

Fort Nelson Stewart Fort St. Joh Dawson • 🔭 **BRITISH COLUMBIA** F Prince George Edmonton 🛬 Quesnel • > Williams Lake Golden Calgary • 🔭 • Nelson Cranbrook Penticton Castlegar Seattle

About Indigenous Tourism BC

- With 203 Indigenous communities and more than 30 Indigenous languages, British Columbia's six diverse and beautiful regions offer extensive authentic Indigenous experiences
- Through Indigenous tourism, locals and visitors can connect with the people who have lived on the land, collected knowledge, and shared the stories and traditions of Indigenous First Nations for thousands of years.
- Once it's safe to travel again, Indigenous hosts in BC will be ready to welcome guests and connect them with opportunities to immerse themselves in stories and adventures of the land.

Indigenous Tourism in BC

Trends

Indigenous Tourism on the rise

Travel Responsibly/
Travel with
Intention

Challenges

Community Sentiment

Staffing

Stakeholder Support

One-on-One support

Marketing

Tourism Roadmap

ITBC STAKEHOLDERS

FRIEND OF ITBC

Non-Indigenous organizations related to tourism that support the Indigenous tourism industry

Cultural Keeper/ Service Provider

Artisans,
performers,
designers,
consultants, food
+ beverage,
service providers
or other
Indigenous
tourism
professionals

Tier 1 Community and Entrepreneur

Indigenous communities and Entrepreneurs starting a tourism business

Tier 2 Visitor Ready

Businesses that are operational but do not have a market-ready experience/product

Tier 3 Market Ready

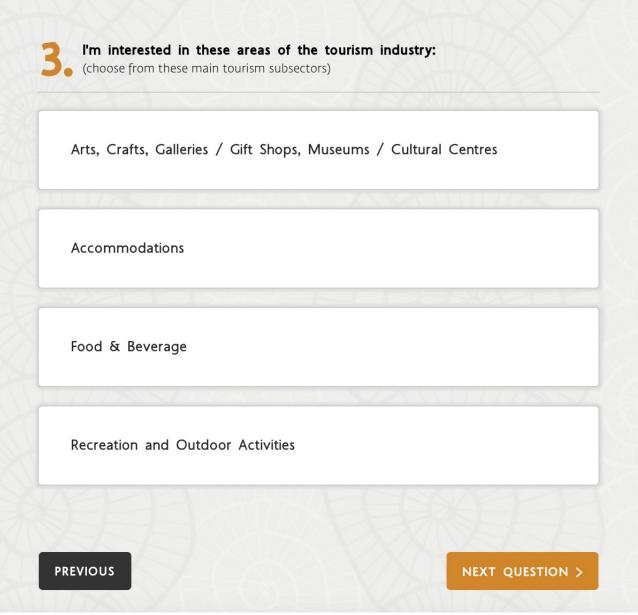
Tourism
businesses that
are fully
operational
meeting
market-Ready
criteria

Tier 4 Export Ready

Tourism
businesses that
are fully
operational
meeting exportready criteria

ITBC's Tourism Roadmap

The ITBC Tourism Roadmap is a resource for Indigenous tourism entrepreneurs, cultural keepers and Indigenous community leaders to navigate the path to launch your tourism idea or strengthen your existing business.



Considerations When Working with Indigenous Communities

Many non-Indigenous tourism and media organizations seek improved and more respectful partnerships with Indigenous communities. In the document, Indigenous Tourism BC has compiled information to help non-Indigenous organizations understand and improve relationships with the First Peoples of British Columbia.



Considerations when working with Indigenous communities

Document includes information on:

- Indigenous Peoples of BC
- Indigenous Right's Titles and Treaties
- 10 Considerations when working with Indigenous communities
- Ways to strengthen your relationship with Indigenous Nations and Communities



Trip Planning App

The Indigenous BC Trip Planner App is a must-have tool for planning an unforgettable trip. Find authentic Indigenous experiences and businesses, learn common Indigenous words and phrases, and hear traditional songs, stories, and legends

