



## Indigenous Tourism Leaders and Operators Wrap Up their 11<sup>th</sup> Annual International Indigenous Tourism Conference

**Unceded/Unsurrendered Algonquin Anishinabeg Territory (Ottawa, ON) March 5, 2024 –** [The Indigenous Tourism Association of Canada](#) (ITAC) proudly wrapped up its 11th annual International Indigenous Tourism Conference (IITC) last week. The conference brought together 1,000 delegates and tourism industry leaders from across the globe including Taiwan, Japan, New Zealand and Chile, making this year’s conference the largest to date.

“The success of 2024 IITC truly reflects the remarkable progress we’ve made in the Indigenous tourism industry,” says Keith Henry, ITAC’s President and CEO. “Once again, the conference has not only exceeded our expectations but has set a remarkable precedent for the future.”

This year’s program welcomed Minister Soraya Martinez Ferrada and Senator Karen Sorensen who kicked off the conference during the Grand Entry. Both highlighted ITAC’s 2030 vision to make Canada the world leader in Indigenous tourism by focusing on marketing, development, leadership and partnerships.

Several announcements were made during the conference including:

- ITAC and the Shaw Centre announced their dynamic partnership that aims to promote the [Indigenous Tourism Destination Fund \(ITDF\)](#). Through this partnership, their mission is to advance Canada’s Indigenous tourism sector by offering essential support to Indigenous businesses, entrepreneurs and communities.
- [New Zealand Māori Tourism](#), the [American Indian Alaska Native Tourism Association](#) and [ITAC](#) announced their collaboration to champion international promotion and advocacy through a newly formed association named Destination Original Indigenous Tourism (DO-IT).
- [The Indigenous Tourism Awards Gala](#), sponsored by WestJet, recognized the achievements of Indigenous-owned tourism associations, businesses, entrepreneurs, and people across Canada who have demonstrated exceptional work in leadership, partnership, development and marketing and business ethics.

- A total of 78 businesses will receive funding through the first round of the Indigenous Tourism Fund Micro and Small Business Stream.
- The 12th annual IITC will be held on the traditional territory of the Tiohtià:ke in Kanien'kéha and Mooniyang in Anishinaabemowin, Montreal, Quebec, in 2025.

The success of this year's conference would not have been possible without the support of our valuable partners:

- Ottawa Tourism
- WestJet
- Indigenous Tourism Quebec
- Parks Canada
- Destination Canada
- Air Canada
- Airbnb
- Destination Vancouver
- Banff & Lake Louise Tourism
- Destination Toronto
- Expedia
- Fire Circle
- VIA Rail Canada
- Destination Greater Victoria
- Travel Nunavut
- Québec cite
- Edmonton International Airport
- International Experience Canada
- Marriott International
- NACCA
- Rocky Mountaineer
- Tourism Prince George BC
- Visit Montreal
- Vancouver International Airport
- Visit Mississauga
- Tourism Saskatchewan
- Discover Saskatoon
- Hotel Association of Greater Victoria
- Newfoundland & Labrador Indigenous Tourism Association
- Explore Edmonton
- Indigenous Tourism Alberta
- Indigenous Tourism Manitoba

### **About the Indigenous Tourism Association of Canada**

The Indigenous Tourism Association of Canada (ITAC) is a national non-profit Indigenous tourism industry organization established in 2015. ITAC is the lead organization tasked with growing and promoting the Indigenous tourism industry across the country. Inspired by a vision for a thriving Indigenous tourism economy sharing authentic, memorable and enriching experiences, ITAC develops relationships with groups and regions with similar mandates to enable collective support, product development, promotion and marketing of authentic Indigenous tourism businesses in a respectful protocol.

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