

A Native American man in traditional regalia, including a large feathered headdress and a beaded necklace, holding a ceremonial object. The background is dark with a warm, orange-red glow.

The Original Original and the Value of Accreditation

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**THE
ORIGINAL
ORIGINAL**

Accreditation: A big fancy word that simply means quality check.



Who Benefits



Consumers

Business Operators


**Indigenous
Tourism Sector**



Consumer Trust and Confidence

Assurance of Quality and Value

Builds Awareness



Six Areas of Market Readiness

Community
Engagement
and Support

Marketing and
Visitor Services

Sustainable
Indigenous
Tourism

Health, Safety
and Comfort

Visitor
Experience

Business
Acumen and
Practices

Three Ways to Be Market Ready

1

Business Ready

Business Ready enables new start-ups, entrepreneurs, and others just entering the market to get recognized for meeting good business practices. Most businesses in this category tend to focus on local markets.

2

Visitor Ready

Visitor Ready is for tourism businesses that are seeking to attract visitors beyond local markets. These businesses may be expanding and increasing their capacity, such as by serving larger groups or extending their operational season. Generally, these businesses are mature, having operated for a minimum of two or three years. They have well-established operational policies and procedures that enable the business to grow and manage more risk.

3

Export Ready

Export Ready businesses are focused on international visitor markets and have the added capacity to manage specialized travel trade services for visitors from a broad range of culturally diverse markets. Export Ready businesses are part of a larger travel trade ecosystem. To be successful, most rely on business relationships with tour operators, destination marketing organizations, and various travel distribution channels.

Minimum Requirements for the Market Ready Designation

- Business Ready: 30 out of 39 features (17 required)
- Visitor Ready: Business Ready + 22 out of 28 features (12 required)
- Export Ready: Visitor Ready + 6 out of 8 features (4 required)



Path to The Original Original

Self Evaluation Checklist

- Business
- Visitor
- Export

The Original Original Full Application

- Choose One Designation

Application is Reviewed

- Two Independent Reviewers

Accreditation Achieved

- After two years you will need to renew

How are the Applications Assessed?

- Assessed by a minimum of two separate reviewers.
- If there are questions during the review process, a business will be contacted and asked to provide additional information.
- Further detail can be found in the Policy Manual on the ITAC corporate website.



Mark of Excellence

Exclusive access to select development and marketing initiatives.



Bienvenue.

INDIGENOUS
TOURISM ASSOCIATION OF CANADA

Indigenize Your Meetings and Events.

Experience the many benefits of planning meetings and events with an Indigenous-owned business.

DESTINATION INDIGENOUS | THE ORIGINAL ORIGINAL

Authentic Indigenous tourism experiences are found right across Canada, and they are as diverse as the people who offer them. Cultural centres, tour companies, restaurants, galleries, museums and incredible resorts and hotels are owned and operated by Indigenous individuals and communities. Booking a meeting or an event with an Indigenous-owned business provides the opportunity to coordinate outstanding tourism and cultural experiences with top notch hotels, restaurants, and meeting facilities for a truly unforgettable event. Here are a few of the Indigenous properties that are equipped and excited to host your client's next meeting or special event.

- St. Eugene Golf Resort & Casino**
CSABROOK, BC
Proudly owned by the Kwantlen Nation, St. Eugene Golf Resort & Casino is the only resort in Canada that is located in a formal residential school. There's a 125-room resort, a par 72 golf course, restaurants, a casino, and 11,782 square feet of fully equipped meeting space in seven rooms. Cultural tours and Indigenous awareness corporate training are offered at the onsite Kwantlen Nation Interpretive Centre.
- Grey Eagle Resort & Casino**
CALGARY, AB
Located on Tsuut'ina First Nation lands in Calgary, Grey Eagle Resort & Casino has a state-of-the-art events centre with space to accommodate up to 2,500 people. The events team has seamlessly hosted world class acts such as Diana Ross and Jay Leno as well as many large conferences and events. There's a 178-room hotel, a casino, two restaurants and several bars.
- Dakota Dunes Resort & Casino**
SASKATOON, SK
Dakota Dunes Resort & Casino is located on traditional Whitecap Dakota Unceded Territory outside Saskatoon. This 155-room resort has 10,000 square feet of high-tech meeting space, an excellent onsite restaurant, a casino, a pool, a spa, and a host of summer and winter Indigenous tourism experiences.
- Métis Crossing**
SMOKY LAKE, AB
Situated on 512 acres of land outside Smoky Lake, about 120 kilometres northeast of Edmonton, Métis Crossing is Alberta's premiere site for Métis cultural experiences. There's a cultural gathering centre with state-of-the-art technology for presentations and events, a 40-room guest lodge, a wildlife park, and cultural programs and outdoor activities that can be enjoyed in every season.
- River Cree Resort & Casino**
EDMONTON, AB
Just 15 minutes from West Edmonton Mall on the Enoch Cree Nation, River Cree Resort & Casino has 24,000 square feet of meeting space in eight rooms. There's a 249-room hotel, a casino, six restaurants, three lounges, two hockey rinks, a swimming pool, fitness facilities and a concert venue.
- Hôtel-Musée Premières Nations**
WENDAKE, QC
A 14 minute drive from Old Québec, the 55-room Hôtel-Musée Premières Nations is owned and operated by the Huron-Wendat Nation. There are 14 spaces with advanced audio and projection facilities for meetings and events. There's also an onsite gourmet restaurant with a Michelin starred executive chef, a museum, a reconstructed longhouse and a variety of Indigenous tourism programs and experiences.

Explore more event locations and Indigenous experiences from coast to coast at DestinationIndigenous.ca

Natural ingredients only.

Wanuskewin Heritage Park
Saskatoon, Saskatchewan

Like it was thousands of years ago, Wanuskewin Village's gathering place still is a beautiful example of Northern Plains Culture, featuring art, dance, cuisine, and traditions. Join us on a medicine walk, enjoy a tipi sleeper, or me on horseback. Learn about the story here and the sacred connection to the earth.

destinationindigenous.ca

DESTINATION INDIGENOUS

Not exactly 5 star.

Wikwemikong Tourism
Point Grondine, Ontario

Home to the people of Three Fires Confederacy - an alliance between Ojibway, Odawa and Potawatomi Nations - Manitowlin Island's largest community is a demonstration of unique cultural experiences and picturesque wilderness.

destinationindigenous.ca

DESTINATION INDIGENOUS

Fall classic.

Arctic Bay Adventures
Arctic Bay, Nunavut

Experience the natural wonders of one of the most unique destinations in the world with Inuit-owned Arctic Bay Adventures on Baffin Island, Nunavut. Nestled snugly amidst stunning mountains, Baffin Island is a traditional hamlet with a population of approximately 100 people, and its beauty is breathtaking which means the perfect spot for our local Inuit guides on a thrilling discovery of nature and local culture on an arctic adventure unlike any other.

destinationindigenous.ca

DESTINATION INDIGENOUS

Rush hour.

Tundra North Tours
Inuvik, Northwest Territories

Transform yourself through the untouched wilderness and experiences created by renowned guide Mark Kitchin Taylor who has been introducing visitors to the spectacular North and the traditional Inuvialuk/Inuvich lifestyle for over a decade.

destinationindigenous.ca

DESTINATION INDIGENOUS

Mark of Excellence

Accredited businesses will receive preferential treatment in sales and promotional campaigns.



Mark of Excellence

DestinationIndigenous.ca
website listings feature The
Original Original mark of
excellence.



Spirit Bear Lodge

, British Columbia

[Awareness Experiences](#) | [Bear Watching](#) | [Boat Tours](#) | [Heritage Sites](#) | [Resorts](#) | [Serves Alcohol](#) | [Storytelling](#) | [Table Service](#)

OPEN



Visit Spirit Bear Lodge and explore the largest intact temperate rainforest in the world – the traditional territory of the Kitasoo/Xai'xais First Nation. With a guide by your side, explore a landscape teeming with wildlife that includes grizzlies, sea wolves and the legendary spirit bear (Kermode bear), a rare, genetic variation of the black bear. Observe orcas, sea lions, white-sided dolphins, and humpback whales as, together, you glide through the misty waters off Canada's wild West Coast. Listen to locals as they tenderly share stories about an ancient and still very much alive culture.

"This region is a rare and special gem," says Spirit Bear Lodge spokesman Doug Neasloss of the Kitasoo/ Xai'xais First Nation. "I often refer to our part of the world as Canada's Galapagos." The operation offers ecotourism packages that range from four to seven days in length. Guests are surrounded by wilderness, staying in stunning, waterfront accommodations that pay homage to traditional longhouses and traveling by motorboat into even more remote locations.

"By visiting Spirit Bear Lodge, travelers are choosing to support local employment and community. We are very much a family environment," Neasloss says. "When people leave, I hope they walk away understanding both our culture and the environmental stewardship that has gone into protecting one of the most special places in Canada."

Great Bear Rainforest Tour Package

World class wildlife tours in the Great Bear Rainforest offering a chance to see the rare Spirit Bear. Experience the feeding frenzy firsthand as bears, eagles, sea lions, and whales fill up on the Fall Salmon for the long winter ahead. We are only offering one package for 2022 as we are currently only planning to do a shortened season.

[com/packages/#book-now](#)

Spirit Bear Lodge

BOOK ONLINE

SPIRIT BEAR LODGE

British Columbia

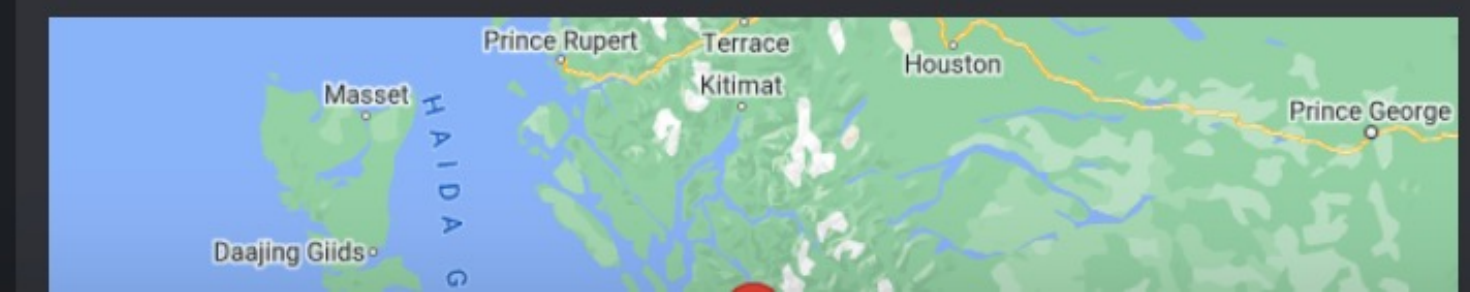
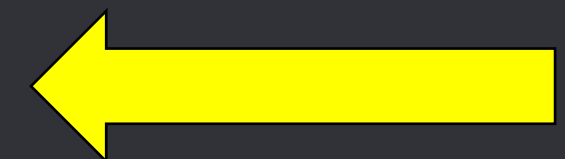
1-250-339-5644

explore@spiritbear.com

[Visit Website](#)



Certified Business





Discussion

How would like to see ITAC build brand awareness around The Original Original?

Can you see yourself/business taking part in this program? If not, please share with us so we can address any concerns.

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