

A woman in traditional Indigenous regalia is dancing on a wooden deck. She is wearing a white dress with colorful geometric patterns in purple, green, and yellow, and a wide black belt with silver ornaments. Her boots are also decorated with colorful patterns. In the background, a man in a blue shirt is playing a drum. The setting is an outdoor area with a concrete wall and a grassy field in the distance.

FINDING YOUR STORY

Suzanne Reeves & Dené Sinclair
International Indigenous Tourism Conference
October 2018

GROWING YOUR BUSINESS – FINDING YOUR STORY

- *Sure you have a great idea, but the opportunities seem endless. How do you identify your true tourism story to drive a new business idea?*
- *Suzanne & Dené are storytellers, marketers and industry leaders who will help you sort out what kinds of tourism ideas can set you apart in the marketplace. This session is perfect for communities and entrepreneurs who are just starting to think about tourism.*

YOU'VE HAD YOUR VOICE ALL ALONG

Zoey Roy



KNOW YOUR TARGET AUDIENCE

- Who are they?
- What is their age?
- Where do they live?
- What is their profession/income level?
- What kind of traveller are they?
- What are their passions and interests?
- What media do they consume?



« Hi. I'm 34 years old, have a university graduate from Saskatoon. I have a full time job that keeps me really busy. I get all my news and travel inspiration online. I'm an avid traveller, love canoeing and take pottery classes. »

Create a persona or paint of picture of this person

WHAT'S YOUR STORY?



THEMES

- **Landscapes, Icons & wildlife**
 - **Adventure, Off the beaten path**
 - **Discovery & Learning**
 - **Arts & Culture: heritage and artisan authenticity**
 - **Health and Wellness**
 - **Culinary**
 - **The creators: farmers, chefs, wine makers, etc...**
 - **Ingredients – where they come from, creations**
-

PEOPLE & PLACES

- Tell your story. What's unique? About your culture, your location, your experiences
- We want to meet the locals and the characters
- Help your audience picture themselves in your experience



YOUR VISITOR EXPERIENCE

- Welcoming
- Authentic
- Exciting, thoughtful, warm
- Learning something new
- Connecting to nature, people, cultures, a way of life
- Sustainable: how can I be a part of helping to make the world a better place?
Enlist supporters to help through learning, sharing and action



THE TRAVELLER'S JOURNEY

- **Dream**
 - **Consider**
 - **Purchase**
 - **Experience**
 - **Recommend**
-

THE TRAVELLER'S JOURNEY

- **Dream:** Inspiring/Intriguing stories can be videos, articles, movies, photos
- Earned, paid, owned
- <https://indigenouscanada.travel/>



EARNED MEDIA

news Elsipogtog offers tourists more than a glimpse of Mi'kmaq culture

New cultural tour gives visitors from Europe, U.S. and province a hands-on experience

Tori Weldon · CBC News · Posted: Aug 04, 2018 9:00 AM AT | Last Updated: August 4



Annie Clair is a basket maker and manager of Elsipogtog's first cultural tour. (CBC)

Annie Clair, dressed in full regalia, lights the cedar, sage, tobacco and sweetgrass in an

NORIE QUINTOS

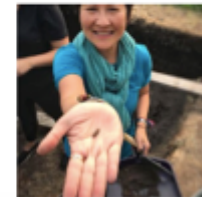


Travel makes you think.

Scrapbook: Urban Adventures in Saskatoon

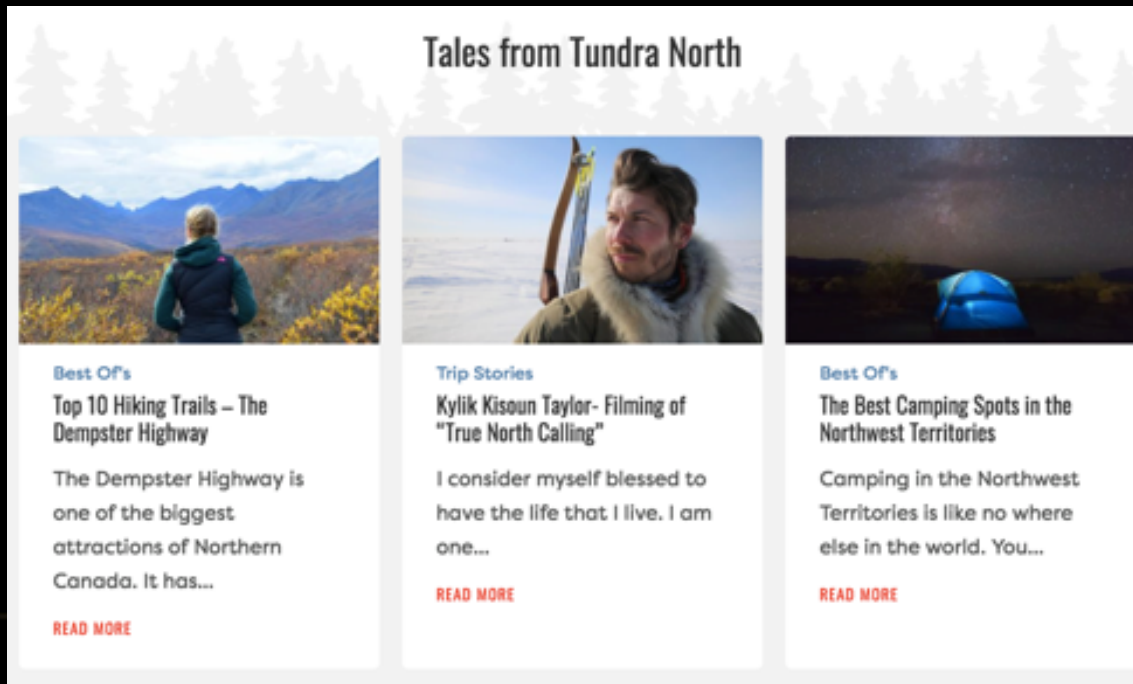
August 16, 2018

This town is named after a local berry, the saskatoon, whose flavor and color tinges everything from tea to macarons (these from **Little Bird Patisserie**). Just as sweet are Saskatonians (these also from Little Bird). If there are disagreeable and peevish locals, I haven't met them. Not surprising that this prairie country with roots that go back six millennia and a growing immigrant population has developed a food scene reflective of those influences and insistent on fresh and local sources (one example is **Sticks and Stones**).




THE TRAVELLER'S JOURNEY

- **Consider:** planning stage: where to go, what to do, discovering gems, itineraries



Tales from Tundra North



Best Of's
Top 10 Hiking Trails – The Dempster Highway

The Dempster Highway is one of the biggest attractions of Northern Canada. It has...

[READ MORE](#)



THE TRAVELLER'S JOURNEY

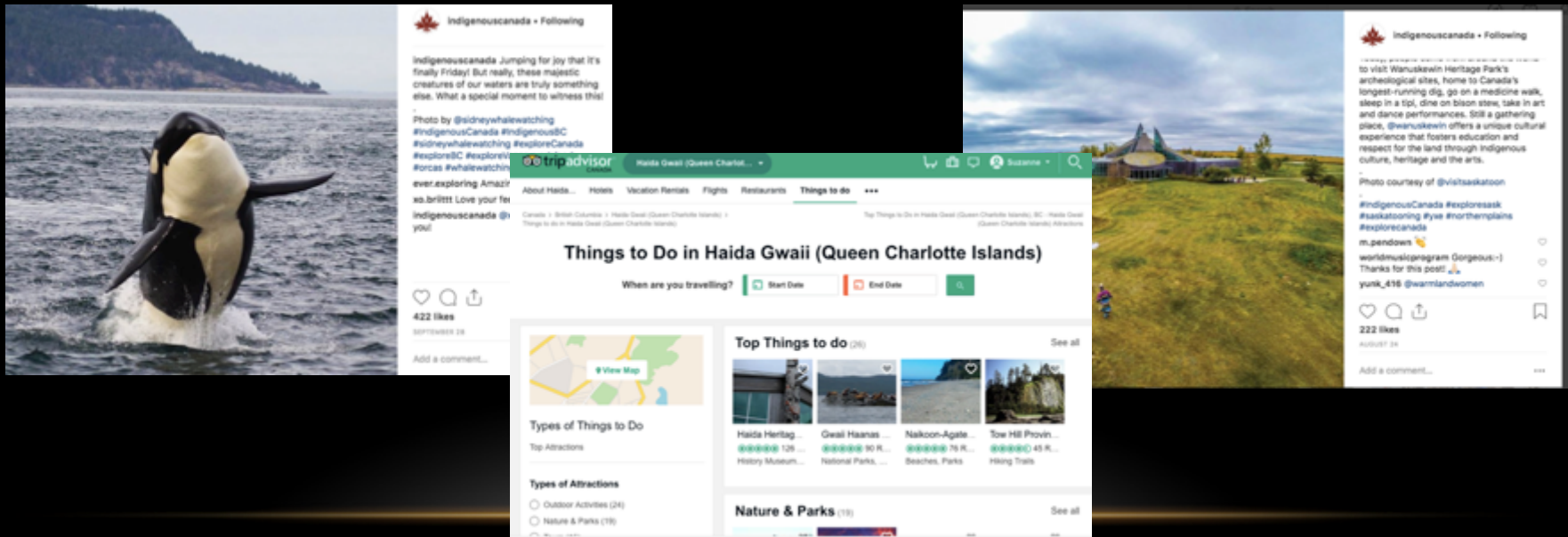
- **Purchase:** Easy to find and book

The screenshot displays a travel website interface. At the top, the navigation bar includes the text 'Indigenous Travel Experiences in Canada' and icons for home, search, and a menu. Two tour cards are featured. The first card, 'Mi'kmaq Maritime Experience', features a background image of a coastal road and includes the text: 'Indigenous Art, Seafood Cuisine and Trail rides', '5 DAYS | PRINCE EDWARD ISLAND AND NOVA SCOTIA', and a description: 'SINCE TIME IMMEMORIAL, THE RUGGED SHORES OF THE MARITIME PROVINCES HAVE BEEN HOME TO THE MI'KMAQ PEOPLE. THIS SELF-DRIVE EXCURSION SEES YOU MEANDERING YOUR WAY THROUGH HISTORIC FISHING VILLAGES, BREATHTAKING LANDSCAPES AND AN OPPORTUNITY TO IMMERSE YOURSELF IN TRADITIONAL CULTURES AND COMMUNITIES SPREAD ALONG THE COAST.' The second card, 'Traditional Village Experience on the Edge of Montreal', features a background image of a lake with canoes and includes the text: 'Teepees, First Nations Guides & Traditional Canoes', '4 DAYS | QUEBEC', and a description: 'HOW BETTER TO LEARN FROM INDIGENOUS CULTURES THAN TO LIVE IT FOR YOURSELF. YOUR EXPERIENCE IN A TRADITIONAL VILLAGE SITE IS CAPPED OFF WITH A NIGHT IN MONTREAL.' Below the cards, a table lists details for each tour.

Start Price	Duration	Region	Activity Level
\$835*	4 Days	Quebec	Easy

THE TRAVELLER'S JOURNEY

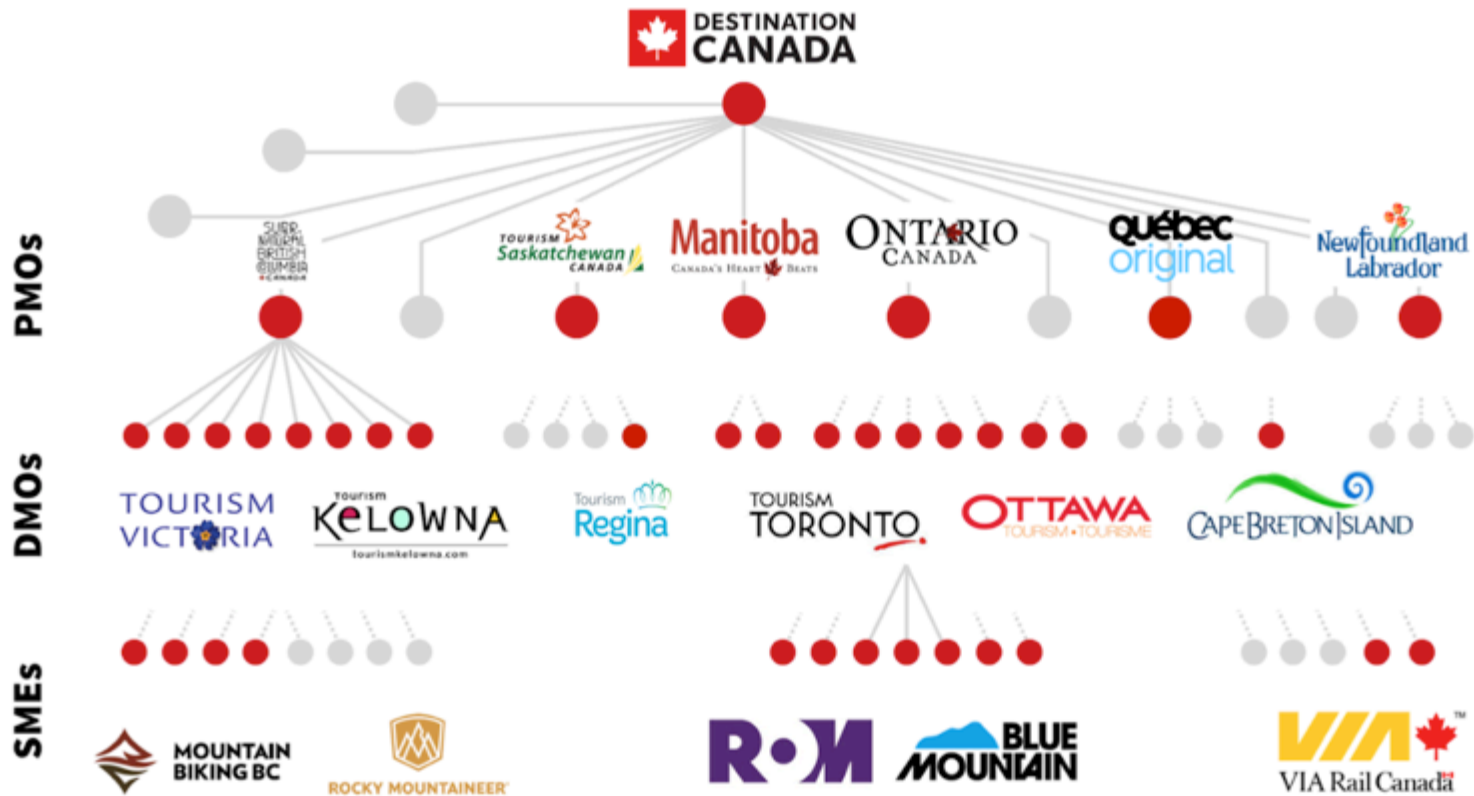
- **Recommend/Advocacy:** ensure your experience can be recommended through word of mouth, social media and recommendation sites such as Trip Advisor



DISTRIBUTION

- Make sure your audience is getting the right information at the right time
- It takes 5-8 times before your audience will take action
- What are your measures: awareness-reach, quality-engagement, conversion-sales
- Consider off-line to on-line. If you host an event or a happening – make sure it gets captured and shared digitally
- Media relations is very effective (low cost, high quality content)
- Social media is very effective:
 - Leverage Canada Tourism Industry social network #ExploreCanada, #IndigenousCanada, #ExploreSask
 - Facebook and Instagram ads with a compelling offer/ strong Call to Action

Canadian UGC Partner Network



IN THE MOMENT



tundra north tours • [Follow](#)

Inuvik, Northwest Territories

[#authenticarcticexperiences](#)

[#discoverglobe](#)

filippomasoni Wow 🔥 this is so beautiful...

distorted.lens Jeez 🔥🔥

crgrad4 Only in my imagination could i see something as beautiful! Thank you for sharing this amazing view! I love snow!

yzx_strawberry Spectacular one

takingthetime2see Awesome!



144 likes

DECEMBER 5, 2017

SOCIAL INFLUENCER POST



kirstenalana I had the worst time trying to pick which Northern Lights photo to share with you. After my early attempts didn't turn out well during this trip to [@travelyukon](#) organized by [@curio_trips](#), I had much better luck the night we spent at Southern Lakes Resort! It's a stunner of a location right on a lake, as the name suggests, and ringed by mountains so that by day or by night there is some kind of vista that will leave you speechless. This was captured near dawn when the sunrise was just starting to become visible on the horizon and though the clock was ticking down and I was feeling cold, I had no desire for the night to end. During the darkest time of the year in places like the Yukon, I've heard winter called "endless night" and I understand how that would become difficult after a while. I need the sun!! However, as I



5,758 likes

EXAMPLES OF SOCIAL ADS

 **Canada Keep Exploring (Default)**
Sponsored 

Stunning Arctic landscapes. Rain forest walks with local story tellers.
Enchanting Northern Lights viewed from a campfire.



What's on your wish list?
Explore authentic Indigenous culture in Canada

IndigenousCanada.travel [Learn More](#)



 **Canada Keep Exploring (Default)**
Sponsored 

Watch Nadya learn about Indigenous cultures in Atlantic Canada,
understanding the past and looking to the future.




**"Our culture is at the heart of creating unity not only
within our community but as Nations."**
Explore authentic Indigenous culture in Canada

IndigenousCanada.travel [Learn More](#)

 **Canada Keep Exploring (Default)**
Sponsored 

Watch how Among creates art with materials from Manitoulin Island, Ontario,
the world's largest fresh water island.



We have a story to tell
"For the Anishinaabe Peoples, creating is all aspects of life."

IndigenousCanada.travel [Learn More](#)

WHAT'S THE BIG IDEA?



and at
EYOVU ISTCHEE
BAIE JAMES

FR MENU

DISCOVER WHAT TO DO WHERE TO SLEEP PUBLICATIONS

INTO THE
NORTH

BOOK ONLINE →

A LAND OF SNOW UNTIL APRIL

Click here to consult the services and trails available on our interactive map

MI'KMAQ BASKET MAKING & HERITAGE PATH TOUR

Elsipogtog First Nation, New Brunswick, Canada



SPEAKING EARTH

Haqalpatni?nam

LEGENDS, LAND & LANGUAGE

A Canadian Rocky Mountain First Nations Experience

WHAT'S YOUR BIG IDEA?



THEMES

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 - **Adventure, Off the beaten path - challenge**
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 - **Arts & Culture: heritage and artisan authenticity**
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THANK YOU

