



# INTERNATIONAL INDIGENOUS TOURISM CONFERENCE

WHERE NATIONS MEET

Ottawa, Ontario, Canada | February 26–28, 2024

## LOCATION

Shaw Centre Ottawa  
55 Colonel By Drive  
Ottawa, Ontario  
K1N 9J2

## SCHEDULE AT A GLANCE\*

### Sunday, February 25 - Arrival

Delegates arrive and check in at accommodations

### Monday, February 26 - Day 1

Registration open

Cultural tours (*pre-registration is required and must be selected when registering*)

Opening reception in evening

### Tuesday, February 27 - Day 2

Registration open

Grand Entry

Full day of keynotes, plenary conversations and breakouts

Marketplace

Free evening

### Wednesday, February 28 - Day 3

Full day of keynotes, plenary conversations and breakouts

Marketplace

Awards gala

### Thursday, February 29 - Departure

Delegates check out of accommodations

\*Schedule is subject to change and will be updated periodically.

# MAINSTAGE HIGHLIGHTS

## Monday, February 26 - Day 1

10:30AM-  
2:00PM

### CULTURAL TOURS

*(Pre-registration is required and must be selected when registering. Departure times will vary.)*

6:00PM

### TASTE OF TURTLE ISLAND – WELCOME RECEPTION

*Presented by Ottawa Tourism*

Experience the warmth of Indigenous hospitality at our Taste of Turtle Island Welcome Reception in Ottawa, where traditional flavors and captivating entertainment converge. Immerse yourself in a culinary journey showcasing Indigenous foods, reflecting the rich tapestry of Canada's Indigenous cultures against the backdrop of Ottawa's welcoming embrace.

## Tuesday, February 27 - Day 2

8:00AM

### GRAND ENTRY

Join us as we kick off #2024IITC with Grand Entry and Protocol Welcome. The grand entry, a central element of many Indigenous ceremonies, is a ceremonial processional entrance that marks the commencement of significant events – like welcoming you to the largest Indigenous tourism conference in the world!

9:00AM

### ITAC KEYNOTE: VISION 2030

This session will highlight the work the Indigenous Tourism Association of Canada has undertaken over the past year - with a focus on marketing, development, leadership and partnerships. Learn more about what ITAC is doing to make Canada the world leader in Indigenous tourism by 2030.

10:30AM

### FEDERAL GROWTH STRATEGY

In July, 2023 the Federal government announced its new federal tourism growth strategy: Canada 365. Welcoming the World. Every Day. For the first time, Indigenous tourism was a named pillar in the strategy. Join this panel of esteemed national leaders for a conversation about how we work together to partner for Indigenous tourism growth.

11:15AM

### EMERGENCY PREPAREDNESS IN TOURISM

With climate emergencies on the rise, businesses are more aware than ever of the impact of these events on their business operations. In the face of future challenges, this session will highlight the need for preparedness in safeguarding both tourists and destinations through the eyes of Indigenous tourism operators.

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## Tuesday, February 27 - Day 2 (continued from previous page)

### YOUTH PANEL

*Sponsored by Air Canada*

12:45PM

Join us as our youth panelists share their unique perspectives of working in the Indigenous industry! This session includes youth voices from across Canada, highlighting their pivotal roles in the industry, their future ambitions and the importance of how Indigenous tourism is shaping their communities. Discover how empowering Indigenous youth fosters authentic, respectful tourism experiences that contribute to cultural preservation and community well-being.

### RECONCILIATION IN ACTION: PARTNERING TO BUILD A SUSTAINABLE FUTURE FOR INDIGENOUS TOURISM

1:45PM

With a spotlight on the Indigenous Tourism Destination Fund, explore the critical role of this fund in fostering sustainable development within Indigenous tourism in Canada. Delve into successful partnerships that embody reconciliation principles, empowering Indigenous tourism operators economically and culturally. Learn firsthand how strategic collaborations and investments contribute to a resilient and thriving Indigenous tourism sector. Join us in this impactful discussion, uniting stakeholders committed to shaping a sustainable and inclusive future for Indigenous tourism.

2:30-  
5:15PM

### BREAKOUT SESSIONS

## Wednesday, February 28 - Day 3

### CULTURAL AUTHENTICITY: WHERE APPRECIATION MEETS APPROPRIATION

8:00AM

Explore the delicate balance between cultural appropriation and appreciation in Indigenous tourism. Dive into the nuances of genuine appreciation—valuing cultural elements with respect and understanding. Delve into the pitfalls of appropriation, emphasizing the importance of cultural context and collaboration to prevent commodification and stereotypes. Discover strategies for fostering authentic Indigenous tourism experiences, meeting the rising demand from visitors while ensuring respectful engagement. Join this session to navigate the intersection, promoting education, collaboration, and cultural preservation in the evolving tourism landscape.

### WHERE NATIONS MEET: TOURISM DEVELOPMENT FOR NATION IDENTITY

9:00AM

Indigenous tourism is a changemaker: building Indigenous economies, promoting land protection and supporting autonomy of nations as they assert their rights as Indigenous people. This panel will focus on Indigenous communities who are developing and promoting authentic Indigenous experiences to support their nation identities.

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## Wednesday, February 28 - Day 3 *(continued from previous page)*

10:30AM

### INTERNATIONAL ALIGNMENT PANEL

Join our panelists Sherry Rupert (AIANTA), Pania Tyson-Nathan (NZMT) and Keith Henry (ITAC) for a conversation about international brand alignment, sharing best practices in development and taking leadership in Indigenous-led tourism across the globe. Advancing Indigenous tourism as a collective, the three partners will highlight parallels in their experience and why working together is important for Indigenous tourism across the globe.

11:15AM

### MODERNIZATION OF CULTURE / DIGITAL CONTENT CREATORS

Embark on a captivating journey exploring the modernization of Indigenous cultures through storytelling and digital creation in this illuminating session. Witness the powerful fusion of traditional narratives with cutting-edge technology, as Indigenous communities embrace digital platforms to share their stories. Explore how digital mediums amplify cultural preservation, providing a global stage for Indigenous voices. Delve into innovative projects that seamlessly blend ancestral wisdom with contemporary storytelling techniques. Join us to celebrate the dynamic evolution of Indigenous cultures, navigating the intersection of tradition and technology in the digital age.

12:45PM

### CLOSING KEYNOTE

1:45-  
4:30PM

### BREAKOUT SESSIONS

6:30PM

### INDIGENOUS TOURISM AWARDS & GALA

*Sponsored by WestJet*

Celebrate Indigenous tourism excellence in Canada at our Indigenous Tourism Awards Gala, honouring trailblazers and innovations in the industry from coast to coast to coast! Join us in recognizing dedication and creativity that shapes the future of sustainable and authentic cultural experiences.