



2025 International Indigenous Tourism Conference

Tuesday, Feb 25: 517 Foyer

08:00 AM - 05:00 PM

Registration

517 Foyer

Check in and pick up your badge at registration. Your badge is required for all conference sessions and evening events.

Tuesday, Feb 25

09:00 AM - 01:30 PM

Cultural Tours

PRE-REGISTRATION IS REQUIRED

Cultural tours have been announced! If you have purchased a cultural tour ticket, instruction have been sent to your inbox. Space is limited and available on first come basis. Don't miss out on the chance to learn more about the host nations. Options include: Beadwork Beadwork has been a way of life across Turtle Island. Every nation has different styles to appreciate. Take this opportunity to make a beaded craft keepsake with a local artisan and enjoy a cross-cultural exchange. Beading Workshop: Create & Take Home Your Own Earrings Deborah Ratt of Cree-ations Designs offers an immersive experience where you'll learn the art of I ...

Tuesday, Feb 25: 516

01:00 PM - 08:00 PM

Artisan Marketplace

516

Tuesday, Feb 25: 517 BDC

02:00 PM - 03:00 PM

Opening Ceremony

517 BDC Mainstage

We are still working on our agenda for 2025 IITC. As we finalize sessions, this agenda will be updated with session titles, speakers and times. Plenary & Gala Token: Plenary-517 Mobile Link: <https://app.interprefy.com/loginlink?token=Plenary-517>

Tuesday, Feb 25: 517 BDC

03:00 PM - 04:00 PM

Celebrating a Decade of Leadership

ITAC's 10-Year Journey in Indigenous Tourism

517 BDC

Mainstage

Keith Henry

President & CEO, Indigenous Tourism Association of Canada

Tamara Littlelight

Director of Marketing, Indigenous Tourism Association of Canada

Teresa Ryder

Director of Partnerships, Indigenous Tourism Association of Canada

Tara Saunders

Director of Business Development, Indigenous Tourism Association of Canada

As the Indigenous Tourism Association of Canada (ITAC) marks its 10th anniversary, this panel reflects on a decade of leadership, collaboration, and impact in Indigenous tourism. Centered on ITAC's four foundational pillars—leadership, partnerships, development, and marketing—the discussion will highlight key achievements, share insights from new research, and examine the evolving landscape of Indigenous tourism in Canada. Panelists will explore the challenges and opportunities ahead, offering a vision for sustainable growth and continued excellence in delivering authentic Indigenous experiences. Join us to celebrate ITAC's legacy and its role in shaping the future of tourism in Canada. Plenary & Gala Token: Plenary-517 Mobile Link: ...

Tuesday, Feb 25: 517 BDC

04:00 PM - 05:00 PM

National Partners Tourism Town Hall

Advancing Indigenous Tourism

517 BDC

Mainstage

Caroline Séguin

SVP Industry Advancement, Destination Canada

Keith Henry

President & CEO, Indigenous Tourism Association of Canada

Louis Lavoie

Executive Director, Visitor Experience and Market Development, Parks Canada

Philip Mondor

President & CEO, Tourism HR Canada

Beth Potter

President & CEO, Tourism Industry Association of Canada

This session will explore how the Indigenous Tourism Association of Canada (ITAC) is working alongside industry partners to achieve the 2030 vision of making Canada a global leader in Indigenous tourism. This interactive townhall will highlight key partnerships, strategies and programs to drive sustainable growth while understanding Canada's tourism industry through an Indigenous lens. Join the conversation and participate in a moderated Slid.o Q&A! Plenary & Gala Token: Plenary-517 Mobile Link: <https://app.interprefy.com/loginlink?token=Plenary-517>

Tuesday, Feb 25: 517 A

05:00 PM - 07:30 PM

Welcome Reception

517 A Mainstage

We are still working on our agenda for 2025IITC. As we finalize sessions, this agenda will be updated with session titles, speakers and times. Reception Token: Reception-517 Mobile Link: <https://app.interprefy.com/loginlink?token=Reception-517>

Wednesday, Feb 26: 517 Foyer

08:00 AM - 04:00 PM

Registration

517 Foyer

Check in and pick up your badge at registration. Your badge is required for all conference sessions and evening events.

Wednesday, Feb 26: 517 A

08:00 AM - 09:00 AM

Breakfast

517 A

Plenary & Gala Token: Plenary-517 Mobile Link: <https://app.interprefy.com/loginlink?token=Plenary-517>

Wednesday, Feb 26: 517 BDC

09:00 AM - 10:15 AM

Indigenous Tourism Quebec: A Model of Leadership and Innovation

517 BDC

Mainstage

PATRICIA AUCLAIR

Directrice générale par intérim, Indigenous Tourism Quebec

Andrew Gros-Louis -Germain

Marketing Advisor, Indigenous Tourism Quebec

Laurence Lainé

Marketing Advisor, Indigenous Tourism Quebec

Marie-Pierre Lainé

Development and Partnership Coordinator, Indigenous Tourism Quebec

Charlotte Laurin

Team leader Business Development and Strategic Alliances, Tourisme Montréal

Marie-Claude Lizée

Anne Marcotte

Director, Public Relations at Aéroports de Montréal

Indigenous Tourism Quebec, a provincial Indigenous association, plays a key role in bridging cultures and promoting Indigenous identities. The presentation will highlight successes, impactful partnerships, strategic initiatives and a vision for the future of Indigenous tourism in Quebec. Plenary & Gala Token: Plenary-517 Mobile Link: <https://app.interprefy.com/loginlink?token=Plenary-517>

Wednesday, Feb 26: 516

10:00 AM - 05:00 PM

Artisan Marketplace

516

Wednesday, Feb 26: 517 BDC

10:15 AM - 10:45 AM

Strategic Investments for Growth: Conscious Capital

517 BDC

Mainstage

Michele Young-Crook

Senior Consultant, ITAC

Keith Henry

President & CEO, Indigenous Tourism Association of Canada

Randhir Singh

Chairman, The Passion Project Foundation

Explore how new initiatives will drive revenue generation and support the strategic growth of Indigenous tourism in Canada. This session will focus on investing in cultural preservation, tourism development, and community infrastructure to meet growing visitor demand for authentic Indigenous experiences. Learn how targeted investments create sustainable economic opportunities, enhance tourism capacity, and contribute to the long-term success of Indigenous-led businesses. Join us to discover how strategic revenue generation plays a pivotal role in advancing Canada's 2030 vision for Indigenous tourism as a global leader. Plenary & Gala Token: Plenary-517 Mobile Link: <https://app.interprefy.com/loginlink?token=Plenary-517>

Wednesday, Feb 26

10:45 AM - 11:15 AM

Break

Wednesday, Feb 26: 517 BDC

11:15 AM - 12:15 PM

Consistently Marketing Indigenous Tourism to the World, Let's DO-IT

517 BDC

Mainstage

Sebastien Desnoyers-Picard

ITAC and DOIT

Keith Henry

President & CEO, Indigenous Tourism Association of Canada

Sherry Rupert

CEO, American Indian Alaska Native Tourism Association, Inc.

Pania Tyson-Nathan

Chief Executive, NZ Māori Tourism

It is undeniable that the demand for authentic Indigenous Tourism experiences is on the rise, not only in Canada but globally. Worldwide research continues to highlight the potential growth of our sector, yet the challenge remains: how do we close the gap between interest and sales? In a world full of possibilities, let's explore how leading National Indigenous Tourism Organizations are combining their strengths and expertise to build an International Tourism Marketing Collective. This collective aims to brand our industry and assist consumers in seeking Authentic and Original Indigenous tourism experiences. Let's delve into how we can DO-IT together. Plenary & ...

Wednesday, Feb 26: 517 A

12:15 PM - 12:45 PM

Lunch

517 A

Plenary & Gala Token: Plenary-517 Mobile Link: <https://app.interprefy.com/loginlink?token=Plenary-517>

Wednesday, Feb 26: 517 BDC

12:45 PM - 01:45 PM

We are Still Here

An Afternoon with Alyssa London

517 BDC

Mainstage

Alyssa London

Founder, Chief Storyteller, Co-Producer & Host, Culture Story LLC

Plenary & Gala Token: Plenary-517 Mobile Link: <https://app.interprefy.com/loginlink?token=Plenary-517>

Wednesday, Feb 26: 517 BDC

02:00 PM - 02:30 PM

Keynote: Decolonize Together

517 BDC

Mainstage

Nikki Sanchez

Founder/Director, Decolonize Together

Nikki Sanchez, a Pipil and Irish/Scottish scholar, Indigenous media maker, and acclaimed public speaker, is the visionary behind Decolonize Together. Her work centers on dismantling colonial narratives and fostering sustainability, equity, and justice. With her expertise in Indigenous governance and environmental stewardship, Nikki's address promises to inspire conversations about the future of Indigenous tourism in Canada and beyond. Plenary & Gala Token: Plenary-517 Mobile Link: <https://app.interprefy.com/loginlink?token=Plenary-517>

Wednesday, Feb 26: 517 BDC

02:30 PM - 03:15 PM

Decolonize Together: A Fireside Chat with Nikki Sanchez

517 BDC

Mainstage

Wilfredo Bacián

President, Quipisca Ancestral Indigenous Community Tourism Cooperative

Catalina Cortés

Marilyn Jensen

Board Chair /President, ITAC / Yukon First Nation Culture and Tourism Association.

Nikki Sanchez

Founder/Director, Decolonize Together

Joanna White

Consultant, Legacy Bowes

Join us for an engaging and thought-provoking fireside chat as we explore the journey of decolonization and its critical role in reconciliation. This session will focus on the policies that impact Indigenous peoples, shedding light on systemic challenges within the tourism industry and beyond. Through candid conversation, the panelists will explore what it means to create equitable opportunities that honour Indigenous knowledge, culture and sovereignty. Walk away with actionable insights on how you can contribute to building an inclusive tourism industry. Plenary & Gala Token: Plenary-517 Mobile Link: <https://app.interprefy.com/loginlink?token=Plenary-517>

Wednesday, Feb 26

03:15 PM - 03:30 PM

Break

Wednesday, Feb 26: 518 A

03:30 PM - 05:00 PM

Tourism Kanehsatà:ke From the Ground Up

518 A

Workshop 1

Justin Kingsley

Storyteller, Makumaku

Paul Labonté

Makumaku

Veronique Vincent

Tourism Manager, Kanehsatà:ke Tourism

Join us for a 90-minute presentation and workshop where participants will hear how an international tourism offering and brand were developed from scratch, followed by an immersive workshop that shows each participant the same techniques used in this example, and others. Breakout 1 (518 A) Token: Breakout-518A Mobile Link: <https://app.interprefy.com/loginlink?token=Breakout-518A>

Wednesday, Feb 26: 518 B

03:30 PM - 05:00 PM

Leading in Tourism Sustainability: An Experiential Workshop for Leaders and Managers

518 B

Workshop 2

William Hogg

Business Development Executive / Gestionnaire, développement des affaires, GreenStep

Angela Nagy

President & CEO, GreenStep

This interactive workshop equips tourism leaders, business owners, and managers with the knowledge and tools to effectively integrate sustainability into their operations. Through a mix of presentation and facilitated discussion, participants will gain a clear understanding of sustainable tourism principles, learn about real world practices being implemented by peers, and leave with a practical roadmap for implementing impactful initiatives. This 90-minute session introduces participants to essential concepts and the benefits of integrating sustainability strategies into their businesses. Key definitions and terminology related to sustainable and regenerative tourism will be shared. Participants will also be introduced to a proven framework to guide ...

Wednesday, Feb 26: 518 C

03:30 PM - 05:00 PM

Advancing International Indigenous Tourism Development, special focus in Tarapacá Region, Chile

518 C

Workshop 3

Catalina Cortés

Jean-Philippe Le Moigne

International Indigenous Tourism Consultant, CBT, Ecotourism and Protected Areas, JPLMoigne Consultant

Abigail Mamani Reyes

Owner Expedicion Mauque

Ruth Moscoso

Alexi Calderón Paniagua

CEO, Kaypacha Outdoor

Join us for an insightful breakout session at the International Indigenous Tourism Conference(IITC) 2025, heightening the development of Indigenous tourism in Latin America and the Caribbean and a special focus on the Tarapacá Region in Chile. This session will be divided into two engaging parts, providing a comprehensive view of the potential and opportunities within the sector. In the first part, we will explore the current landscape of Indigenous tourism development across Latin America and the Caribbean, highlighting successful initiatives and best practices that have emerged from the region. Breakout 3 (518 C) Token: Breakout-518C Mobile Link: <https://app.interprefy.com/loginlink?token=Breakout-518C> The second part of the session ...

Wednesday, Feb 26: 524 A

03:30 PM - 05:00 PM

Building Your Online Presence: Understanding how SEO & Ads Can Increase Bookings

524 A

Workshop 4

Darian Kovacs

Jelly Digital Marketing & PR

In today's competitive digital landscape, a strong online presence is essential for growing your business and attracting more customers. People are leveraging Google, Youtube and other search methods (Reddit, Review sites etc.) more than ever to make their decision. But how can you ensure your ideal guests can find you? This hands-on workshop is designed to help you master the fundamentals of Search Engine Optimization (SEO) and Google Ads and leverage it to grow your business, increase visibility, and boost bookings. You'll learn how to: Optimize your website and content to rank higher on search engines. Develop strategies to consistently ...

Wednesday, Feb 26: 524 B

03:30 PM - 05:00 PM

The First Peoples Kitchen: Exploring Indigenous Food Traditions and modern cuisine with Chefs Chuck Hughes & Chef Maxime Lizotte

524 B

Workshop 5

Chuck Hughes

Co-owner and Executive Chef, Garde Manger

Maxime Lizotte

Chef-owner, Maxime Lizotte consultant and Maqahamok - Pub Wolastoqey

Join Chef Maxime Lizotte and Chef Chuck Hughes as they share their journey of exploring Indigenous food traditions, sustainability, and modern cuisine. Together, they collaborated on an episode of The First Peoples Kitchen, where Maxime welcomed Chuck to his community, Wolastoqiyik Wahsipekuk, Québec's only Wolastoqey nation, where they first met. In this session, they will take you behind the scenes of their experience - How they contribute to sharing and preserving indigenous culinary heritage. They will discuss the importance of recognizing and reviving traditional Indigenous foods, food security, and how these flavors are making their way into modern kitchens. You'll also have ...

Wednesday, Feb 26: 524 C

03:30 PM - 05:00 PM

Mastering Media Relations: Presenting Indigenous Tourism Stories & Conducting Interviews

524 C

Workshop 6

Jonny Bierman

Sustainable travel journalist + sustainable tourism & brand storytelling consultant, Eco Escape Travel INC

Bojana Duric

Associate Director, tartanbond

Jovily Martone

Senior Account Executive, tartanbond

Debbie Olsen

Ryan Rogers

Communications Manager, Indigenous Tourism Association of Canada

Diane Selkirk

Freelance Journalist

Hannah Towey

Associate Editor, Condé Nast Traveler

In this interactive breakout session, participants will learn the essential skills for effectively presenting their Indigenous tourism business to media representatives and handling media interviews with confidence. As an Indigenous tourism business, it's crucial to know how to communicate your unique story in a way that resonates with journalists and engages their audiences. This hands-on session will focus on crafting compelling stories, understanding what media representatives are looking for, and providing practical tips on how to present your business story. Additionally, participants will learn the best practices for being a spokesperson in interviews, including how to stay on message, handle ...

Wednesday, Feb 26

05:00 PM - 10:00 PM

Free Evening

Thursday, Feb 27: 517 Foyer

08:00 AM - 01:30 PM

Registration

517 Foyer

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Thursday, Feb 27: 517 A

08:00 AM - 08:45 AM

Breakfast

517 A

Plenary & Gala Token: Plenary-517 Mobile Link: <https://app.interprefy.com/loginlink?token=Plenary-517>

Thursday, Feb 27: 517 BDC

09:00 AM - 10:00 AM

From Atlantic Shores to Quebec Heartlands: Next-Gen Indigenous Changemakers in Tourism presented by Air Canada

517 BDC

Mainstage

Abdullah El-Safadi

Manager, Community Partnerships, Air Canada

James Hemsworth

Manager, Indigenous Relations and Reconciliation, Air Canada

Raphaëlle Langevin

Owner, Matsheshu Créations

Faith Myers

Student - Bachelor of Tourism & Hospitality, Mount Saint Vincent University

Kelly Paul

Cultural Coordinator, Nova Scotia Indigenous Tourism Enterprise Network (NSITEN)

Join us for an inspiring discussion featuring some of Canada's most influential Indigenous young leaders under 30 in the tourism industry. Representing the diverse regions of Quebec, Prince Edward Island, and Nova Scotia, these changemakers are redefining tourism with fresh ideas, bold leadership, and a deep commitment to their communities. This panel will explore three themes shaping the future of tourism: leadership, challenges and opportunities for Indigenous young leaders, and community engagement. Together, the panelists will share their insights, personal journeys, and advice for building a more inclusive and dynamic tourism sector across Canada. Plenary & Gala Token: Plenary-517 Mobile Link: <https://app.interprefy.com/loginlink?token=Plenary-517>

Thursday, Feb 27: 517 BDC

10:00 AM - 10:45 AM

Sustainability in Indigenous Tourism: Best Practices and Pathways Forward

517 BDC

Mainstage

Lucy Abraham

Coordinator, Nunavik Parks Management

Pierre Kanapé

Development Advisor and Sustainable Transition Coordinator, Tourisme Autochtone Québec

Paule Rochette

owner, Hébergement aux Cinq Sens

Lucky Sherpa

President, Green Forum Nepal

Marie-Joelle Tremblay

Directrice générale, Kina8at-Ensemble

This session brings together leading experts in sustainability accreditation, Indigenous tourism operators, and thought leaders to explore the multifaceted dimensions of sustainability in Indigenous tourism. From cultural preservation and environmental stewardship to economic resilience and social equity, this conversation will showcase the best practices driving meaningful, sustainable growth in the sector. Plenary & Gala Token: Plenary-517 Mobile Link: <https://app.interprefy.com/loginlink?token=Plenary-517>

Thursday, Feb 27: 516

10:00 AM - 05:00 PM

Artisan Marketplace

516

Thursday, Feb 27

10:45 AM - 11:15 AM

Break

Thursday, Feb 27: 517 BDC

11:15 AM - 12:15 PM

The Original Original Presents: Nations Live

517 BDC

Mainstage

Zane Buchanan

Creative Manager, Indigenous Tourism Association of Canada

Bronwyn Johns

Public Relations, Kahnawake Tourism

Chef Tammy Maki

CEO/Founder, Raven Rising Enterprises Ltd.

Tracy Therrien

Owner/Operator, Bucket List Tour

Jamie Thomas

Director, Culture and Tourism & Partnership and Business Development Officer, Lennox Island First Nation

Joe Urie

OWNER/GUIDE, JASPER TOUR COMPANY

Dean Werk

Owner & Professional Guide, Great River Fishing Adventures / ITAC Board Member

Join us for the highly anticipated debut of Nations Live, IITC's inaugural talk show experience presented by The Original Original. Bringing the storytelling depth of Nations Magazine to life, Nations Live delivers a high-energy, interactive format packed with engaging interviews, audience participation, and unforgettable moments. Hosted by the Nations Magazine Editor, Zane Buchanan, the live talk show spotlights The Original Original members and features inspiring conversations with industry luminaries, including Joe Urie (Jasper Tour Company), Tammy Maki (Raven Rising), and Bronwyn Johns (Kahnawake Tourism). Don't miss this one-of-a-kind entertainment extravaganza that celebrates culture, innovation, and connection!Plenary & Gala Token: Plenary-517Mobile ...

Thursday, Feb 27: 517 A

12:00 PM - 01:30 PM

Lunch

517 A

Plenary & Gala Token: Plenary-517Mobile Link: <https://app.interprefy.com/loginlink?token=Plenary-517>

Thursday, Feb 27: 517 BDC

12:45 PM - 01:30 PM

Global Values. Shared Journeys.

How to engage and influence global travelers drawn to Indigenous Tourism experiences.

517 BDC

Mainstage

David Allison

Engagement & Influence Expert, Human Values Research Pioneer, The Valuegraphics Research Company

As leaders in Indigenous tourism, you know that understanding the deep-seated motivations of travelers is key to connecting with inbound markets, creating truly meaningful experiences, and driving economic growth. And it's an established neurological truth that values motivate people to everything they do—including exploring and engaging with Indigenous cultures. So, by understanding certain shared values, we unlock the potential to transform the global Indigenous tourism landscape and strengthen the connections between hosts and guests. In this session, David Allison will present insights from custom research that reveals the shared values of individuals worldwide who are drawn to Indigenous tourism experiences. ...

Thursday, Feb 27

01:30 PM - 01:45 PM

Closing Ceremonies

Plenary & Gala Token: Plenary-517 Mobile Link: <https://app.interprefy.com/loginlink?token=Plenary-517>

Thursday, Feb 27: 518 A

02:00 PM - 03:15 PM

Part 1: Budgeting - Costing and Pricing

Budgeting and Cash Flow: Managing Your Finances for Success

518 A

Workshop 1

Deneen Allen

CEO, Tourism Entrepreneurship, Firecircle

Jason Bacon

Mentor, Firecircle

Understanding Costs, Pricing, Budgeting and Cashflow Management Part 1: Budgeting - Costing & Pricing How do I figure out the costs of my product and operations? What should my pricing be? How do I plan for the seasonality of my business? How do I make sure I have enough sales and cashflow to be successful? If you've ever asked yourself these questions, this workshop is for you! Join Deneen Allen, the founder and lead mentor of Firecircle, for the fastest and most effective financial learning you will ever do. This easy-to-follow, hands-on 2-part workshop will introduce you to direct and ...

Thursday, Feb 27: 518 B

02:00 PM - 03:15 PM

Winning with Data: Attracting more Visitors

518 B

Workshop 2

Joe Amati

Senior Executive Director of Global Market and Brand Intelligence, Destination Canada

Tamara Littlelight

Director of Marketing, Indigenous Tourism Association of Canada

Maureen Riley

Vice President, Industry Engagement, Destination Canada

Join Destination Canada and ITAC for a hands-on workshop on using data to grow your business. Discover the Canadian Tourism Data Collective, a national platform featuring the new Traveller Segmentation Program. Take a quick traveller type assessment, see how your business aligns with these travellers, and work in groups to refine your strategies. Bring your laptop to explore the platform and gain practical insights to attract more visitors. Breakout 2 (518 B) Token: Breakout-518B Mobile Link: <https://app.interprefy.com/loginlink?token=Breakout-518B>

Thursday, Feb 27: 518 C

02:00 PM - 03:15 PM

How ready is Export ready?

518 C

Workshop 3

Darcie Guarderas

Director & Client Strategist, Tansi Tourism Solutions

Join Darcie Guarderas for an uncomplicated, close up look at what it truly means to be Export Ready. Becoming Export Ready does not mean losing your identity! Maintain your own unique style, while learning to understand what it takes to work with International visitors and share your stories, your way. Breakout 3 (518 C) Token: Breakout-518C Mobile Link: <https://app.interprefy.com/loginlink?token=Breakout-518C>

Thursday, Feb 27: 524 B

02:00 PM - 03:15 PM

Rising from the Ashes

How to Survive and Thrive after a Natural Disaster

524 B

Workshop 4

Matricia Bauer

Owner, Warrior Women Inc

Join Matricia Bauer, owner-operator of Warrior Women in Jasper, Alberta as she shares her experience in managing the wildfires that swept Jasper in Summer, 2024. Learn how to build strategy and capacity for managing events that have impact on your life and business. Matricia has travelled all over the world as an ambassador of Indigenous Tourism, recently in New York as a TED talk speaker. Matricia herself is a keynote speaker, drummer, singer, artist and a certified guide leading plant walks in the Rocky Mountains. She also appears on APTN as a Bears' Lair winner, and a host for the ...

Thursday, Feb 27: 524 C

02:00 PM - 03:15 PM

Connecting Cultures: Aotearoa Best Practices Mission

524 C

Workshop 6

Matt Ammunson-Fyall

Director of Regions, New Zealand Māori Tourism

Abdullah El-Safadi

Manager, Community Partnerships, Air Canada

Whitney Hooper

Economic Development Officer, ACOA - Tourism Atlantic

Kayla Johnson

Executive Director, Indigenous Tourism Association of New Brunswick (ITANB)

Tara Saunders

Director of Business Development, Indigenous Tourism Association of Canada

In November 2024, Tourism Industry Representatives, both Indigenous and Non-Indigenous, embarked on a week-long best practice mission in New Zealand to explore and understand the practices in Indigenous tourism industry structure and development that the Māori tourism sector has implemented. The mission offered the opportunity for participants to gain insights into industry successes, effective collaboration and sector challenges which will prove beneficial for reflecting on Canada's Indigenous tourism industry and how sector collaborators can work together to continue to build a flourishing and prosperous sector. Breakout 6 (524 C) Token: Breakout-524C Mobile Link: <https://app.interprefy.com/loginlink?token=Breakout-524C>

Thursday, Feb 27: 524 A

02:00 PM - 03:15 PM

Truth2Action – Where we were, Where we are, Where we are going

524 A

Workshop 5

Brady Smith

Chief Strategy Officer, Indigenous Tourism Association of Canada

Joanna White

Consultant, Legacy Bowes

In this session, we will focus on the “now, what?” part of the Truth and Reconciliation journey. We will discuss the unique journey of Truth and Reconciliation and how to use this as a foundation for moving forward in our work. Breakout 4 (524 A) Token: Breakout-524A Mobile Link: <https://app.interprefy.com/loginlink?token=Breakout-524A>

Thursday, Feb 27

03:15 PM - 03:30 PM

Break

Thursday, Feb 27: 518 A

03:30 PM - 04:45 PM

Part 2: Budgeting – Forecasting Your Sales

Budgeting and Cash Flow: Managing Your Finances for Success

518 A

Workshop 1

Deneen Allen

CEO, Tourism Entrepreneurship, Firecircle

Jason Bacon

Mentor, Firecircle

Understanding Costs, Pricing, Budgeting and Cashflow Management How do I figure out the costs of my product and operations? What should my pricing be? How do I plan for the seasonality of my business? How do I make sure I have enough sales and cashflow to be successful? If you've ever asked yourself these questions, this workshop is for you! Join Deneen Allen, the founder and lead mentor of Firecircle, for the fastest and most effective financial learning you will ever do. This easy-to-follow, hands-on 2-part workshop will introduce you to direct and indirect costs, how to calculate the costs ...

Thursday, Feb 27: 518 B

03:30 PM - 04:45 PM

Exploring AI: Opportunities, Challenges and Indigenous Inclusion

518 B

Workshop 2

Lynnsey Chartrand

Head of Indigenous Initiatives, Mila - Québec AI Institute

Artificial intelligence (AI) is reshaping industries, including tourism. This workshop introduces AI—its potential, limitations, and ethical concerns—while brainstorming how it can support Indigenous tourism through digital storytelling, language revitalization, and operational efficiencies. We'll also discuss Indigenous AI initiatives at Mila — Québec AI Institute, including the Indigenous Pathfinders in AI program and efforts to ensure AI serves rather than extracts from Indigenous communities. As AI continues to shape the future, Indigenous inclusion in this space is crucial to ensure that emerging technologies serve our communities rather than extract from them. Breakout 2 (518 B) Token: Breakout-518B Mobile Link: <https://app.interprefy.com/loginlink?token=Breakout-518B> Join us to explore AI,

...

Thursday, Feb 27: 518 C

03:30 PM - 04:45 PM

Traveler's Path to Purchase

518 C

Workshop 3

Jimmy Cleovoulou

Expedia Group

Across the travel industry, one of the most requested research topics is the traveller path to purchase. The digital landscape and travel industry are increasingly fragmented, online content consumption continues to rise, and the touchpoints for traveller influence and engagement seem endless. The way people are inspired to travel, research, and book trips has changed in recent years, along with the content that influences their travel decisions. Join us as we explore how to engage and influence travelers online, sharing key insights from the Traveler's Path to Purchase. Breakout 3 (518 C) Token: Breakout-518C Mobile Link: <https://app.interprefy.com/loginlink?token=Breakout-518C>

Thursday, Feb 27: 524 B

03:30 PM - 04:45 PM

Empowering Your Community with Strategic Planning Foundations

524 B

Workshop 4

Dawnielle Tehama

Senior Associate Principal, Coraggio Group

The hands-on workshop will guide attendees through the foundations of strategic planning, a helpful process and tool to guide multi-year cultural tourism development efforts. Drawing from extensive experience in Indigenous tourism and strategic consulting, Dawnielle Tehama will lead participants in creating actionable steps to launch or strengthen tourism initiatives that respect and integrate Indigenous knowledge and values. As session attendees, you will be guided in understanding the macro components and sequencing of developing a strategic plan for cultural tourism development. Attendees will learn about the critical elements of the process, including cultural preservation, community engagement, and cross-sector partnerships, while exploring ...

Thursday, Feb 27: 524 C

03:30 PM - 04:45 PM

Exploring Together: Inclusive Indigenous Newfoundland Experiences

524 C Workshop 5

Trina Reid

Managing Director, Under the Stump Inc

In the session titled "Exploring Together: Inclusive Indigenous Newfoundland Experiences," we will discuss our Indigenous culture and heritage in Newfoundland, emphasizing the importance of accessibility for all visitors. Participants will engage in meaningful discussions about various cultural experiences that celebrate Indigenous traditions, storytelling, art, and connection to the land. We'll explore practical approaches to making these experiences welcoming and accessible, ensuring that everyone can appreciate and participate in the vibrant Indigenous culture of the region. By sharing insights, resources, and best practices, this session aims to foster a collaborative environment where we can learn from one another and promote inclusive ...

Thursday, Feb 27: 524 A

03:30 PM - 04:45 PM

Empowering Women in Indigenous Tourism Leadership

524 A Workshop 6

Josée Leblanc

CEO, Atikuss Canada

Join Josée Leblanc, an Innu businesswoman from Uashat, Quebec, and owner of Atelier-Boutique Atikuss. With a passion for uplifting Indigenous culture and offering fair wages to female artisans, Josée founded Atikuss in 2016, gaining global recognition for its innovative Indigenous fashion, including her famous mukluks. In this session, Josée will share strategies, personal insights, and success stories that highlight the transformative power of female leadership. Key topics include overcoming leadership barriers, fostering mentorship, and creating growth opportunities for women in tourism. Whether you're an emerging leader or an established professional, this session will provide tools, inspiration, and connections to drive meaningful change ...

Thursday, Feb 27: 517 BDC

06:00 PM - 10:00 PM

Indigenous Tourism Awards Gala

517 BDC Mainstage

The Indigenous Tourism Awards are presented by the Indigenous Tourism Association of Canada and represent the best in industry; from outstanding businesses, sustainability, women and thought leadership in industry, the Indigenous Tourism Awards celebrate this past year's excellence in tourism. Gala Token: Plenary-517 Mobile Link: <https://app.interprefy.com/loginlink?token=Plenary-517>



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Live, Virtual, Hybrid Event Technology