



How Destination Marketers Can Represent the Underrepresented in the Travel Industry

Sébastien Desnoyers-Picard

Huron-Wendat

Indigenous Tourism Association of Canada



@DestinationIndigenous



@CAN_Indigenous



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INDIGENOUS
TOURISM ASSOCIATION OF CANADA



ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

Industry focused, industry led

National non-profit

Membership base of
Indigenous owned and
controlled businesses

13 elected board members
representing industry from
across Canada

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Our Mission

To provide leadership in the development and marketing of authentic Indigenous tourism experiences through innovative partnerships

Our Vision

A thriving Indigenous tourism economy sharing authentic, memorable and enriching experiences

2019–2020

Size of our industry

Direct GDP from Indigenous
tourism businesses

\$1.6B

Indigenous tourism
businesses

1,700

Indigenous tourism
industry employees

36,000



**From 2014-2017, tourism
across Canada grew by an
estimated 14.5%**

**Indigenous tourism
outpaced “mainstream”
tourism industry growth
with an estimated 23.5%
growth during same period**



Unprecedented Demand

Demand for Indigenous tourism in Canada continues to exceed expectations as more international visitors seek authentic experiences.



1 in 3 international visitors to Canada are interested in Indigenous tourism experiences (37%)

Visitors from France (63%) and Germany (47%) are most likely to be interested in Indigenous tourism experiences

The USA (33%) and China (35%) offer the largest potential market opportunities in terms of potential visitation

INDIGENOUS PARTNERSHIPS



Storytelling & authenticity — the heart of Indigenous tourism



Storytelling

Storytelling is vital to our Indigenous culture. We all come from long line of storytellers. It's something that is natural, engrained, it's who we are.

**Indigenous tourism
is *by* Indigenous
Peoples, not *about*
Indigenous Peoples**

**Culture belongs to
the Community**



Why authenticity matters



**Visitors want
connection**

**They want unique
experiences**

**They want a
transformative
experience**

**They want to hear
personal perspectives**



Why is it important to us



**Reconciliation starts
with recognition**

**It keeps the
culture alive**

**Protect sacred
places**



**Allow guests to access
information about
our culture**

**Connect with
Elders**

**Create a positive
economy**



Powerful partnerships



Why partner with an Indigenous operator

Set yourself apart
in the market

Add cultural content

It's accessible and closer
than you think

Visitor demand



Tips for being a good partner



Create a meaningful partnership

Build a relationship
without a timeline

Be open — come
without expectation

Commit to sharing



Know what you bring to the partnership

New ideas

New location

New customers

Mutual benefits

How you compliment
each other



Relinquish Control

Understand that
Indigenous people are in
control of their own stories

Respect autonomy of
Indigenous experience
being shared and protocols



Work with the Indigenous communities to define your guest code of conduct



**Include culture
wherever possible**



Manage expectations



Be careful with your image selection



**When writing
content, avoid
cultural taboos AND
validate your
sources**



**Go partner up,
and build a
relationship!**





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