



Attention: Media and Photo Editors

MEDIA ADVISORY

Global Indigenous tourism leaders convene in Montréal for 2025 IITC opening ceremony

Uniting global delegates on Tiohtià:ke (Montreal) to discuss innovation, collaboration and the future of Indigenous tourism.

Tiohtià:ke (Montréal, QC) – February 24, 2025 – The Indigenous Tourism Association of Canada (ITAC) will host the [2025 International Indigenous Tourism Conference](#) (2025 IITC) at the Montréal Convention Centre, taking place from February 25-27, 2025. The event will bring together approximately 1,000 Indigenous tourism operators, government leaders and industry partners from around the world – an opportunity to learn, network, and contribute to the growth of sustainable tourism.

Delegates travelling from Canada, the United States, Nepal, New Zealand, United Kingdom, Mexico, and Chile will share their collective knowledge to further Indigenous tourism and work with their respective governments.

This year's theme, "United We Soar: The Future of Indigenous Tourism", represents the collective power of Indigenous tourism communities coming together to build a thriving future. The three-day event will feature cultural tours, keynote speakers, panel discussions and breakout sessions for industry professionals and entrepreneurs, providing insights on ways to grow their business.

Through tourism, the journey of reconciliation is an opportunity for Indigenous and non Indigenous people to come together to learn about the culture, invite them in and start to move together in a different way.

WHAT:	The world's largest Indigenous tourism conference kicks off in Montréal, Québec
WHO:	<ul style="list-style-type: none">• Minister Responsible for relations with the First Nations and the Inuit Minister, Ian Lafrenière• Alia Hassan-Cournol, city councillor; responsible for economic development and reconciliation with Indigenous

	peoples
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	<ul style="list-style-type: none"> • Yves Lalumière, CEO of Tourisme Montréal • Keith Henry, president & CEO of ITAC (English) • Sébastien Desnoyers-Picard, vice president of ITAC and first president and CEO of Destination Original International Tourism (French) • Teresa Ryder, ITAC's director of partnerships (English) • Patricia Auclair, interim executive director, Indigenous Tourism Quebec (French) • Andrew Germain and Laurence Lainé, marketing advisor, Indigenous Tourism Quebec (English) • Local Indigenous tourism operators <ul style="list-style-type: none"> ○ Steeve Wadohondik Gros-Louis, Restaurant La Sagamité & president of the ITQ Board (French) ○ Kimberly Cross, Kahnawà:ke Tourism & ITQ board member (English)
WHERE:	Montreal Convention Centre Palais des congrès de Montréal 1001 Pl. Jean-Paul-Riopelle Tiohtià:ke Territory (Montréal, Québec)
WHEN:	Tuesday, February 25, 2025 2:00 p.m. – 7:30 p.m. EST
AGENDA:	2:00 p.m.: Opening Ceremony 3:15 p.m.: Celebrating a Decade of Leadership 5:00 p.m. – 7:30 p.m.: Welcome Reception (featuring DJ Popprt, Indigenous Chefs and Fashion Show)

Interviews will be available during the welcome reception. To RSVP and/or arrange a media interview, please contact:

English Media Requests

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About the Indigenous Tourism Association of Canada (ITAC)

Established in 2015, ITAC is a national non-profit Indigenous tourism industry organization, tasked with growing and promoting the 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. For more information, visit www.indigenoustourism.ca.

About the International Indigenous Tourism Conference (IITC) The largest Indigenous conference in the world, the annual IITC brings together delegates from the Canadian tourism industry, First Nations, Inuit, and Métis communities, as well as representatives from global Indigenous tourism organizations for three days of inspiration and learning about Indigenous tourism issues and topics. For more information on the 2025 IITC, visit IndigenousTourismConference.com