

A photograph of three women standing on a dirt trail in a mountainous, arid landscape. The women are dressed in casual outdoor attire, including patterned skirts and jackets. The background features rugged, rocky hills under a clear blue sky. A white banner is overlaid across the bottom of the image.

Indigenous Tourism BC



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 export-ready 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.

50/100%
PROGRESS

 RESOURCES

3. I'm interested in these areas of the tourism industry: (choose from these main tourism subsectors)

Arts, Crafts, Galleries / Gift Shops, Museums / Cultural Centres

Accommodations

Food & Beverage

Recreation and Outdoor Activities

PREVIOUS

NEXT QUESTION >

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





Connect with Indigenous Tourism BC

- Follow our social media channels @IndigenousBC
- Learn about the Indigenous experiences at www.IndigenousBC.com
- Download our Trip Planning App

For more information contact:

Samantha Rullin
Stakeholder & Marketing Coordinator
Samantha@IndigenousBC.com