



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA



**INDIGENOUS
TOURISM BC**

The Indigenous Tourism Association of Canada signs memorandum of understanding with Indigenous Tourism B.C.

February 28, 2019, Coast Salish Territories (Vancouver, B.C.) – The Indigenous Tourism Association of Canada (ITAC) and Indigenous Tourism BC have signed a memorandum of understanding.

The memorandum of understanding sets the framework for furthering meaningful collaboration between ITAC and ITBC with a goal to support and foster the Indigenous tourism industry within B.C.

“ITAC recognizes the important work ITBC has done in paving the way for the Indigenous tourism industry in British Columbia,” says Keith Henry, president & CEO of ITAC. “They have established themselves as a leader and pioneer in Indigenous tourism awareness and development, and we are very excited to continue our close work with them.”

ITAC will work with ITBC to cultivate Indigenous tourism product development, joint training initiatives, and cooperative marketing opportunities in the province.

“This is an exciting time for Indigenous tourism; our partnership with ITAC is more important now than ever. As tourism continues to rise throughout Canada, it is imperative we cultivate these relationships to support the economic growth within our Indigenous communities,” said Brenda Baptiste, chair of ITBC. “We look forward to aligning with ITAC on training, product development and cooperative marketing to enhance the benefits for our Stakeholders in British Columbia.”

This partnership between ITAC and ITBC is a vital element in achieving a thriving Indigenous tourism industry in not only British Columbia, but the whole of Canada.

For more information, visit www.IndigenousTourism.ca or www.indigenoustbc.com

About Indigenous Tourism BC

ITBC is a provincial Indigenous tourism sector organization established in 1996-1997 that supports training, product development and marketing of culturally rich Indigenous tourism products and services on behalf of Indigenous communities and entrepreneurs in BC. ITBC is recognized as an international leader in developing authentic Indigenous cultural tourism experiences. The purpose of ITBC is to provide training, information resources, networking opportunities and co-operative marketing programs to Indigenous entrepreneurs and communities in BC looking to start a tourism business. ITBC works closely with tourism businesses, education and government organizations to help BC’s Indigenous tourism businesses offer quality experiences and actively promotes these experiences to visitors and local residents.

About the Indigenous Tourism Association of Canada

The Indigenous Tourism Association of Canada (ITAC) works to improve the socio-economic condition of Indigenous peoples through the provisions of economic development advisory services, tourism conferences, capacity development training and workshops, industry research and information for Indigenous tourism operators and communities within the 13 regions; 10 provinces and three territories of Canada. ITAC develops relationships with other groups and regions with similar mandates, uniting the Indigenous tourism industry in Canada and works to enable collective support, product development, promotion and marketing of authentic Indigenous cultural tourism businesses in a respectful



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA



INDIGENOUS
TOURISM BC

protocol. ITAC also just released their brand new experience guide, detailing Indigenous experiences across Canada, in which visitors can learn about the values of the respect, honour and integrity that guides our communities while discovering the traditional territories, history, people and culture that has been a part of our country for centuries. To download the full 2018/19 Guide to Indigenous Tourism in Canada go to:

<https://indigenoustourism.ca/corporate/indigenous-tourism-experience-guide/>. The ITAC Board is made up of Indigenous tourism industry representatives from each of the provinces and territories. For more information, visit www.indigenoustourism.ca.

-30-

Media contacts:

Jorden Hutchison, Avenue PR: 604-831-9048 or jorden@avenuepr.ca

Jenna Hickman, Beattie Tartan: 250-592-3838, 250-214-3480 (cell) or jenna.hickman@beattiegroupp.com

Keith Henry, Indigenous Tourism Association of Canada: 604-639-4408 or keith@indigenoustourism.ca