2024**, ITAC invested more than **\$5.3 Million** in **British Columbia**.

- \$330,789** in direct support for Indigenous Tourism BC
- \$4,993,535** in direct support for Indigenous tourism businesses in British Columbia

**\$3,785,755** to 156 businesses through the **COVID-19 Stimulus Development Fund (2020-22)**

**\$239,358** to 24 businesses through the **Tourism Relief Fund Business Support Program (2022-23)**

**\$968,422** to 39 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 British Columbia.

## 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 **British Columbia** ▶

 **150** new businesses

 **3,956** new jobs



**INDIGENOUS TOURISM DESTINATION FUND**  
ITDF.IndigenousTourism.ca

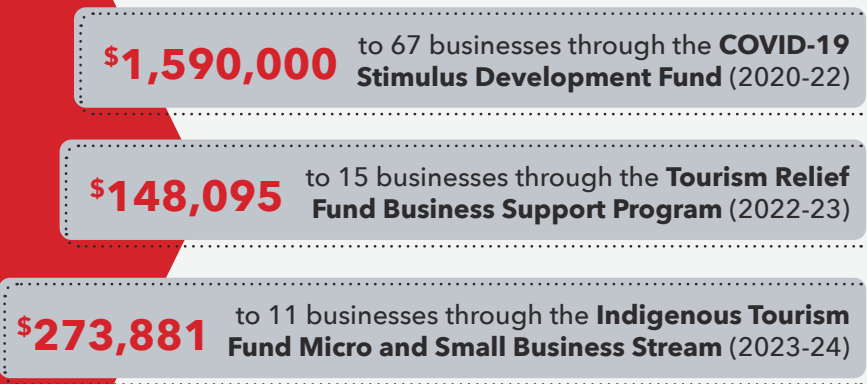
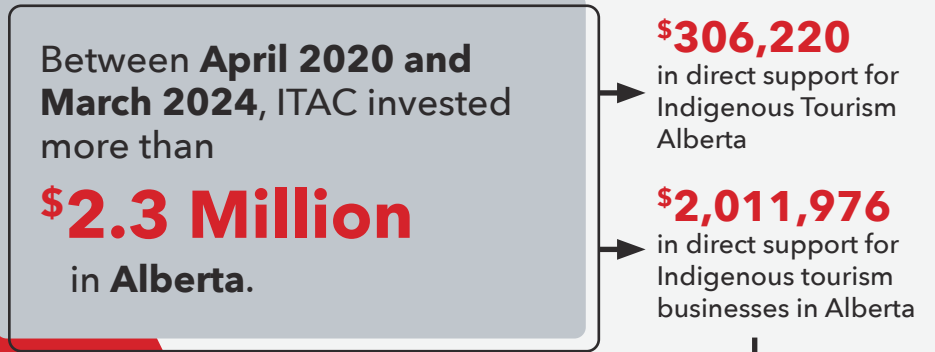
ITAC will receive a projected \$16.5 Million per year to administer the Indigenous Tourism Destination Fund—**less than 4% of the total investment**. This will cover program delivery, accounting, reporting and other administrative costs.




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# 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.



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# ITAC is investing in the Indigenous tourism industry in **SASKATCHEWAN**

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 Saskatchewan.

Between **April 2024 and March 2030**, ITAC plans to invest more than **\$127 Million\*** in Saskatchewan.

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

- \$1.5 M** Recruitment, Training and Retention
- \$25 M** Airport Indigenization
- \$15 M** Indigenous Destination Development
- \$80 M** Infrastructure Development
- \$5.9 M** Business Development and Promotion

Between **April 2020 and March 2024**, ITAC invested more than **\$1.1 Million** in Saskatchewan.

- \$94,311** in direct support for Indigenous Destinations Saskatchewan
- \$1,048,925** in direct support for Indigenous tourism businesses in Saskatchewan



**\$684,300** to 29 businesses through the **COVID-19 Stimulus Development Fund (2020-22)**

**\$89,625** to 9 businesses through the **Tourism Relief Fund Business Support Program (2022-23)**

**\$275,000** to 11 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 Saskatchewan.

## 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 **Saskatchewan** ▶

 **40** new businesses

 **2,052** new jobs



**INDIGENOUS TOURISM DESTINATION FUND**  
ITDF.IndigenousTourism.ca

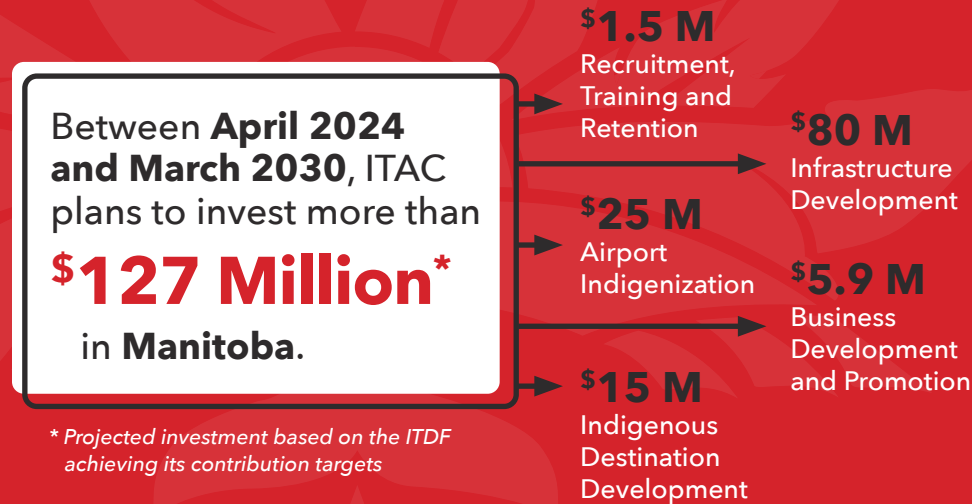
ITAC will receive a projected \$16.5 Million per year to administer the Indigenous Tourism Destination Fund—**less than 4% of the total investment**. This will cover program delivery, accounting, reporting and other administrative costs.



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# ITAC is investing in the Indigenous tourism industry in **MANITOBA**

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 Manitoba.



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

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

**\$1.7 Million** in **Manitoba.**

**\$124,462** in direct support for Indigenous Tourism Manitoba

**\$1,610,983** in direct support for Indigenous tourism businesses in Manitoba



**\$983,110** to 43 businesses through the **COVID-19 Stimulus Development Fund (2020-22)**

**\$129,860** to 13 businesses through the **Tourism Relief Fund Business Support Program (2022-23)**

**\$498,013** to 20 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 Manitoba.*

## 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 **Manitoba** ▶



**40** new businesses



**714** new jobs



**INDIGENOUS TOURISM DESTINATION FUND**

[ITDF.IndigenousTourism.ca](http://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.

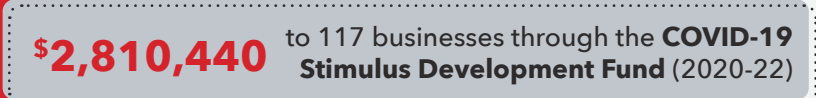
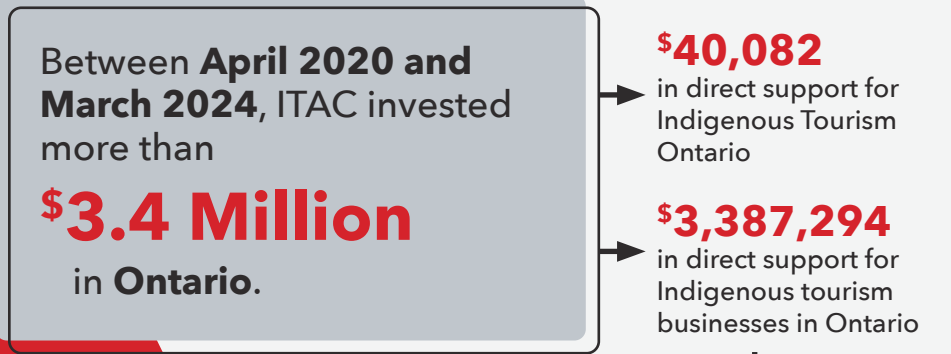
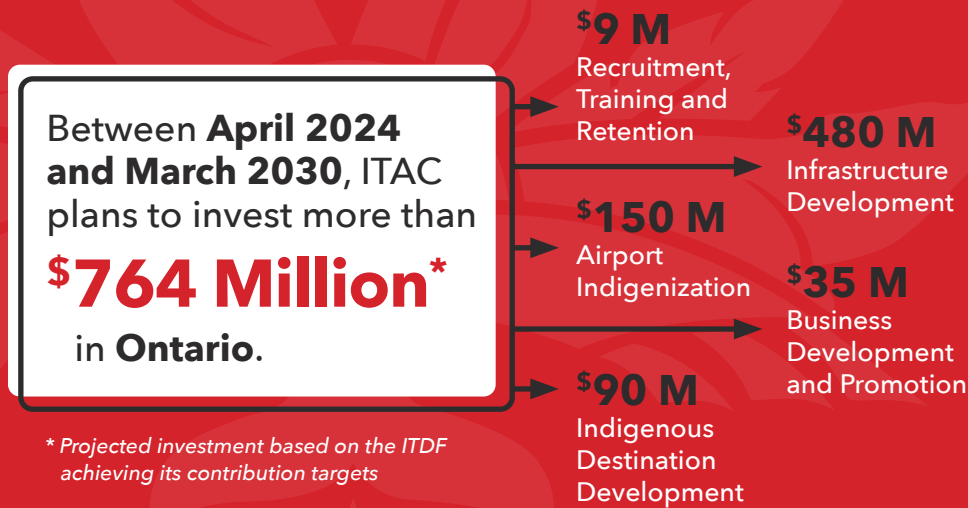


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# ITAC is investing in the Indigenous tourism industry in **ONTARIO**

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 Ontario.



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

## 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 **Ontario** ►



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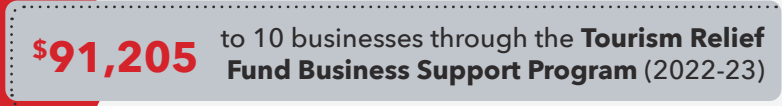
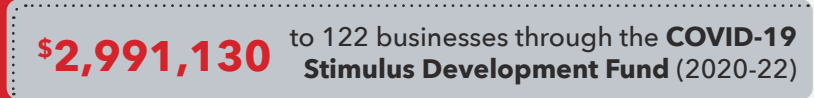
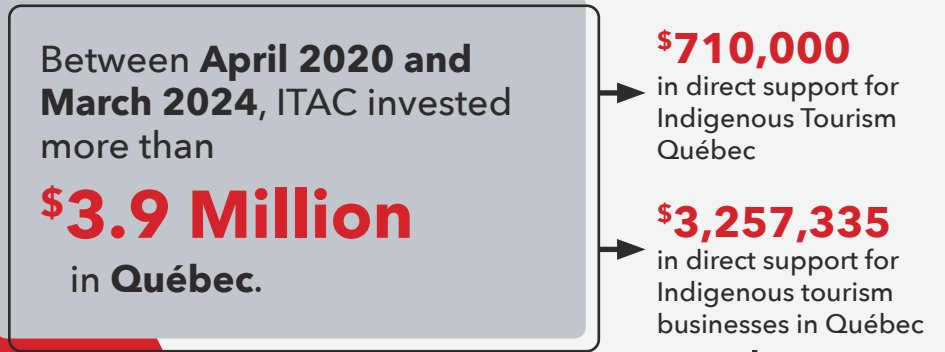
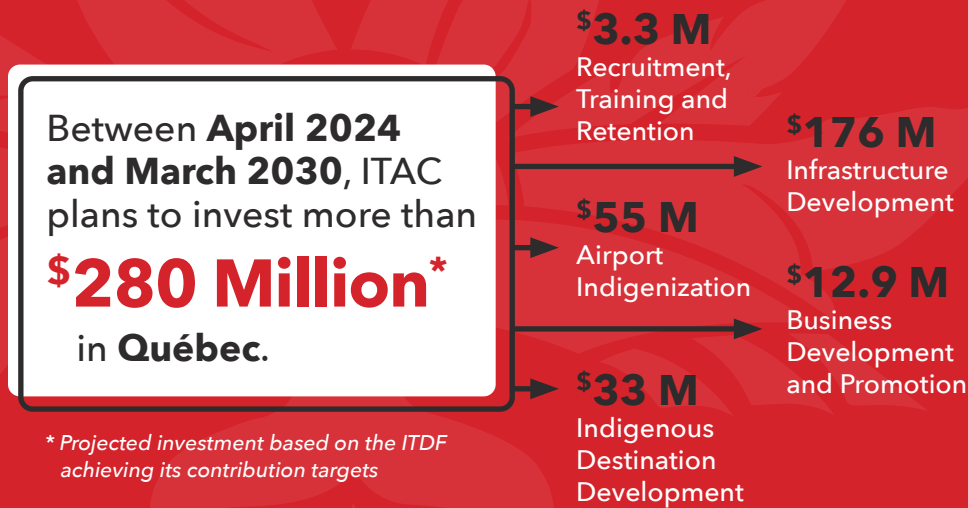
ITAC will receive a projected \$16.5 Million per year to administer the Indigenous Tourism Destination Fund—**less than 4% of the total investment**. This will cover program delivery, accounting, reporting and other administrative costs.



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# ITAC is investing in the Indigenous tourism industry in QUÉBEC

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 Québec.



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

## 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 Québec ►



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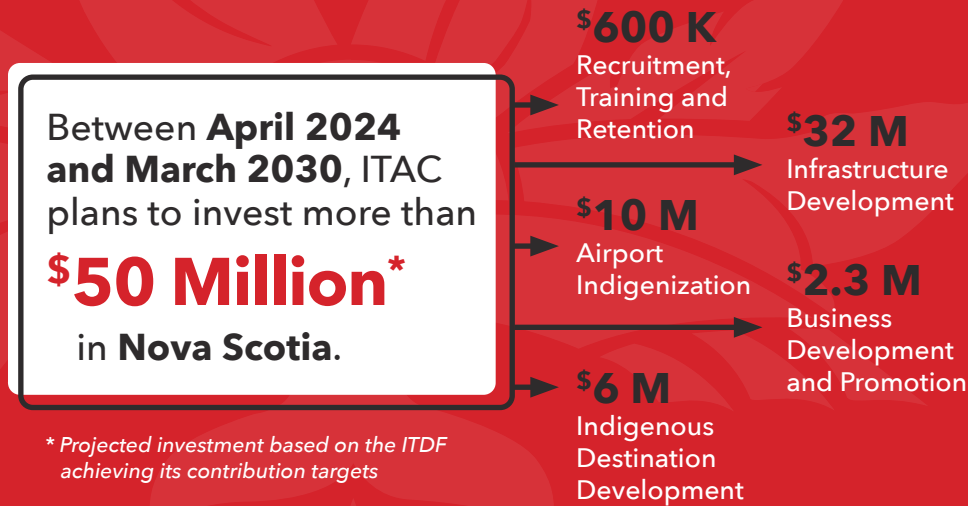
ITAC will receive a projected \$16.5 Million per year to administer the Indigenous Tourism Destination Fund—**less than 4% of the total investment**. This will cover program delivery, accounting, reporting and other administrative costs.



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# 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 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)**

**\$49,726** to 5 businesses through the **Tourism Relief Fund Business Support Program (2022-23)**

**\$90,746** 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 businesses

 **498** 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.

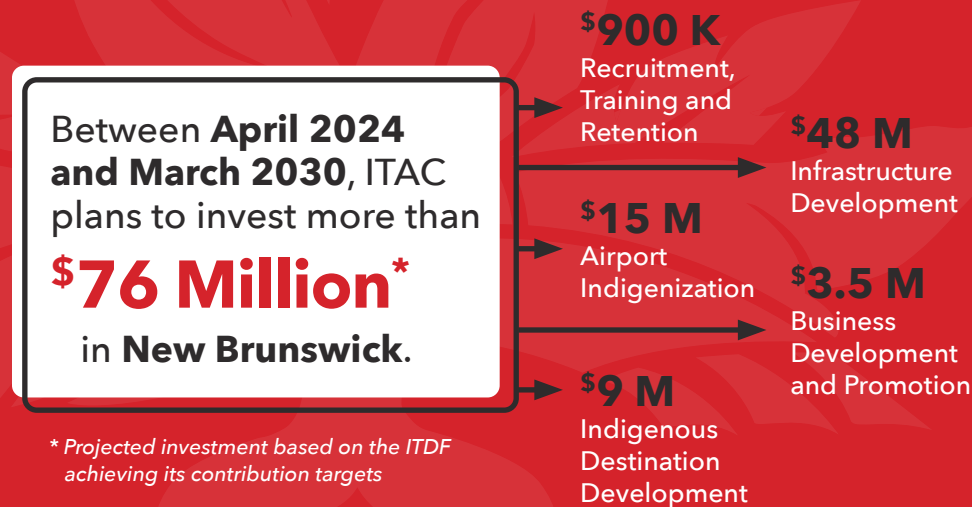


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# ITAC is investing in the Indigenous tourism industry in **NEW BRUNSWICK**

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 New Brunswick.



Between **April 2020 and March 2024**, ITAC invested more than **\$961,000** in **New Brunswick**.

**\$239,952** in direct support for the Indigenous Tourism Association of New Brunswick

**\$721,665** in direct support for Indigenous tourism businesses in New Brunswick

**\$506,665** to 22 businesses through the **COVID-19 Stimulus Development Fund (2020-22)**

**\$40,000** to 4 businesses through the **Tourism Relief Fund Business Support Program (2022-23)**

**\$175,000** to 7 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 New Brunswick.

## 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 **New Brunswick** ▶

 **22** new businesses

 **471** new jobs



**INDIGENOUS TOURISM DESTINATION FUND**  
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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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# ITAC is investing in the Indigenous tourism industry in **NEWFOUNDLAND & LABRADOR**

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 Newfoundland & Labrador.

Between **April 2024 and March 2030**, ITAC plans to invest more than **\$101 Million\*** in Newfoundland & Labrador.

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

- \$1.2 M** Recruitment, Training and Retention
- \$20 M** Airport Indigenization
- \$12 M** Indigenous Destination Development
- \$64 M** Infrastructure Development
- \$4.7 M** Business Development and Promotion

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

**\$1.6 Million** in Newfoundland & Labrador.

**\$257,048** in direct support for the Newfoundland & Labrador Indigenous Tourism Association

**\$1,388,718** in direct support for Indigenous tourism businesses in Newfoundland & Labrador

**\$766,500** to 33 businesses through the **COVID-19 Stimulus Development Fund (2020-22)**

**\$150,000** to 15 businesses through the **Tourism Relief Fund Business Support Program (2022-23)**

**\$472,218** to 19 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 Newfoundland & Labrador.*

## 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 **Newfoundland & Labrador** ▶



**32** new businesses



**571** 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.

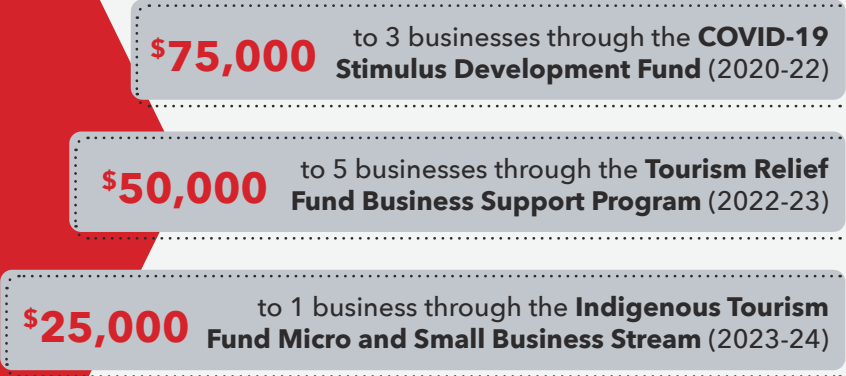
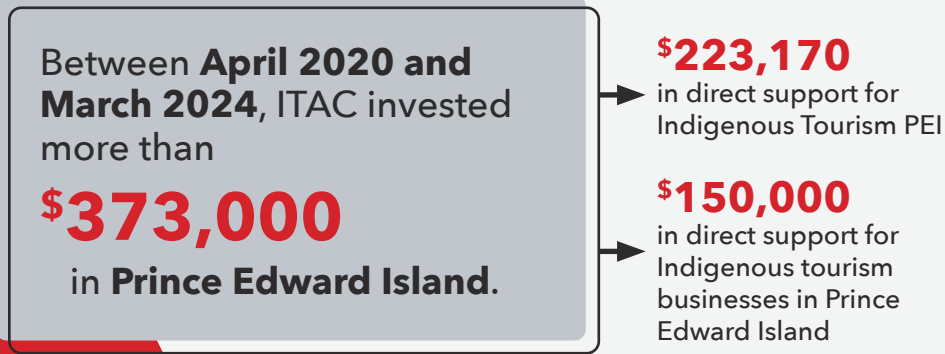
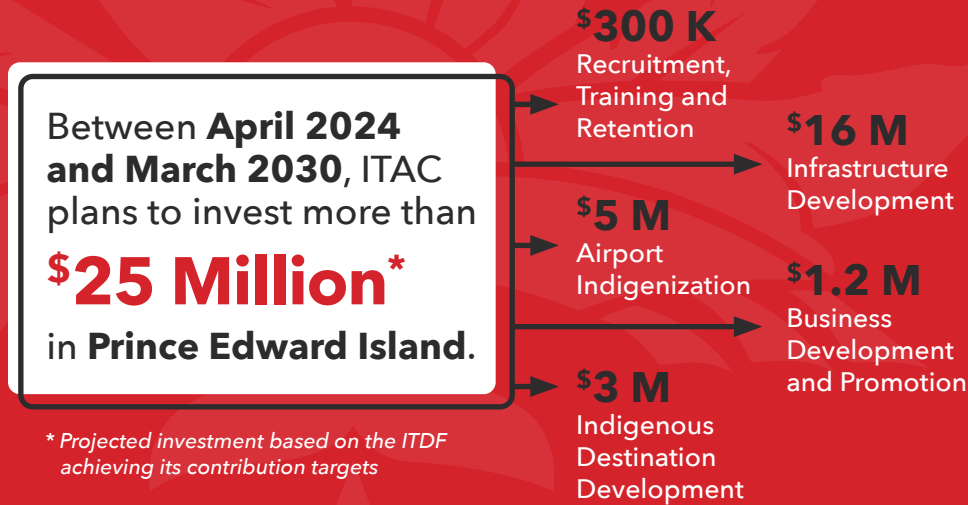


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# ITAC is investing in the Indigenous tourism industry in **PRINCE EDWARD ISLAND**

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 Prince Edward Island.



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

## 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 **Prince Edward Island** ▶

 **9** new businesses

 **106** new jobs



**INDIGENOUS TOURISM DESTINATION FUND**  
ITDF.IndigenousTourism.ca

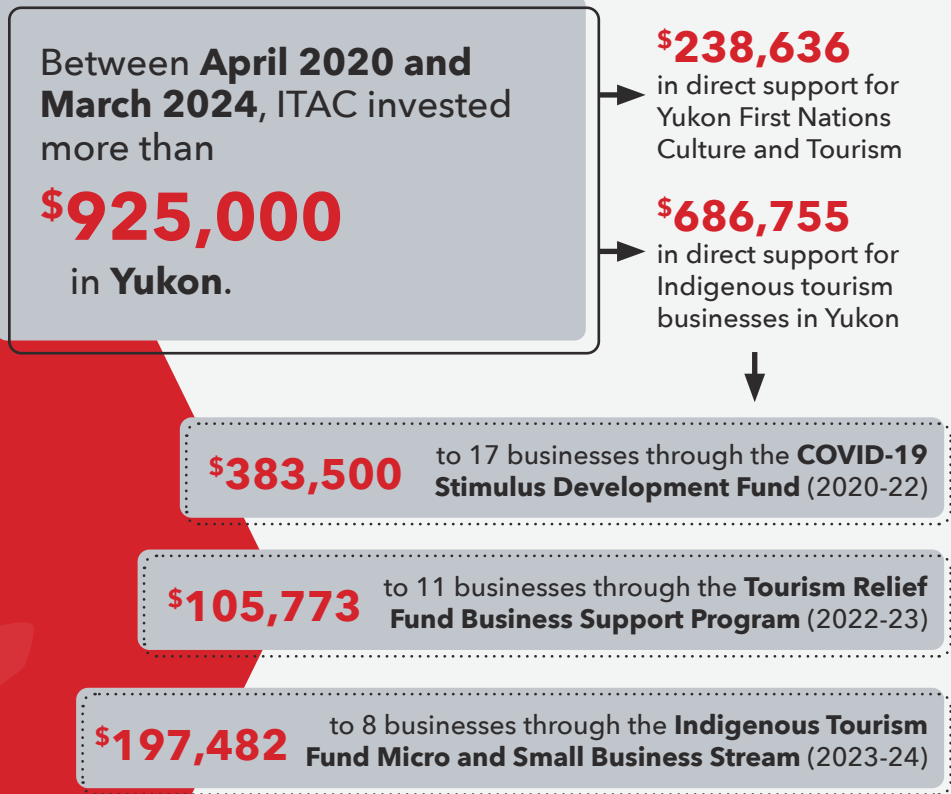
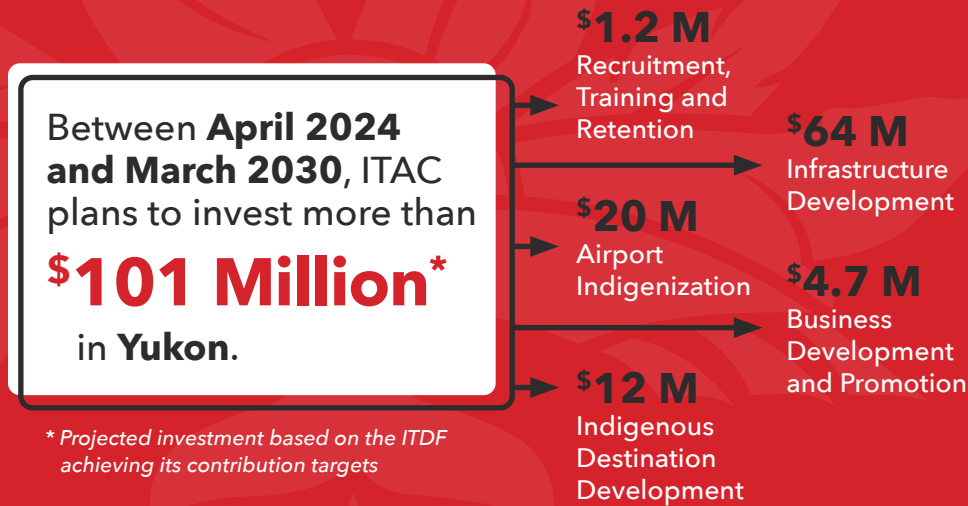
ITAC will receive a projected \$16.5 Million per year to administer the Indigenous Tourism Destination Fund—**less than 4% of the total investment.** This will cover program delivery, accounting, reporting and other administrative costs.



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# ITAC is investing in the Indigenous tourism industry in **YUKON**

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 Yukon.



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

## 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 **Yukon** ▶



**36** new businesses



**554** new jobs



**INDIGENOUS TOURISM DESTINATION FUND**

[ITDF.IndigenousTourism.ca](http://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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# ITAC is investing in the Indigenous tourism industry in THE NORTHWEST TERRITORIES

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 the Northwest Territories.

Between **April 2024 and March 2030**, ITAC plans to invest more than **\$127 Million\*** in the Northwest Territories.

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

**\$1.5 M**

Recruitment, Training and Retention

**\$25 M**

Airport Indigenization

**\$15 M**

Indigenous Destination Development

**\$80 M**

Infrastructure Development

**\$5.9**

Business Development and Promotion

Between **April 2020 and March 2024**, ITAC invested more than **\$894,000** in the Northwest Territories.

**\$131,250**

in regional support for Indigenous tourism in the Northwest Territories

**\$763,484**

in direct support for Indigenous tourism businesses in the Northwest Territories

**\$578,500** to 24 businesses through the **COVID-19 Stimulus Development Fund (2020-22)**

**\$60,000** to 6 businesses through the **Tourism Relief Fund Business Support Program (2022-23)**

**\$124,984** to 5 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 the Northwest Territories.

## 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 the Northwest Territories ▶



**40** new businesses



**953** 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.

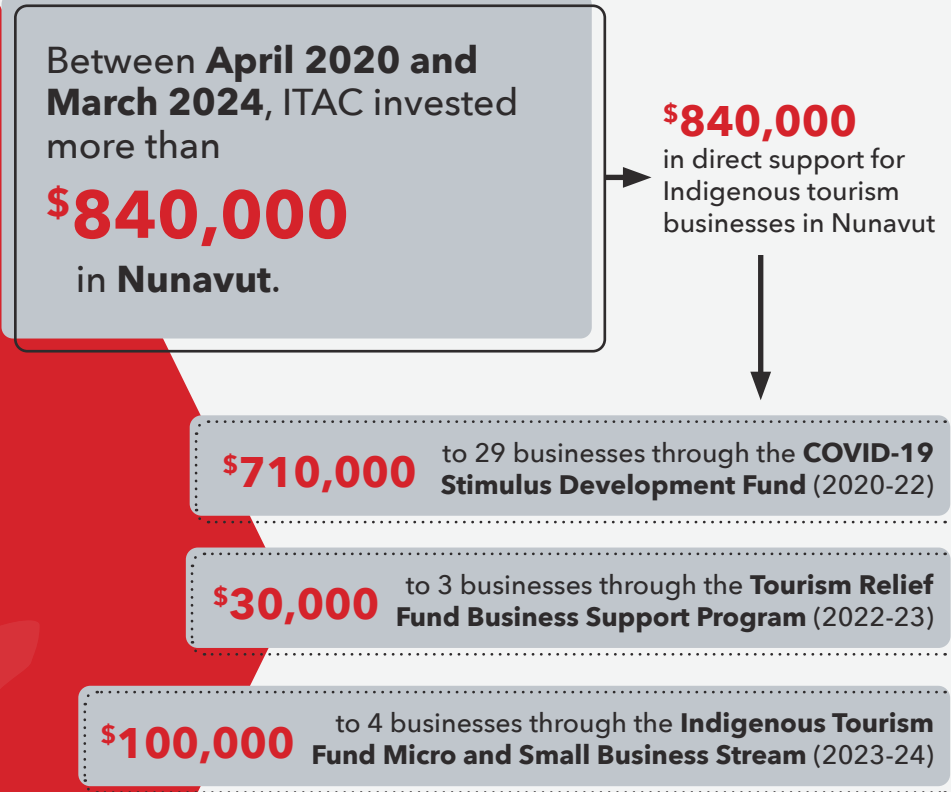


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# ITAC is investing in the Indigenous tourism industry in **NUNAVUT**

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 Nunavut.



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

## 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 **Nunavut** ►

 **47** new businesses

 **982** new jobs



**INDIGENOUS TOURISM DESTINATION FUND**  
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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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