



ATLANTIC INDIGENOUS TOURISM RESEARCH REPORT

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- Chelsea Paul Griffith, Research and Evaluation Coordinator - Joint Economic Development Initiative (JEDI)
- Jane McMillan PHD., CRC, Professor and Chair of Anthropology Department - St. Francis Xavier University
- Lois Daye, Administrative Assistant of Atlantic Indigenous Economic Development Integrated Research Program (AIEDIRP)
- Robert Bernard, Executive Director - Nova Scotia Indigenous Tourism Enterprise Network (NSITE'N)

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Executive Summary



EXECUTIVE SUMMARY

Background

The Atlantic Indigenous Economic Development Integrated Research Program (AIEDIRP) which is a unique research program formed in 2007 through partnerships between the Atlantic Policy Congress of First Nations Chiefs Secretariat (APC) member communities, the Inuit of Labrador, 15 Atlantic universities, and three government funders. AIEDIRP's main purpose is to work with Indigenous communities to improve the knowledge base concerning Atlantic Indigenous economic development in order to improve the lives of Indigenous people in the region.

APC through AIEDIRP contracted BDO Canada, an advisory services firm with office across Canada to produce a research report designed to complement current Atlantic Indigenous Tourism research and to serve as a next step in helping to achieve increased Indigenous participation in the Atlantic tourism sector prioritizing Indigenous youth and women.

Report Structure

This document is structured with background information as the first section, followed by the report research and methodology. After this section, the Atlantic Indigenous Tourism Market Analysis that includes, market background, industry standards and best practises, supports and resources available and a gap analysis. Finally, recommendations have been developed based on the findings from the literature review and stakeholder engagement and it is the final section of the document not including the appendix.

Approach and Methodology

This research report will provide helpful information to Indigenous communities and people about the Indigenous Tourism industry in Atlantic Canada. As such, a methodology was used that included literature review, secondary research to understand market conditions and primary research to collect input from Indigenous stakeholders in the tourism sector. A five-step method was used to develop the comprehensive Indigenous Tourism research report.



Market Analysis

Indigenous Tourism is defined as a tourism business majority owned, operated and/or controlled by First Nations, Métis or Inuit peoples which demonstrates a connection and responsibility to the local Indigenous community and traditional territory where the operation is based. Indigenous Peoples are increasingly participating in the development, implementation, and management of tourism projects in Canada. Indigenous Tourism operators across the country provide unparalleled opportunities for reconciliation and education for non-Indigenous people coast-to-coast, while supporting the cultural and economic vitality of Indigenous Nations and communities. The Indigenous Tourism sector in Canada is comprised of a diverse mix of operating structures from cooperatives, community-owned, incorporated businesses, and sole proprietors.

Atlantic Canada includes the provinces of New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland and Labrador and is home to diverse Indigenous cultures. Maliseet, Mi'kmaq, First Nations and Inuit peoples have lived in the region for over 10,000 years and enrich the area with their legends, art, music, spirituality, history and language. The region also has those of other Indigenous background who have moved from other parts of Canada. The economic impact of Indigenous Tourism in Atlantic Canada includes almost 2,900 jobs representing almost \$76 million in labour income from Indigenous Tourism. These jobs produce \$108 million in GDP for the Atlantic region and generate over \$225 million in revenues.

EXECUTIVE SUMMARY

Stakeholder Engagement Findings

Indigenous Tourism Values: The importance of authenticity and how it's conveyed within the Indigenous Tourism sector, clearly defining Indigenous Tourism, ensuring that Elders and Knowledge Keepers are included and empowered within Indigenous Tourism, confidence and connection to culture, trusts and relationships, the importance of respecting mother earth, wildlife and environmental sustainability.

Barriers: Lack of awareness of the Indigenous Tourism offerings in the Atlantic region, the maturity and development of Indigenous experiences, access issues amongst visitors traveling to Indigenous Tourism experiences, infrastructure required to support tourism activities, community and community leadership involvement, labour supply challenges, issues resulting from regulatory and operating requirements, and barriers specific to Indigenous women such as the tendency for women to have more responsibilities in the home.

Support and Resource Gaps: More product and market development supports are needed, new programs and additional information should be provided, increased funding opportunities and funding specific to Indigenous Tourism, capacity development and training to enable Indigenous Tourism operators to achieve success.

Positive: Industry stakeholders are eager to learn, operators mentioned having repeat and loyal customers, the shift of an extended tourism season, the huge opportunity within in Indigenous Tourism, increased interest in partnerships, and the current supports and resources that are available.

Opportunities for Collaboration and Partnership: There could be increased collaboration and connection, more of a focus on marketing and the inclusion of Indigenous Tourism within mainstream tourism, improved alignment of industry partners, and getting creative with solving labour supply challenges.

Summary of Recommendations

A summary of the recommendations generated based on both the market analysis and stakeholder engagement findings are:

- Increased support and resources for provincial Indigenous Tourism associations.
- Additional funding and programs that are specific to Indigenous Tourism.
- Improved accessibility of funding and programs and more engagement with Indigenous people in the design and development of programs and funding opportunities.
- Authenticity and cultural preservation, to ensure authentic Indigenous Tourism businesses and offerings that prioritize respect and preservation of culture.
- More holistic support, so that all resources needed can be easily accessed at each stage in the business lifecycle.
- Address the access issues, since access remains one of the key challenges for Indigenous Tourism businesses in Atlantic Canada.
- Develop the tourism labour pool to help mitigate labour shortages and ensure a sustainable workforce within the sector.
- Capacity development and training tailored to the unique needs of Indigenous Tourism businesses in the region.
- Product development and market readiness to establish Atlantic Canada as an Indigenous Tourism destination.
- Marketing and awareness to attract both domestic and international tourists.

Introduction and Background



INTRODUCTION AND BACKGROUND

The Atlantic Indigenous Economic Development Integrated Research Program (AIEDIRP) which is a unique research program formed in 2007 through partnerships between the Atlantic Policy Congress of First Nations Chiefs (APC) member communities, the Inuit of Labrador, 15 Atlantic universities, and three government funders. AIEDIRP's main purpose is to work with Indigenous communities to improve the knowledge base concerning Atlantic Indigenous economic development in order to improve the lives of Indigenous people in the region.

APC through AIEDIRP contracted BDO Canada, an advisory services firm with office across Canada to produce a research report designed to complement current Atlantic Indigenous Tourism research and to serve as a next step in helping to achieve increased Indigenous participation in the Atlantic tourism sector prioritizing Indigenous youth and women.

Project Objectives

- Research of tourism industry standards, best practises, supports, gap analysis and market analysis;
- Create an inventory of Atlantic Canadian Indigenous Tourism businesses;
- Conduct engagement with key tourism sector stakeholders to gather input;
- Consolidate all research and stakeholder engagement findings into complete draft research findings report, finalizing the report through feedback cycles with the APC project advisory committee; and
- Create a presentation of the finalized research report.

Project Methodology and Approach

This research report will provide helpful information to Indigenous communities and people about the Indigenous Tourism industry in Atlantic Canada. As such, a methodology was used that included literature review, secondary research to understand market conditions and primary research to collect input from Indigenous stakeholders in the tourism sector. A five-step method was used to develop the comprehensive Indigenous Tourism research report.



- For this project, BDO conducted a literature review that included the review of Indigenous Tourism publications and articles, Existing databases/directories of Atlantic Indigenous Tourism businesses, Data about Indigenous participation in tourism, Current tourism programs and services, Tourism trend forecasts and consumer insights, and Indigenous Tourism support associations and organizations.
- Sharing circles and interviews were conducted with a variety of stakeholders that included the four provincial Indigenous Tourism Associations, the Indigenous Tourism Association of Canada, Indigenous Tourism operators, and the four provincial non-Indigenous Tourism industry associations. The engagement was used to both gather insights and feedback.
- Secondary research was conducted on the market size and opportunity for Indigenous people in Atlantic Canada's tourism industry. A scan of what supports are currently available to Indigenous Tourism operators was also completed.
- BDO has developed this research report to provide practical information about the Indigenous Tourism industry in Atlantic Canada. The hope is this report will assist with the further development of the Indigenous Tourism sector and thus positively impact Indigenous economic benefits from tourism.

Research Methodology and Approach



RESEARCH METHODOLOGY AND APPROACH

Below the steps that were undertaken to prepare this research report are outlined. Data that informed this report included both secondary sources and primary sources. Primary research was collected through interviews and sharing circles in accordance with the *Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans* (2nd ed., 2010), promulgated by the Canadian Institutes of Health Research, Natural Sciences and Engineering Research Council of Canada and Social Sciences and Humanities Research Council of Canada.

Secondary Research

The focus of the secondary research was to review relevant documentation to gain a strong understanding of the Indigenous Tourism landscape in Atlantic Canada. An environmental scan of the opportunities, threats and trends impacting the Atlantic Indigenous Tourism sector, as well as identification of best practices, standards, and supports available was conducted.

Target data categories for secondary research included:

- Indigenous Tourism publications and articles;
- Existing databases/directories of Atlantic Indigenous Tourism businesses;
- Indigenous participation in tourism;
- Current tourism programs and services;
- Tourism trend forecasts and consumer insights; and
- Indigenous Tourism support associations and organizations.

Stakeholder Engagement

- Engagement planning was completed in conjunction with the project Advisory Committee. Interviewees and focus group attendees were identified and contacted as requested by the Committee. Engagement invitation materials were also developed and provided in advance of the engagements.
- Stakeholder Engagement was completed with over 75 stakeholders through both interviews and sharing circles (see the list of organizations below) covering a variety of topics including:
 - Challenges, and barriers experienced by Indigenous Tourism operators, tourism associations, organizations, and experts in Atlantic Canada;
 - Indigenous Tourism values;
 - Supports and resources available;
 - Gaps and additional support that should be made available;
 - Opportunities for collaboration and partnership; and
 - Recommendations for ways to increase Indigenous participation in Atlantic Canada's tourism industry, especially in the case of Indigenous women and youth.
- BDO developed the "Stakeholder Engagement Findings" section of this research report to summarize the feedback, input and recommendations that came directly from the interviews and focus groups.
- A listing of some of the different stakeholder organizations that were engaged with as part of this research is included on the following page of the report. It is important to note this list does not include the various Indigenous Tourism businesses that participated through sharing circles.

RESEARCH METHODOLOGY AND APPROACH

Primary Research Organization List

- Atlantic Canada Airports Association
- Atlantic Canada Opportunities Agency
- Atlantic Policy Congress of First Nations Chiefs Secretariat
- Empowering Indigenous Women for Stronger Communities
- Gesgapegiag Mi'gmaq First Nation, Tourism Department
- Halifax Stanfield International Airport
- Hospitality Newfoundland and Labrador
- Indigenous Services Canada
- Indigenous Tourism Association of Canada
- Indigenous Tourism Association of New Brunswick
- Indigenous Tourism Association of PEI
- Joint Economic Development Initiative
- Listuguj First Nation, Economic Development Department
- Miawpukek, Economic Development and Tourism Department
- Newfoundland Aboriginal Women's Network
- Newfoundland and Labrador Indigenous Tourism Association
- Nova Scotia Indigenous Tourism Enterprise Network
- Nova Scotia Native Women's Association
- Tourism Industry Association of Nova Scotia
- Tourism Industry Association of Prince Edward Island
- Tourism Nova Scotia
- Tourism PEI
- Tourism, Heritage and Culture New Brunswick
- Ulnooweg
- Ulnooweg Foundation - EleV Youth Initiative

Indigenous Business Inventory

An inventory of active and operational Indigenous Tourism businesses located in Atlantic Canada was developed in Microsoft excel. The following data sources were used to create this listing:

- ITAC Atlantic membership listing;
- Information from local Indigenous Tourism Association websites, directories and membership listings;
- Community and Indigenous organization directories (for example the JEDI Indigenous Business Directory); and
- Canadian Council for Aboriginal Businesses (CCAB) Indigenous Business Directory.

Data Synthesis

In this phase of the project the information collected through stakeholder engagement and the literature review was reviewed and summarized to ensure that a holistic view of the Indigenous Tourism landscape in Atlantic Canada was captured in this research report. The main focus was on creating an Indigenous Tourism research report that will help support the increased participation of Indigenous businesses in the tourism sector in Atlantic Canada.

Report Development

The report was developed based on the summary of findings from the primary and secondary research conducted. In the annex of this report an Atlantic Indigenous business inventory and communication plan have been included to further support the dissemination of the findings of this report.

As part of the report creation process the APC Project Advisory Committee was heavily involved to help in finalizing the research report. A presentation to showcase the key highlights and findings of this research report was also prepared.

Atlantic Indigenous Tourism Market Analysis

1. Canadian Indigenous Tourism Market
2. Atlantic Indigenous Tourism Market
3. Industry Standards & Best Practices
4. Supports and Resources
5. Gap Analysis

ATLANTIC INDIGENOUS TOURISM MARKET ANALYSIS

Canadian Indigenous Tourism Market

Introduction to Indigenous Tourism

Indigenous Tourism is defined as a tourism business majority owned, operated and/or controlled by First Nations, Métis or Inuit peoples which demonstrates a connection and responsibility to the local Indigenous community and traditional territory where the operation is based.¹ This definition was developed by the Indigenous Tourism Association of Canada (ITAC) and involved national consultation with industry members, Elders and communities to create and endorse it.

Indigenous Peoples are increasingly participating in the development, implementation, and management of tourism projects in Canada. Indigenous Tourism operators across the country provide unparalleled opportunities for reconciliation and education for non-Indigenous people coast-to-coast, while supporting the cultural and economic vitality of Indigenous Nations and communities.² The Indigenous Tourism sector in Canada is comprised of a diverse mix of operating structures from cooperatives, community-owned, incorporated businesses, and sole proprietors. The type of tourism businesses include, accommodation, transportation, recreation and outdoor adventure, beverage and culinary, gaming, arts, and retail. The operation of cultural centres, cultural festivals, museums, theatre and performance groups, and natural heritage sites owned and operated by Indigenous communities and organizations are also a part of the Indigenous Tourism Industry in Canada.

Market Size and Potential

The Indigenous Tourism industry in Canada experienced rapid growth in the years leading up to 2020. Before the global COVID-19 pandemic tourism was one of the fastest-growing industries in the world and one of Canada's largest industries. In 2019, tourism was responsible for \$105 Billion CAD in Gross Domestic Product (GDP). It also provided 1 in 10 Canadian jobs and was comprised of 225,000 small and medium-sized businesses across the country. The global COVID-19 pandemic had significant negative impacts on the tourism sector in Canada as travel was severely limited. Tourism revenue was decreased from \$105 billion CAD in 2019, to \$63 billion CAD in 2021. Even with this decrease it is predicted that as the industry recovers Canada's tourism revenue could reach just 0.8% below 2019 levels by the end of 2023, according to the World Travel & Tourism Council.³

Over the past several years, the tourism sector has seen unprecedented growth in Indigenous Tourism offerings, resulting in new job creation. The contribution of Indigenous Tourism towards GDP increased from \$1.4 billion CAD to nearly \$2 billion. As the Indigenous Tourism industry in Canada recovers from the devastating effects of the global COVID-19 pandemic, there is an opportunity to rebuild the industry to become even stronger and more resilient.⁴

Research indicates that with targeted investments, Indigenous Tourism could recover at a more rapid pace than the rest of the tourism sector in Canada. This is due in part to shifting global and domestic interest towards Indigenous Tourism. Study findings suggested that where Canadians had once been marginally interested in Indigenous Tourism and culture, the pandemic has amplified their curiosity, resulting in a more open and receptive attitude towards participating in Indigenous Tourism offerings.⁵

ITAC as part of their 2022-2025 action plan has set a goal of achieving pre-COVID levels by 2025 when it comes to the direct impact of Indigenous Tourism towards Canadian GDP. ITAC plans to continue to work towards creating a thriving Indigenous Tourism industry in Canada. This includes the potential of adding over 40,000 jobs in 1,900 Indigenous owned and controlled businesses, where 33 percent are owned by women.⁵

1) "National Guidelines Developing Authentic Indigenous Experiences in Canada", Indigenous Tourism Association of Canada, May 2019

2) "2021-22 Annual Report", Indigenous Tourism Association of Canada, July 2022

3) "Strong Signs of Recovery for Travel & Tourism in Canada", World Travel & Tourism Council, May 2023

4) "Indigenous Tourism is Reconciliation in Action 2022-23 Action Plan", Indigenous Tourism Association of Canada, August 2022

5) "Building Back Better: Strategic Recovery of Indigenous Tourism in Canada", Indigenous Tourism Association of Canada, 2022

ATLANTIC INDIGENOUS TOURISM MARKET ANALYSIS

Atlantic Indigenous Tourism Market

Key Trends Leading to Growth of Indigenous Tourism in Atlantic Canada

Many factors have been credited with promoting Indigenous Tourism in Atlantic Canada some of the largest are as follows:

- **Unique experiences**
 - Current tourists are looking for unique and enriching experiences when they are making travel plans. Indigenous Tourism can offer this diverse and meaningful trip they are looking for. With the diversity of Indigenous people and businesses in Atlantic Canada there is truly something for everyone.⁶
- **Resurgence of travel after the pandemic**
 - After a long period where people were unable to travel , now that restrictions have been lifted and borders have reopened there is a strong demand for tourism. ⁷
- **Culture and reconciliation**
 - In recent years domestic and global awareness about Indigenous populations, culture and history has increased. With a focus on reconciliation and a number of people interested in learning more about how they can contribute to reconciliation. ⁷
- **Environmental, Social and Governance (ESG) Focus**
 - More and more people are becoming conscious of protecting the environment and supporting sustainability. Indigenous Tourism typically encompasses this focus and thus is appealing to tourists wanting to be socially conscious and considering organizations ESG values.⁸

Key Challenges Impacting of Indigenous Tourism in Atlantic Canada

Some of the barriers that will need to be overcome in order for the sector to experience continued growth in Atlantic Canada are as follows:

- **Size and Number of Authentic Indigenous Businesses**
 - Atlantic Canada has a relatively small number of authentic Indigenous Tourism businesses and only a small percentage of the businesses are at a medium to high level of business readiness. Indigenous Tourism businesses tend to be small enterprises that are entrepreneur-owned (non-community owned).⁹
- **Variety of Offerings**
 - Most Atlantic Indigenous Tourism businesses are arts and heritage, retail offerings, gaming and food and beverage businesses. In comparison to the rest of Canada, the region has relatively few accommodation and outdoor adventure products. ⁹
 - Tourism industry representatives in the region recommend product development in outdoor and adventure experiences, as well as accommodations. ⁹
- **Need for More Supports**
 - Indigenous Tourism operators in the region need additional support with developing business partnerships and fostering collaboration. Financing and investment that is more accessible is also a current gap and lastly support to assist with product development of Indigenous experiences at a market/export-ready level. ⁹

6) "Strong signs of recovery for Travel & Tourism in Canada" , World Travel & Tourism Council, May 2023

7) "Canada Counts on Big Outdoors, Indigenous Tourism to Bring Americans Back", Bloomberg, October 2022

8) "Canada's Tourism Renaissance - Our Strategy for Recovery", Destination Canada, 2022

9) "Indigenous Tourism in Atlantic Canada Study, Joint Economic Development Initiative (JEDI)", September 2020

ATLANTIC INDIGENOUS TOURISM MARKET ANALYSIS

Atlantic Indigenous Tourism Market

Tourism in Atlantic Canada

Visitors from Canada, the United States and from overseas all visit the Atlantic region. Tourism is estimated to support 9,800 regional businesses, employ 62,900 Atlantic Canadians and contribute nearly \$5 billion annually to Atlantic Canada's GDP.¹⁰ In the Atlantic Canada tourism sector the largest market segment is food and beverage services at 55.4%. The lowest market segment is travel services representing 2.9% of the market. The table below depicts the distribution of businesses within the tourism industry in Atlantic Canada.

	Transportation	Travel Services	Recreation and entertainment	Accommodations	Food and Beverage Services
Atlantic Canada	6.9%	2.9%	18.3%	9.4%	63.8%
Canada	7.1%	3.6%	16.2%	16.5%	55.4%

Table Source: "SME Profile: Tourism Industries in Canada, 2020", Innovation, Science and Economic Development Canada (ISED)

Indigenous Tourism in Atlantic Canada

Atlantic Canada includes the provinces of New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland and Labrador and is home to diverse Indigenous cultures. Maliseet, Mi'kmaq, First Nations and Inuit peoples have lived in the region for over 10,000 years and enrich the area with their legends, art, music, spirituality, history and language.¹¹ The region also has those of other Indigenous background who have moved from other parts of Canada.

The economic impact of Indigenous Tourism in Atlantic Canada includes almost 2,900 jobs representing almost \$76 million in labour income from Indigenous Tourism. These jobs produce \$108 million in GDP for the Atlantic region and generate over \$225 million in revenues. GDP generated by Indigenous Tourism in Atlantic Canada in 2018 represented 5% of the Atlantic region's overall tourism GDP based on 2018 Statistics Canada data. Research demonstrates that Atlantic Canada represents slightly over 9% of the national total of 1,875 Indigenous businesses.¹¹

Indigenous Tourism businesses will have an opportunity to thrive in the new world of tourism (post COVID-19), as it is expected that many travellers will be looking for meaningful, custom experiences that help them feel transformed. Indigenous cultural tourism offerings are in a very strong position to offer a special experience all the more relevant and deeply enriching to visitors. In order to attract visitors Indigenous businesses should look to promote their offerings through a variety of marketing channels. Online and social media presence is becoming more critical in the tourism sector as this is where visitors are looking when planning vacations and travel.¹²



10) "Atlantic Canada's Ready to Welcome You", Tourism Industry Association of Canada (TIAC), May 2021

11) "Top Indigenous Experiences in Atlantic Canada", Indigenous Tourism Association of Canada, May 2019

12) "Canada's Indigenous Tourism Sector Insights & Economic Impacts", Indigenous Tourism Association of Canada, May 2019

ATLANTIC INDIGENOUS TOURISM MARKET ANALYSIS

Atlantic Indigenous Tourism Market

An Indigenous business inventory was developed and is included in the appendix of this document. A snap shot of the inventory has been included in the below table. The inventory was developed by leveraging a number of different sources and pre-existing directories and databases. Only Indigenous Tourism businesses meeting the ITAC definition of being “a tourism business majority owned, operated and/or controlled by First Nations, Métis or Inuit peoples which demonstrates a connection and responsibility to the local Indigenous community and traditional territory where the operation is based” have been included in this inventory. Additionally, for the purpose of this inventory only Indigenous Tourism businesses operating in Atlantic Canada and select parts of Eastern Québec were included.

Sources of that informed the Atlantic Indigenous Tourism Business Inventory:

- ITAC Atlantic membership listing;
- Information from local Indigenous Tourism Association websites, directories and membership listings;
- Indigenous community and organization directories (for example the JEDI Indigenous Business Directory);and
- Canadian Council for Aboriginal Businesses (CCAB) Indigenous Business Directory.

Atlantic Canada has the highest proportion of Indigenous Tourism businesses in the Food and Beverage sector. The lowest proportion of Indigenous Tourism businesses is in the Transportation sector. The majority of Indigenous Tourism businesses are small to medium in size, there are also a number of independent artisans and creators in this space.

Snapshot of Indigenous Tourism Businesses in Atlantic Canada (As of July 19, 2023)

Type of Offering	New Brunswick	Newfoundland & Labrador	Nova Scotia	Prince Edward Island	Atlantic Totals
Accommodation	3	26	4	0	33
Attractions	8	13	8	7	36
Food and Beverage	19	11	11	3	47
Gamming and Casino	6	1	7	0	15
Outdoor Adventure	16	16	2	1	35
Transportation	3	9	0	1	13
Festivals and Events	16	10	2	5	33
Retail	16	40	19	13	88
Provincial Totals	87	126	53	30	

*Please note that although efforts were made to ensure that all Atlantic Indigenous Tourism businesses were included on this inventory, businesses may have been unintentionally missed. It is also important to mention this inventory captures a point in time and is not a live is continuously updated document.

ATLANTIC INDIGENOUS TOURISM MARKET ANALYSIS

Atlantic Indigenous Tourism Market



Strengths

- **Knowledge Keepers and Cultural Connections**
 - Indigenous Elders and knowledge keepers help to preserve culture and traditions through the sharing of stories and through teachings. They are a critical voice that should be included as part of Indigenous Tourism to ensure the creation of authentic Indigenous Tourism offerings that respect Indigenous values, peoples and lands.¹³
- **Resiliency**
 - The resiliency of Indigenous peoples has been continuously proven. The Indigenous Tourism sector was especially hard hit by the global COVID-19 pandemic. Indigenous Tourism operators leveraged collaboration and innovation to continue operation and/or rebuild their businesses. This determination will enable the Indigenous Tourism industry to continue to grow and thrive.
- **Diversity of Offerings**
 - There are a number of Indigenous communities in Atlantic Canada, each with their own distinct culture and traditions. This creates unique experiences and offerings within the Indigenous Tourism sector. With the emerging consumer trend of tourists looking for unique one of kind experiences this diversity will support meeting this demand.¹⁴
- **Positioned for Growth**
 - With the increasing population amongst Indigenous communities in Atlantic Canada there is the potential for increased growth in the tourism sector. By ensuring support for youth entrepreneurs and those entering the tourism industry, sustainable growth and increased Indigenous participation can be realized.



Weaknesses

- **Marketing and Awareness**
 - Marketing, communications and digital presence is becoming increasingly important for tourism operators to be able to promote their businesses and attract visitors. Currently due to factors such as; cost and capacity there is a need for increased efforts in the promotion of the Indigenous Tourism industry in Atlantic Canada. Partnership with provincial government, provincial tourism associations and corporations is an important element of achieving this objective.¹⁵
- **Access to Indigenous Tourism Destinations**
 - The majority of Indigenous Tourism offerings in Atlantic Canada are rural and remote. This can present a barrier to tourists traveling in to urban city areas to access Indigenous Tourism offerings.¹⁶
- **Navigating and Accessing Programs and Supports**
 - Although there are number of supports available to Indigenous Tourism operators in Atlantic Canada, it can be difficult to find what is available, determine eligibility and then complete the application process. Additionally, some grant and funding opportunities require a business to be incorporated in order to apply which poses as a difficulty as some Indigenous Tourism operators are not incorporated.

13) Nicole Curtin, "We are Reconciliators': When Indigenous Tourism begins with Agency", 17:3 J Heritage Tourism 29, 2021

14) Kamyar Razavi, "What's behind the Growing Interest in Indigenous-led Tourism in Canada?", Global News, April 2022

15) "Why more Canadians are adding Indigenous stops to their summer road trips", CBC, July 2022

16) "Making Canada the World Leader in Indigenous Tourism", Indigenous Tourism Association of Canada (ITAC), August 2022

ATLANTIC INDIGENOUS TOURISM MARKET ANALYSIS

Atlantic Indigenous Tourism Market



Opportunities

- **Collaboration Amongst Operators**
 - Tourism operators working together through local Indigenous Tourism associations, and partnerships with corporations is a way to increase awareness and support one another. For example, an Indigenous accommodation that refers its' guests to a nearby Indigenous adventure tour operator.
- **Indigenous Support Organizations**
 - Indigenous Tourism associations such as ITAC and local Atlantic Indigenous Tourism associations play a key role in fostering collaboration and supporting tourism operators. They can also be critical when it comes to helping in accessing grants and funding.
 - Other Indigenous business support organizations that help Indigenous businesses and entrepreneurs are also important, for example Ulnooweg, the Joint Economic Development Initiative and national organizations like the National Aboriginal Capital Corporation (NAACA) and Canadian Corporation for Aboriginal Businesses (CCAB).
- **Increased Transportation Links**
 - With air travel rates starting to return to pre-pandemic levels airlines are starting to bring back flights to rural areas and smaller airports. With many provinces adoption of sustainable transportation plans there are becoming more transportation options in rural areas. This can help support tourists in accessing Indigenous Tourism offerings.
- **Consumer Trends of Increased Interest in Indigenous Tourism**
 - Recent studies through the Conference Board of Canada indicate that one out of three international visitors want to participate in Indigenous experiences while visiting Canada. Visitors want to be immersed in nature, explore the lands they inhabit and experience meaningful and mindful experiences. This result presents the potential for both domestic and global growth for authentic Indigenous experiences.¹⁷



Threats

- **Impacts of the COVID-19 Pandemic**
 - Restrictions have been lifted and travel is starting to resume to pre-pandemic levels, however, the devastating impacts of the pandemic on the Indigenous Tourism sector are still being felt. Significant funding is required to help develop new tourism offerings and help current tourism operators grow.
- **Labour Shortages**
 - Currently there are labour shortages within the Indigenous Tourism sector, a sustainable tourism labour force will be critical to support the growth of the industry. Increased support is needed on training and development initiatives to increase Indigenous workers in all sectors of tourism. This will in turn enhance visitor experiences and support Indigenous economic outcomes.¹⁸
- **Lack of Funding, Supports and Resources**
 - With the release of the most recent Federal and Provincial governments budget, there was no announcement of new funding for Indigenous Tourism. Funding also remains difficult to access for many tourism operators given the complexity of the application process and eligibility criteria.

17) "ITAC Midterm Report 2022: Progress Towards the 2022-23 Action Plan KPIs", Indigenous Tourism Association of Canada (ITAC), March 2023

18) "Making Canada the World Leader in Indigenous Tourism", Indigenous Tourism Association of Canada (ITAC), August 2022

ATLANTIC INDIGENOUS TOURISM MARKET ANALYSIS

Industry Standards and Best Practices

Overview

The United Nations World Tourism Organization (UNWTO) has recognized the importance of Indigenous Peoples' participation in sustainable tourism development and has promoted the inclusion of Indigenous Peoples in its policies and initiatives. The UNWTO has also collaborated with Indigenous Peoples and organizations to develop guidelines and best practices for sustainable tourism that respects Indigenous Peoples' rights, including the "Guidebook on Tourism and Inclusive Growth" and the "Tourism and Protected Areas for Indigenous and Local Community Livelihoods" report.¹⁹

There are also several guidelines and standards that have been developed in Canada by various Indigenous Tourism associations. These guides have been developed with the intent to ensure a positive experience for Indigenous Tourism businesses in Canada. Associations such as ITAC, Indigenous Tourism Ontario and Indigenous Tourism BC have outlined best practices on visitor experiences, environmental stewardship, cultural preservation and community involvement. The Nova Scotia Indigenous Tourism Association is also currently working to develop authentic guidelines to help business owners, artists/crafters in providing authentic tourism experiences. The guidelines are being created through engagement with local Elders and community information sessions.²⁰

The Original Original Accreditation Program

The Original Original program is administered by ITAC to help assure visitors of a quality tourism experience. Business that apply for and are successfully accredited through conformation they meet the program standards and offer products and services that are truly authentic.²¹

To become accredited businesses, must demonstrate they have the right standards in place to deliver a quality experience to visitors. These standards are set by Indigenous Tourism operators for Indigenous Tourism operators. The accreditation process involves businesses first determining which designation they would like to apply for out of: Business Ready, Visitor Ready, or Export Ready. The next step is to prepare their information using the checklist included in the Accreditation Program Guide. The final step is to complete and submit the online application form and await the official results from ITAC.²²



The Original Original Accreditation Program looks at recommended practices in six important areas of business:

- Community engagement and support;
- Visitor experience;
- Health, safety and comfort;
- Sustainable Indigenous Tourism;
- Marketing and visitor services; and
- Business acumen/practices.

19) "Guidebook on Tourism and Inclusive Growth", United Nations World Tourism Organization (UNWTO), June 2018

20) "Membership Benefits", Nova Scotia Indigenous Tourism Association

21) "The Original Original Accreditation Program Policy Manual", Indigenous Tourism Association of Canada (ITAC), July 2022

22) "The Original Original Accreditation Program Guide", Indigenous Tourism Association of Canada (ITAC), July 2022

ATLANTIC INDIGENOUS TOURISM MARKET ANALYSIS

Industry Standards and Best Practices

Informed by pre-existing guidelines and standards a selection of key best practises within the Indigenous Tourism sector in Atlantic Canada are summarized below.



Visitor Experience

Authenticity: Provide visitors with genuine and immersive experiences that reflect the Indigenous cultures and traditions of the Atlantic region.

Cultural Interpretation: Offer interpretive experiences that educate and engage visitors about Indigenous histories, traditions, and ways of life.

Respect for Indigenous protocols: Educate visitors about the importance of respecting Indigenous protocols, such as asking permission, participating respectfully in ceremonies, and respecting sacred sites.

Quality customer service: Ensure high standards of customer service, including friendly and knowledgeable staff, clear communication, and responsiveness to visitor needs.

Safety: Prioritize visitor safety by providing adequate safety measures, clear instructions, and trained guides for activities.



Environmental Stewardship

Sustainable practices: Implement environmentally sustainable practices, such as waste reduction, energy conservation, and water conservation, to minimize the environmental impact of tourism activities.

Conservation of natural resources: Encourage visitors to respect and appreciate the natural environment, including flora, fauna, and ecosystems, through responsible behavior and education.

Preservation of cultural landscapes: Protect and preserve culturally significant landscapes and natural sites, ensuring their integrity and sustainability for future generations.

Biodiversity conservation: Promote awareness and respect for the region's biodiversity and contribute to its conservation through sustainable tourism practices.



Cultural Preservation

Cultural sensitivity: Develop and implement programs that promote cultural sensitivity among staff and visitors, respecting local customs, traditions, and protocols.

Inclusion of Elders and key knowledge holders: Involvement of community 'knowledge keepers' and Elders is an integral component to the delivery of authentic Indigenous Tourism products and services.

Indigenous storytelling: Offer opportunities for Indigenous communities to share their stories, histories, and traditional knowledge, preserving and promoting their cultural heritage.

Language and arts preservation: Support the preservation and revitalization of Indigenous languages and traditional arts through cultural programs and initiatives.

Collaboration with Indigenous communities: Engage in collaborative partnerships with Indigenous communities to ensure community support is received.

ATLANTIC INDIGENOUS TOURISM MARKET ANALYSIS

Supports and Resources

Indigenous Tourism Associations

There is a National Indigenous Tourism Industry Association, as well as four provincial Indigenous Tourism Associations. All are Indigenous led and focused on developing Indigenous Tourism in Canada.



The Atlantic region's indigenous tourist industry benefits greatly from the support and promotion provided by ITAC, the Indigenous tourist Association of Canada. ITAC provides a wide range of tools to support tourism development in the area with a strong commitment to conserving and appreciating the unique cultural legacy of Atlantic Canada's Indigenous people. ITAC gives Indigenous entrepreneurs and businesses access to essential resources and training programmes so they can succeed in the tourism sector through strategic partnerships and collaborations. Their resources include advice on maintaining cultural authenticity, environmentally friendly tourism practises, marketing and promotion techniques, and assistance with business development. By utilising these resources, the indigenous tourist industry in the Atlantic can reach its full potential and provide immersive and genuine experiences that highlight the distinctive customs, tales, and natural beauty of Indigenous people.

Some recent initiatives led by ITAC include:

- Authentic guidelines and standards development to help ensure quality and cultural preservation in the industry;
- Conducting and publishing research, market intelligence, updates and reports on Indigenous Tourism in Canada; and
- Hosting events, workshops, and conferences.



The Nova Scotia Indigenous Tourism Enterprise Network (NSITE'N) was incorporated in 2017 as a not-for-profit organization. It works to develop both short and long term capacity building initiatives for Indigenous owned tourism businesses and individuals involved in the tourism industry, as well as supporting the very important contributions of Elders and cultural subject matter experts.

Some recent initiatives led by NSITE'N includes:

- Authentic guidelines development and promotion of authentic products and business services to help guide authentic tourism experiences through information gathered from Elders and community information sessions;
- Hosting events, workshops, and conferences;
- Provide training opportunities and other Indigenous Tourism development activities; and
- Creating partnerships and facilitating connections with tourism industry partners, corporations, government and other key industry stakeholders.

These initiatives that will support Indigenous owned tourism businesses and tourism operators in attracting tourists from around the world to visit the many Indigenous locations across Nova Scotia.

ATLANTIC INDIGENOUS TOURISM MARKET ANALYSIS


Supports and Resources

Indigenous Tourism Associations

There is a National Indigenous Tourism Industry Association, as well as four provincial Indigenous Tourism Associations. All are Indigenous led and focused on developing Indigenous Tourism in Canada.

INDIGENOUS TOURISM
ASSOCIATION OF NEW BRUNSWICK



 <https://www.itanb.ca/>

The Indigenous Tourism Association of New Brunswick (ITANB) was officially formed in 2018 with a devoted volunteer working group. It now has nine members on its Board of Directors, including representatives from the Mi'kmaq, Peskomuhkati Recognition Group, and Wolastoqiyik First Nations, partners from the Tourism Industry Association of New Brunswick (ITANB), the Joint Economic Development Initiative (JEDI). The majority of the board are Indigenous community leaders in economic development and are entrepreneurs in the tourism industry.

The Board of Directors has been very busy establishing this not-for-profit organization since 2018. A 2020 Business Plan, 2020 Strategic Plan and 2021 Marketing Development Plan have been produced. ITANB relies heavily on membership to represent the tourism operators and industry to become a solid entity and access pertinent information on the Indigenous Tourism Industry. Their members enable the circulation of information and guidance regarding the tourism industry in New Brunswick and across Canada to reach Indigenous Tourism operators.

ITANBs' Guiding Principles are as follows: Sustainability, Industry driven, Work in Partnership, and Authenticity - Our Stories, Our Voices. Their mission is to "Represent, support, and grow our sustainable Indigenous Tourism industry." Their vision is for "Vibrant communities and peoples with successful Indigenous Tourism industry businesses sharing our own stories in our own voices."



Indigenous Tourism
Association of PEI

 <https://www.indigenoustourismpei.com/>

The Indigenous Tourism Association of PEI (ITAPEI) is a relatively new not for profit Indigenous Tourism association supporting the growth of Indigenous Tourism businesses and community enterprises in the Canadian Province of Prince Edward Island.

Situated in the traditional and unceded territory of the Mi'kmaq people, this has been the home of the people of Epekwitk (Eh'beh'kwitk). For over 14,000 years these traditional lands have been the home of the L'nu (the people of the tongue or language). ITAPEI is the nationally mandated Indigenous Tourism organization that serves to provide support services to new and existing Indigenous Tourism business owners, community tourism enterprises as well as the artists and artisans that create beautiful and authentic Mi'kmaq designs and representations of the culture.

ITAPEI is currently working to establish further partnerships within the tourism industry and develop long term supports with government and community partners with the goal of increasing the number of market ready Indigenous owned businesses in PEI. ITAPEI is also trying to increase the employment of Indigenous people within the tourism industry in PEI and find ways to increase the overall GDP of the tourism industry.

Recently ITAPEI provided training and support to its' members about accessing funding and grant opportunities. Training and support on becoming accredited through ITAC's The Original Original program was also offered to interested Indigenous Tourism operators in PEI.

ATLANTIC INDIGENOUS TOURISM MARKET ANALYSIS

Supports and Resources

Indigenous Tourism Associations

There is a National Indigenous Tourism Industry Association, as well as four provincial Indigenous Tourism Associations. All are Indigenous led and focused on developing Indigenous Tourism in Canada.

NEWFOUNDLAND & LABRADOR
INDIGENOUS TOURISM
ASSOCIATION



 <https://nlita.ca/>

The Newfoundland & Labrador Indigenous Tourism Association (NLITA), is an Indigenous-led group of dedicated people passionate about the Indigenous Tourism potential in Newfoundland and Labrador.

NLITAs' goal is to grow Indigenous Tourism across the province. They work to conserve and promote Indigenous culture, knowledge and places in Newfoundland and Labrador through leadership and support for community-led, grassroots tourism.

NLITA works closely with ITAC, as well as Indigenous government organizations, Indigenous businesses and tourism partners, the provincial government and other destination marketing organizations to best represent and promote the wide variety of Indigenous Tourism experiences available in Newfoundland and Labrador.

NLITA recently hosted the 2023 Atlantic Indigenous Tourism Summit (AITS) where Indigenous Tourism ambassadors from across Atlantic Canada came together for the third Atlantic Indigenous Tourism Summit in the Bay of Islands Area on the west coast of Newfoundland. This two-day event presented the opportunity for Atlantic Indigenous Tourism industry partners and stakeholders to gather, share, and celebrate Indigenous Tourism.



ATLANTIC INDIGENOUS TOURISM MARKET ANALYSIS

Supports and Resources

Provincial Tourism Associations

Each of the Atlantic provinces has a Provincial Tourism Industry Association that works to support tourism operators and develop the tourism market within their respective provinces.

A division of Communities, Culture, Tourism and Heritage, Tourism Nova Scotia that works with communities and industry to attract visitors to the province and increase tourism revenues through experience and sector development, business coaching, marketing, and visitor servicing.

Key priorities for the organization include:

- Helping the tourism, events, and creative sectors recover from the COVID-19 pandemic;
- Working with communities and tourism operators and sector organizations to promote Nova Scotia's unique attractions, cultural experiences, and vibrant communities, building on the assets currently within the department including events, museums, sport and recreation, and cultural offices;
- Delivering effective marketing campaigns with the support of our marketing agency of record that demonstrate our appeal as a destination;
- Key markets: Nova Scotia, Atlantic Canada, Ontario, Quebec, Northeastern United States, United Kingdom, and Germany; and
- Encouraging year-round tourism to support the viability of businesses and the overall sustainability of our tourism industry.
- Working with businesses to create and promote compelling travel experiences that set Nova Scotia apart as a travel destination. We do this through research, coaching, guides and toolkits, workshops, and programs.

**TOURISM
NOVA SCOTIA**



<https://tourismns.ca/>

The Tourism Industry Association of New Brunswick (TIANB) is the leading advocate for tourism issues in the province of New Brunswick. As a representative and industry driven organization, the Association provides leadership and direction, working with partners and stakeholders at the Provincial, Atlantic and National levels to ensure the continued success of a competitive, progressive and sustainable business environment, fostering health and sustained growth to the New Brunswick tourism industry.

TIANB is committed to making tourism the most innovative, leading and sustainable industry in New Brunswick.

TIANB mandate is as follows:

- To perform as an agent of change on behalf of its membership;
- To provide proactive and engaged leadership;
- To represent all geographic areas, tourism sectors and our bilingual heritage;
- To enhance the culture of cooperation;
- To offer products and services of value to its members; and
- To embrace and develop a diverse and inclusive tourism industry.

tianb  **aitnb**
Tourism Industry Association of New Brunswick
Association de l'industrie touristique du Nouveau-Brunswick



<https://tianb.com/>

ATLANTIC INDIGENOUS TOURISM MARKET ANALYSIS

Supports and Resources

Provincial Tourism Associations

Each of the Atlantic provinces has a Provincial Tourism Industry Association that works to support tourism operators and develop the tourism market within their respective provinces.



<https://www.tiapei.pe.ca/>

The Tourism Industry Association of Prince Edward Island (TIAPEI) was officially formed in 1980. Industry professionals felt there was a great need to have a provincial organization, which could represent all geographical regions and sectors within the tourism industry. The newly formed organization would provide programs and projects to benefit the entire tourism industry, not just TIAPEI members.

Key objectives for the organization include:

- To promote and advance the tourism industry in Prince Edward Island;
- To strive for continued development and improvement of the tourism facilities and services offered to the public; and
- To create a wider interest in the tourism industry among the general public in Prince Edward Island.

The Tourism Association of PEI has worked diligently since 1980 to ensure the voice of all tourism operators could be heard. The Association has grown substantially in its many years of operations. Presently, TIAPEI administers a number of projects which are dedicated to human resource development and marketing.

Hospitality Newfoundland and Labrador (Hospitality NL), established in 1983, is a non-profit membership association that leads, supports, represents and enhances the province's tourism industry.

Hospitality Newfoundland and Labrador has been the voice of the provincial tourism industry since the association was founded. It's work on behalf of members and the industry itself has played a crucial role in developing the tourism industry into the flourishing economic driver that it is today.

Hospitality Newfoundland and Labrador values are as follows:

Sustainability: Hospitality NL believes that the industry's sustainability for future generations is of utmost important. The preservation of our province's natural and cultural integrity, and the economic sustainability of our businesses and organizations are vital to this end.

Whole Industry Perspective: Hospitality NL recognizes, respects and responds to the diverse needs of our rural and urban members operating various types of businesses and organizations.

Environment: Hospitality NL believes that our environment is our most valuable tourism asset and an essential component of the tourism industry's future. We are dedicated to the sustainable development of our natural and cultural resources and the protection of our environment.

Technology: Hospitality NL believes technology is an enabler. We encourage and support our members in the integration of technology to support their growth and profitability.

Accessibility: Hospitality NL is committed to assisting our members, regardless of where they are located, to obtain the resources and tools they require.



<https://hnl.ca/>

ATLANTIC INDIGENOUS TOURISM MARKET ANALYSIS

Supports and Resources


Business Support and Funding Organizations

Several different key support organizations exist both at the national, regional and provincial level in the Indigenous Tourism sector in Canada. Some of these organizations are Indigenous led and focused while others have a broader mandate of supporting all businesses.



Atlantic Policy Congress (APC) of First Nations Chiefs Secretariat, was federally incorporated in 1995 and is a policy research and advocacy Secretariat for 34 Mi'kmaq, Maliseet, Passamaquoddy and Innu Chiefs, Nations and Communities. With the support of the First Nation communities in Atlantic Canada, APC Secretariat follows a relationship vision that concentrates on partnership and cooperation, government to government relationships, dialogue and education, quality of life, and self-determination in First Nations Communities.

Through the Atlantic Indigenous Economic Development Integrated Research Program (AIEDIRP) research reports and publications, events, workshops, conferences are provide to support Indigenous economic development in the region. AIDIRP also leads a number of economic development projects and initiatives.

 <https://www.apcfn.ca/>



The Canadian Council for Aboriginal Business (CCAB) builds bridges between Indigenous and non-Indigenous peoples, businesses, and communities through diverse programming, providing tools, training, network building, major business awards, and national events.

 <https://www.ccab.com/>




The Joint Economic Development Initiative (JEDI) is an Indigenous organization dedicated to supporting Indigenous participation in New Brunswick's economy. JEDI has grown into an Indigenous organization focused on working closely with its partners from Indigenous communities, organizations, government, and the private sector to foster Indigenous economic development in New Brunswick. JEDI runs Indigenous business incubators and accelerators to help early-stage businesses through education, networking, business plan development, etc. The program is supported from both federal and provincial funding sources as well as industry partners.

 <https://jedinb.ca/>



The National Aboriginal Capital Corporations Association (NACCA), is a network of over 50 Aboriginal Financial Institutions (AFIs) dedicated to stimulating economic growth for all Indigenous people in Canada. The AFI network has provided 50,000 loans totaling \$3 billion to businesses owned by First Nations, Métis, and Inuit people. NACCA supports the network by building AFI capacity and fostering Indigenous business development. NACCA's goal is to provide opportunities for Indigenous entrepreneurs and increase prosperity for Indigenous people in Canada. These efforts increase social and economic self-reliance and sustainability for Indigenous people and communities nationwide. NACCA advocates for Indigenous economic development by focusing on the following: representing the unified voice of AFIs; publishing national and regional results of AFI work; fostering partnerships and building capacity; and delivering the Aboriginal Entrepreneurship Program (AEP) products and services to AFIs.

 <https://nacca.ca/>

ATLANTIC INDIGENOUS TOURISM MARKET ANALYSIS

Supports and Resources

Business Support and Funding Organizations

Several different key support organizations exist both at the national, regional and provincial level in the Indigenous Tourism sector in Canada. Some of these organizations are Indigenous led and focused while others have a broader mandate of supporting all businesses.



Ulnooweg has been providing business services to the Indigenous communities in Atlantic Canada since 1986. With representatives in New Brunswick, Newfoundland & Labrador and Nova Scotia, they offer convenient, personalized service to clients to help them succeed.

Ulnooweg works to create new opportunities for Atlantic Indigenous businesses and community enterprises. To address the significant disparities that existed in Indigenous communities, Ulnooweg was created thirty-five years ago, to “promote the social and economic welfare” of Indigenous individuals and communities in Atlantic Canada.

The three main focus areas of Ulnooweg are as follows: Employment, Capacity, and Community. Underlying these is a simple and clear vision, encapsulated in the Ulnooweg name and a part of the following mission: “pursuing economic participation ‘on our terms’, in service of our people, our communities and our culture, and ensuring that ‘no one is left behind’.”



<https://www.ulnooweg.ca/>

Canadian Roots Exchange (CRE) is a national Indigenous youth led organization, that collaborates with communities to provide programs, grants and opportunities that are grounded in Indigenous ways of knowing and being and designed to strengthen and amplify the voices of Indigenous youth.

Centering Indigenous youth perspectives, CRE has seven deeply held principles that guide their work and the way in which they relate to each other:

- Reciprocity;
- Innovation;
- Accountability;
- Reclamation;
- Advocacy;
- Resurgence; and
- Solidarity.



<https://canadianroots.ca/>



Futurpreneur has been fueling the entrepreneurial passions of Canada’s young enterprise for over two decades. They are the only national, non-profit organization that provides financing, mentoring and support tools to aspiring business owners aged 18-39. Their internationally recognized mentoring program hand matches young entrepreneurs with a business expert from a network of more than 2,600 volunteer mentors. Futurpreneurs’ programs offer financing, mentoring, and business support for every business stage.



<https://www.futurpreneur.ca/>

ATLANTIC INDIGENOUS TOURISM MARKET ANALYSIS

Supports and Resources

Business Support and Funding Organizations

Several different key support organizations exist both at the national, regional and provincial level in the Indigenous Tourism sector in Canada. Some of these organizations are Indigenous led and focused while others have a broader mandate of supporting all businesses.



Community Business Development Corporation (CBDC) is a not-for-profit community-based organizations run by volunteers from the local business community who firmly believe in improving the economic viability of their communities.

Community Business Development Corporations (CBDCs) assist in the creation of small businesses and in the expansion and modernization of existing businesses by providing financial and technical services to entrepreneurs. Financial assistance is available in the form of loans, loan guarantees and equity financing to existing and aspiring entrepreneurs. Business counselling, help and advice is available to small businesses. CBDCs help businesses to succeed and therefore give high priority to the advisory role of our mandate. Entrepreneurship development and training to individuals and small business owners/managers is available in many of their offices. Technical assistance usually takes the form of guidance and coaching, and sometimes advocating on behalf of our clients to other lending establishments or regulatory agencies. Typically, their services are targeted towards entrepreneurs who require customized financing not normally available from traditional sources.

 <https://www.cbdc.ca/>



Atlantic Canada
Opportunities
Agency

The Atlantic Canada Opportunities Agency (ACOA) is one of seven regional development agencies across the country. It funds Atlantic Canada businesses, whether they are starting up, looking to grow, adopting environmentally friendly approaches, becoming more competitive, modernizing their equipment or increasing exports. It also works with local communities to build their economies. ACOA creates and promotes opportunities for economic growth in the region by helping businesses become more competitive, innovative and productive. It works with communities to develop their economies, helping them create jobs and a better quality of life for all Atlantic Canadians.

ACOA can help with the following items:

- Starting a business;
- Growing or expanding a business;
- Reaching new markets;
- Recruiting new talent;
- Support for communities; and
- Support for non-profits.


 <https://www.canada.ca/en/atlantic-canada-opportunities.html>



Indigenous Services
Canada

Indigenous Services Canada (ISC) works collaboratively with partners to improve access to high quality services for First Nations, Inuit and Métis.

ISC provides a number of community economic development programs and services that support Indigenous businesses, develop land on reserve and assist in land management strategies. They also have programs to support Indigenous entrepreneurs and business owners in Canada.

 <https://www.canada.ca/en/indigenous-services-canada.html>

ATLANTIC INDIGENOUS TOURISM MARKET ANALYSIS

Supports and Resources

At a Glance View

In the previous pages an overview of the various support organizations and associations that offer programs and services to Indigenous Tourism operators in Atlantic Canada has been provided. The table below summarizes at a high-level key supports offered by the different organizations.

Organization Name	Grant, Funding, and Loans	Business Directory	Research, Reports and Publications	Events and Conferences	Training and Education Initiatives
ITAC	X	X	X	X	X
NSITE'N			X	X	X
ITANB		X	X	X	X
ITAPEI			X	X	X
NLITA		X	X	X	X
Tourism NS			X	X	X
TIANB			X	X	X
TIAPEI		X	X	X	X
Hospitality NL		X	X	X	X
APC			X	X	X
CCAB	X	X	X	X	X
JEDI	X	X	X	X	X
NACCA	X		X	X	X
Ulnooweg	X		X	X	X
Canadian Roots Exchange	X		X	X	X
Futurpreneur	X		X	X	X
CBDC	X			X	X
ACOA	X		X	X	X
ISC	X	X			X



ATLANTIC INDIGENOUS TOURISM MARKET ANALYSIS

Gap Analysis

Overview

Although there are number of programs, services and supports available to Indigenous Tourism operators in Atlantic Canada, gaps exist in what is needed for the growth potential of the industry to be realized. Support gaps and common barriers have been identified in the following pages.

Access to Capital

Sourcing funds is crucial for business development and growth. It is often a significant challenge for Indigenous Tourism businesses, who can experience difficulties in securing start-up funds, loans, grants or investment capital due to various factors. Some of these factors can include; limited collateral, lack of business credit history, limited availability of Indigenous-Focused Financial Services, geographical location, complex legal and regulatory environment and challenges in meeting conventional lending requirements.

Accessing sufficient funding options tailored to the specific needs of Indigenous Tourism operators is also difficult due to limited availability of funding programs, lack of awareness about existing funding programs, and complex application processes that may deter potential applicants. Requirements of certain funding programs are exclusionary to some Indigenous Tourism operators. For example businesses typically need to be incorporated in order to qualify.²³

Labour Availability

Labour shortages have become increasingly prevalent post COVID-19 pandemic, this is especially true in the Indigenous Tourism industry in Atlantic Canada. Some key reasons for labour shortages in the industry include:

- **Decline of labour pool due to COVID-19 pandemic:** Many employees were forced to leave the Indigenous Tourism sector during the pandemic and find other job opportunities. This depleted the already limited tourism labour pool in Atlantic Canada.²⁴
- **Competition with other industries:** The Indigenous Tourism industry competes with various sectors for available labour. Other industries, such as healthcare, construction, and natural resources, may offer more stable employment, higher wages, or better benefits, making it challenging for the tourism industry to attract and retain workers.
- **Perceived low wages and seasonal employment:** Some potential workers may perceive wages in the industry as lower compared to other sectors, particularly for entry-level positions. The seasonal nature of employment can also be a deterrent for individuals seeking year-round job security.
- **Workforce skills mismatch:** There may be a mismatch between the skills required by the industry and the skills available in the labour market. This can result in challenges in finding workers with the appropriate training, experience, or skills to fill specific roles within the industry.
- **Changing workforce expectations:** The expectations and preferences of the workforce are evolving. Many individuals seek flexible working arrangements, work-life balance, and opportunities for career advancement. The tourism industry may need to adapt its employment practices and offerings to meet these changing expectations.

23) Shari Narine, "Lack of committed Indigenous Tourism dollars shocks organization", Local Journalism Initiative Reporter, Windspeaker.com, April 2023

24) "ITAC Midterm Report 2022: Progress Towards the 2022-23 Action Plan KPIs", Indigenous Tourism Association of Canada (ITAC), March 2023

ATLANTIC INDIGENOUS TOURISM MARKET ANALYSIS

Gap Analysis

Training, Education, and Capacity Building

Indigenous Tourism businesses require specialized training and capacity-building programs to enhance their entrepreneurial, marketing, and product development skills. However, the availability of such programs and resources specifically designed for Indigenous entrepreneurs in the tourism sector is limited. Indigenous Tourism operators also may face barriers in accessing training, mentorship, and professional development opportunities.²⁵

Regulatory and Administrative Challenges

Navigating regulatory requirements, permits, licensing, and other administrative processes can be complex and time-consuming for Indigenous Tourism businesses. Understanding and complying with federal, provincial, and municipal regulations can present barriers, especially for small-scale operations with limited resources. Safety requirements and obtaining insurance also need to be considered, especially for adventure tourism businesses.²⁵

Awareness and Marketing

Effective marketing and promotion are essential for attracting visitors and raising awareness about Indigenous Tourism experiences. Indigenous Tourism businesses in Atlantic Canada encounter challenges in accessing marketing support, including limited resources, expertise, and visibility on regional and national tourism platforms. Limited market access and visibility can lead to challenges in reaching and attracting a broad range of visitors. Increased support and efforts focused on increasing the awareness among potential tourists about Indigenous Tourism offerings is a critical factor in the growth of the industry.²⁶

Collaboration and Partnership

Building connections, networks, and partnerships with other businesses and organizations within the tourism industry can be valuable for Indigenous Tourism operators. However, currently there is a lack of platforms, events, or initiatives that facilitate meaningful networking opportunities, collaborations, and partnerships. Information sharing and knowledge transfer could also be improved within industry. Indigenous Tourism operators can also experience difficulties in accessing networks and forging partnerships due to limited connections, lack of Indigenous representation in industry associations, and geographic location.²⁶

25) "Making Canada the next World Leader in Indigenous Tourism", Indigenous Tourism Association of Canada, August 2022

26) "The economic potential of Indigenous Tourism in Canada", Conference Board of Canada, November 2019

ATLANTIC INDIGENOUS TOURISM MARKET ANALYSIS

Gap Analysis

Cultural Preservation and Authenticity

Indigenous Tourism businesses often aim to showcase their culture and heritage through unique tourism offerings and experiences. However, ensuring cultural preservation, authenticity, and respectful representation is an ongoing challenge. ITAC and the local provincial Indigenous Tourism associations have made great strides towards working to develop operating best practises and standards. As these resources are developed now efforts need to be made to implement these standards across the sector. Preserving culture and ensuring that Indigenous Tourism businesses are Indigenous-owned and led it crucial for the development and sustainability of the industry.²⁵

Navigation of Programs, Services and Supports Available

Finding supports and services of relevance can be challenging given that services, are spread out across a number of different organizations and information is dispersed across multiple channels. Sifting through available supports to find relevant services is difficult.

Even once an operator has found a program or support of interest to them, determining if they will qualify for the program or support can be another challenge. This is due to the complexity of some program information, complexity of application forms and processes and lastly the program requirements.²⁵

Transportation Links

With 62% of Indigenous Tourism businesses in Canada being rural and remote, improved access through transportation links is required. By improving transportation for visitors to travel between Indigenous Tourism businesses and urban city centres, the ease of access will result in industry growth and development.

In addition to transportation gaps, the availability of appropriate infrastructure, such as accommodation, and other amenities can also be a barrier for some Atlantic Indigenous Tourism businesses, particularly in remote or rural areas. Insufficient infrastructure can limit their ability to provide quality experiences and reach a wider audience.²⁵



25) "Making Canada the next World Leader in Indigenous Tourism", Indigenous Tourism Association of Canada, August 2022

Stakeholder Engagement Findings

1. Indigenous Tourism Values
2. Barriers
3. Support and Resource Gap
4. Positives
5. Opportunities for Collaboration and Partnership



INDIGENOUS TOURISM VALUES

“ All stake holders in the industry have a role to play in educating on why Indigenous cultural appropriation in the tourism sector is not ok and helping to build relationships in the spirit of reconciliation for supporting the Indigenous Tourism operators to tell their own stories instead. ”

Engagement Key Themes

Within the topic of Indigenous Tourism values, reoccurring themes and insights gathered from the engagement is outlined below.

1

Importance of Authenticity

- It is important to ensure that experiences are fully authentic, one example provided was if traditional Indigenous food items are being served making sure that the food has also been prepared in a traditional way.
- Unfortunately, there are some individuals and businesses operating in the tourism space in Atlantic Canada that are appropriating Indigenous culture.
- Initiatives are in place to help clearly identify what is “authentic,” such as the Indigenous Tourism Association of Canadas’ (ITAC) new The Original Original accreditation program. This initiative was cited as a helpful tool in working towards helping to ensure and recognize authentic Indigenous Tourism businesses.
- The Nova Scotia Indigenous Tourism Enterprise Network is currently in the process of developing authenticity guidelines specific to Mi’kmaq tourism operators and businesses.
- Some have confusion regarding how the ITAC authenticity guidelines will fit with the Mi’kmaq authenticity guidelines currently in development in Nova Scotia.
- There is a need for the Indigenous Tourism industry to have simple branding and assurance to designate which tourism businesses are authentic and Indigenous owned. Visitors want to be assured that benefits from the tourism business are supporting Indigenous people and communities.
- It is extremely important for there to be a clear understanding of the role that Elders, and Knowledge Keepers play in Indigenous Tourism. Having them involved can help with the authenticity of the Indigenous Tourism offering.
- Differentiating between what aspects of Indigenous culture and traditions can be a tourism business or tourism product versus what is culturally sacred and should not be shared or sold.
- Non-Indigenous Tourism businesses also need to understand what constitutes as an authentic Indigenous Tourism offering and how to determine which businesses are authentic and which are not.
- Indigenous people having control of their own stories is important. The history and culture will be referenced regardless, so ensuring that it is Indigenous people telling the stories is critical.



INDIGENOUS TOURISM VALUES

“ Many are still not secure in their Indigenous identity, so they are not yet ready to serve as has an Indigenous Tourism guide or in other roles, as they are worried about not yet having the level of knowledge required. ”

Engagement Key Themes

2

Defining Indigenous Tourism

- Concern was raised that the definition of “Indigenous Tourism” was unclear and not widely promoted. Many mentioned that there are different definitions circulating which can cause confusion.
- The recommendation that if the ITAC definition is to be the true national definition of what is considered Indigenous Tourism, that this needs definition needs to be more clearly communicated to raise the awareness level.

3

Inclusion of Elders and Indigenous Knowledge Keepers

- The way in which Indigenous Elders and Knowledge Keepers are included and empowered through Indigenous Tourism needs to be improved. Some are not comfortable telling stories and sharing in larger groups or in front of strangers. When engaging with them, it needs to be respectful and be an approach they are comfortable with.
- Indigenous Elders and Knowledge Keepers’ voices and input is a critical component to Indigenous Tourism.
- Indigenous Elders and Knowledge Keepers’ possess so much amazing knowledge and wisdom that could help Indigenous people looking to learn more and reconnect with their culture. It also can be a way to help educate visitors and tourists that are wanting to learn about the different Atlantic Indigenous culture and traditions.
- There are a lot of Elders and Knowledge Keepers that would like to be involved in Indigenous Tourism and share their teachings and stories. However, some are unsure how they can be included or who they should reach out to.
- Appropriate protocols should always be followed when engaging with Elders and Knowledge Keepers, especially when it involves teachings. This could include making sure permission is received from them about what can and cannot be shared.
- When Indigenous Tourism operators are engaging Elders and Knowledge Keepers as part of their business to generate a profit, adequate compensation should be provided for their contributions and time.
- It is important to give acknowledgement and recognition of information or knowledge that has come from Elders and Knowledge Keepers.



INDIGENOUS TOURISM VALUES

“ International visitors don't realize that when they're coming into Canada, there are so many different nations in Canada, they think it's all one. ”

Engagement Key Themes

4

Conveying Authenticity

- There is the misconception amongst some that Indigenous Tourism needs to conform to a small selection of offerings in order to be authentic. Many raised the point that there are a number of different way to showcase Indigenous culture in an authentic way.
- It was shared that some are still learning when it comes to how to showcase their Indigenous culture through a tourism business in a respectful and authentic way. They have a desire to portray their business as authentic. However, it can be a challenge at times to promote this aspect.
- The ITAC The Original Original program was referenced as an initiative that some are hoping will help them better understand how to communicate to visitors that their Indigenous Tourism offering is authentic.
- How to market and communicate that an Indigenous Tourism business is authentic was identified as an area where additional training and education needs to be provided. Ensuring that this training is from an Indigenous perspective, and helping Indigenous Tourism operators understand what is unique and special, and how best to communicate this message with visitors.
- As visitors are becoming more interested in finding authentic experiences having effective messaging that conveys which businesses are authentic, such as if they have been certified through the ITAC The Original Original program is becoming increasingly important.
- Sometimes tourists are disappointed if they see Indigenous Tourism that is not a stereotypical Indigenous Tourism offering. There is an opportunity to educate visitors about what authentic Indigenous Tourism and culture is beyond the stereotypes.

5

Environment

- Respecting mother earth, was shared as something very important to Indigenous Tourism operators.
- There is an opportunity for Indigenous Tourism businesses to be positioned as market leaders in the ecotourism space.
- Only taking what you need from the environment, respecting wild life, and following nature cycles are a large component of Indigenous value systems. These values need to be included as part of the Indigenous Tourism industry.
- Respect for the environment is becoming very important to tourists. They are interested in learning about how Indigenous peoples respect the environment and conserve resources.
- There needs to be a larger focus and priority on environmental sustainability within the Indigenous Tourism sector to ensure there is a balance between developing infrastructure and offerings and protecting the environment.



INDIGENOUS TOURISM VALUES

“ Especially at the Community level, many do not have any offerings at all . The first thing needs to be raising awareness and providing education on the benefits and making it clear that tourism can be done in a respectful way that protects sacred spaces in the community while still welcoming visitors, showcasing the culture and making economic benefits for the community and its members. ”

Engagement Key Themes

6

Trust and Relationships

- A lack of trust between Indigenous and non-Indigenous peoples when compared to the West Coast of Canada can present as a barrier to the growth of Indigenous Tourism in Atlantic Canada. For example, it was shared that some Indigenous communities have concerns about developing tourism offerings in their communities, as they do not want individuals that are not a part of their community on their land and in their sacred spaces. Solutions will need to be developed and trust built up in order to overcome this challenge.
- Ensuring that visitors and those taking part in an Indigenous experience are educated on appropriate protocols is extremely important. One example of this is if there is an Elder sharing a story as part of an experience, recording this may not be allowed.
- Industry partners and non-Indigenous businesses could benefit from training on appropriate ways to engage and collaborate with Indigenous Tourism operators and Indigenous communities. One example shared was ensuring that non-Indigenous organizations are providing reasonable notice when they are inviting Indigenous businesses to be involved in an event.

7

Confidence and Connection to Culture

- There is a lot of pressure in representing your Indigenous culture and identity, this can pose as a barrier to Indigenous peoples wanting to get involved in tourism.
- Some Indigenous people in the region have lost their culture and are in the process of trying to reconnect and learn which takes time.
- There are limited resources available to support Indigenous people wanting to reconnect with their culture and learn, also many have a fear of making a mistake. This presents a challenge for those with interest in entering the Indigenous Tourism industry.
- Due to the lack of confidence that some Indigenous Tourism operators have, they do not recognize the value of their Indigenous knowledge and skills. This also leads to the undervaluing of Indigenous Tourism offerings and products.
- The first step needs to be providing training and support for Indigenous people that would like to increase their understanding of their culture and traditions. This will help to build up their confidence level, so that they can feel comfortable sharing some of this knowledge and telling their stories to visitors and tourists.



BARRIERS

“ We want to show people that we can offer more than just tobacco stores, casinos and bingo halls. We want to attract visitors for other reasons and offer them a unique and fulfilling experience. ”

Engagement Key Themes

Within the topic of barriers and challenges experienced within the Indigenous Tourism sector in Atlantic Canada, reoccurring themes and insights gathered from the engagement is outlined below.

1

Awareness

- There is a need for greater support and resources to be directed towards the provincial Indigenous Tourism associations. They are well positioned to help increase the awareness of Indigenous Tourism offerings, since they have key relationships with communities and operators.
- Limited overall market and product awareness of both the existing Indigenous Tourism offerings and of the potential in Atlantic Canada is a barrier currently. This is the case when it comes to both domestic and international visitors.
- On ITAC's Destination Indigenous consumer focused national platform, currently there is very little Atlantic Canadian packages available. This is in part due to the limited number of market ready Atlantic Canadian Indigenous Tourism businesses.
- Currently the awareness amongst Indigenous peoples and communities regarding the financial benefits that can be realized from Indigenous Tourism is low. Many underestimate the potential of this industry and in addition to financial benefits there are other benefits as well.
- Promotion needs to increase, to help attract visitors and make it easy for tourists looking to participate in an Indigenous Tourism experience to find and offering that interests them.
- There are a number of excellent tools and resources out there that are underutilized by Indigenous Tourism operators. These should be leveraged to help raise awareness and promote the industry.
- The narrative and message that everyone is welcome to participate in Indigenous Tourism events and offerings is important to circulate. Non-Indigenous people should feel welcome to come and learn and purchase products too, it is not just for Indigenous people.
- From a provincial government perspective, there is a lot that needs to be done to inform people from outside of Atlantic Canada of who the Indigenous people are, where they are and what they can offer.
- Although there has been more support in recent years for example, provincial tourism advertisements are starting to showcase more Indigenous Tourism content. The four provincial governments still could do more to promote Atlantic Canada as an Indigenous Tourism destination.
- Need to make people aware that there are some really great success stories within the industry and that people are working really hard. Often this is not celebrated and acknowledged.



BARRIERS

“ I think to have Indigenous products and experiences at the forefront and really woven into the fabric of tourism offerings across Atlantic Canada would be awesome, right now it’s more of an afterthought or speciality. I would like it to be integrated within the broader tourism industry so that it becomes more of something we are known for here in the region. ”

Engagement Key Themes

2

Maturity and Development of Indigenous Experiences

- In comparison to other regions of Canada like British Columbia, Atlantic Canada is behind in its’ development of Indigenous experiences that highlight and showcase the unique cultures and traditions of the region.
- Ideally the number of businesses in the industry would grow, so that a point would be reached where visitors could come to Atlantic Canada for a week with the sole purpose of their trip being spent participating in Indigenous Tourism.
- Development of the industry is a priority. However, space needs to be given to allow communities to move at their own pace. Some communities are very engaged in the development of tourism offerings, while for others they have other priorities right now. What is important is that conversations are happening so that communities are aware of the potential within the industry.
- Consumer research has proven that visitors want to feel a part of and fully emersed in the experience, this needs to be considered when operators are developing their Indigenous Tourism offerings.
- It was expressed that visitors are very interested in Indigenous Tourism. However, in many cases the tourism operators within the region are still in the position of working to develop their Indigenous cultural offerings. More support and time is needed to help with the development of the products and services so that Atlantic Canada can catch up with other parts of Canada.
- Although the Indigenous Tourism industry in Atlantic Canada has experienced growth in the past three to four years, the number of businesses is still relatively small.

3

Access

- Given that Indigenous Tourism offerings tend to be rural remote in location, access can be an issue since visitors need to travel further and through less direct means. For fly-in only communities this challenge is further amplified.
- Indigenous Tourism offerings typically are spread out from one another which can make it difficult for visitors who may want to participate in multiple different offerings during their visit.
- High travel costs and travel time to reach Indigenous Tourism business in Atlantic Canada can deter visitors, presenting a barrier to the businesses attracting customers.



BARRIERS

“ It’s answering the question of how do we attract and retain employees that needs to be answered. Need to connect the labour pool with the available Indigenous Tourism sector jobs. ”

Engagement Key Themes

3

Access (Continued)

- With remote locations, in addition to the high cost to reach these areas the costs of goods and services are also more expensive when compared with other more central areas. Traveling to remote locations also often takes months of planning. These factors can make it difficult to attract visitors.
- Access challenges have gotten worse as a result of the COVID-19 pandemic, where flights in Atlantic Canada were removed and are unlikely to be reinstated in many cases.
- There is a need to have Indigenous Tourism experiences better promoted by the local visitor information centres across the region. This can help to direct and make tourists aware of what is available. Additionally, the development of Indigenous Tourism Information Centers in select regions could also be beneficial to support visitors in reaching Indigenous Tourism businesses.

4

Infrastructure

- The tourism support infrastructure in a number of First Nations communities is not established and it will take time and investment to build this up.
- A barrier to expansion and growth for some tourism operators is infrastructure constraints. This can limit their ability to welcome more visitors.
- Having enough accommodations and amenities to support the number of visitors that are coming to the region is a challenge. Especially in the case of areas that host large annual events such as Pow Wows or that have a number of Indigenous Tourism offerings in their area.
- Connection to roads and transportation infrastructure to help ensure visitors can reach Indigenous Tourism businesses. This can be a barrier for rural and remote Indigenous Tourism businesses.
- Currently there is limited signage and information at the airports and other places of entry into the region to make visitors aware of the Indigenous territory they are entering.

5

Community and Community Leadership Involvement

- Getting community and community leadership support is critical for community enterprises. However, even in the case of individuals from the community that would like to operate a tourism business this is important.
- The frequency of leadership turnover within First Nation communities can make it difficult to have sustainable support in place for tourism within a community.
- Some communities and their leadership do not see the value of Indigenous Tourism and thus are not interested in developing it within their communities.



BARRIERS

“ Labour is by far the biggest hurdle that we need to overcome in order to grow and develop the Indigenous Tourism industry in the region. ”

Engagement Key Themes

6

Labour

- Recruitment and retention of labour in the tourism sector as a whole in the region is extremely challenging, and it is even more difficult for Indigenous Tourism businesses that are typically looking for Indigenous people thus, an even smaller labour pool.
- The seasonality of the tourism industry also adds to the challenge of securing labour. It is such a short season in Atlantic Canada and many working in the sector are students that need to return to school in September. This was cited as a barrier to some businesses being able to offer off-peak season offerings.
- Lower wages that are typical in the tourism sector make it difficult to attract labour to the industry, especially with workers wanting higher wages on average to help them keep up with the rising cost of living.
- Need to change the narrative that tourism can be a viable career path to make a living at, especially circulate this message to Indigenous youth.
- Clarify the misconception that non-Indigenous people cannot be employed at Indigenous-owned tourism businesses, where it's appropriate.
- Due to the seasonal operations, it can be difficult to retain staff during the off-season and keep them engaged during that time period.
- Given the relatively short tourism season in Atlantic Canada, many Indigenous Tourism business owners have numerous businesses they operate, serve in multiple roles, or have a full-time job in addition to their tourism operation. This results in them working long hours and can make it difficult for them to expand or develop their business.

7

Regulatory and Operating Requirements

- Understanding what type of insurance is required, applying for and securing insurance can be extremely challenging for Indigenous Tourism businesses.
- Insurance requirements can sometimes limit the services offered and stifle the creativity and growth of Indigenous Tourism businesses.
- The fluctuations in insurance from year to year can be difficult for Indigenous Tourism businesses. A business may be able to secure insurance one year, then the next year they are suddenly not able to.
- In some First Nation communities located in Eastern Québec, the introduction of new French language laws are a challenge to Indigenous Tourism operators since only a small portion of community members speak French and this can offer services in French.

✘ BARRIERS

“ The traditional way was that everything be put in the man's name. This can cause situations where women may not have had the opportunity to build up their credit history to enable them to raise start-up capital for a business. ”

Engagement Key Themes

8 Specific to Indigenous Women



- Typically still Indigenous women have increased responsibilities at home and when it comes to raising children. For Indigenous women who are single with children, they have even more responsibilities. These added responsibilities can make it difficult for women to start a business or work full time.
- For women, there are additional safety considerations and risks depending on the type of tourism business. For example, if they plan to meet visitors one-on-one, how they can ensure their personal safety.
- There is still the stereotype out there that women cannot be business owners and entrepreneurs. This is absolutely not the case, however it can be a deterrent for some women this negative stereotype.
- Women typically are not as confident as men when it comes to starting or operating a business.
- Women tend to be represented the most within the Indigenous Tourism sector in the artisan sub-sector. Accessing funding can be especially challenging in this subsector, so this can disproportionately impact women.
- In many First Nation communities, women create traditional pieces and craft just as a side business, since they do not believe they can earn a living from solely being an artisan.



SUPPORT AND RESOURCE GAPS

“ We don't really have the supply yet to get everybody excited and then realize there's a five-hour drive between the three different key Indigenous Tourism sites in one province. Part of the work is really trying to grow the Indigenous Tourism sector. It's not yet at the point where you can really develop an extensive marketing campaign with focus on it. ”

Engagement Key Themes

Within the topic of support and resource gaps identified within the Indigenous Tourism sector in Atlantic Canada, reoccurring themes and insights gathered from the engagement is outlined below.

1

Product and Market Development

- Underpricing is a huge challenge within the Indigenous Tourism sector. This is an area where operators need additional support.
- Understanding how to build an online presence and leverage digital marketing - as well as incorporating online booking systems into your business - was an area identified as where more support is needed.
- There is a lot of interest amongst Indigenous Tourism operators in learning more about how they can take their Indigenous owned tourism business and start to offer Indigenous experiences. Currently there is a gap in support available specific to Indigenous Tourism experience product development.
- Many First Nation communities in the region do not have destination development management plans to help them establish tourism offerings.
- Developing additional product and developing existing Indigenous Tourism businesses in the region needs to be a year-round focus. This will be critical to the growth and success of the industry.
- Where there are communities and areas where there is an Indigenous cultural centre, this presents an opportunity to offer additional complimentary experiences such as walking tours, artisan workshops, culinary experiences, and more.
- Currently there are a limited number of market ready and export ready Indigenous Tourism businesses in Atlantic Canada. Efforts need to be made to help these businesses grow and develop.
- Indigenous stories need to be told. Indigenous Tourism presents an opportunity to share Indigenous culture and traditions so that people can learn and continue to work towards reconciliation.
- There is a lack of marketing professionals, companies and agencies that understand Indigenous culture, and this can properly support Indigenous Tourism businesses and Indigenous products.
- Increased Indigenous representation within the provincial government tourism departments would help support the growth and development of the Indigenous Tourism sector in Atlantic Canada.



SUPPORT AND RESOURCE GAPS

“ I would love for Atlantic Canada to get to a point where every First Nation community has developed their own tourism offerings. ”

Engagement Key Themes

2

Programs and Information

- The value of consumer insights specific to Atlantic Canada and specific to individual businesses, especially around the awareness piece was raised as information that would support Indigenous Tourism operators in the region. Tools to assess their brand awareness and the general awareness amongst consumers of Atlantic Canada Indigenous Tourism offerings in general were mentioned as key areas where data is currently limited.
- Determining and forecasting demand is an area of difficulty for some, especially for those who are deciding when to end their season. More support and education specific to visitor management and registration software would help with this.
- There is a lot of great information available. However, it needs to be condensed in to a more practical and digestible format. Operators have limited time to dedicate to absorbing this kind of information. A one-page or newsletter style format would make it easier for busy tourism operators to absorb the information available.
- Providing Indigenous Tourism operators with the information and support they need to feel comfortable approaching people in their community and community leadership is currently missing within the industry.
- Programs that are specific to Indigenous Tourism business are limited. Indigenous Tourism businesses experience unique challenges and thus need programs tailored to them.
- A critical need is program and support navigator roles and then the promotion of these resources, so that Indigenous Tourism operators know who to contact with questions or learn what is available to help them.
- Increased opportunities for Indigenous Tourism operators to attend trade shows and trade missions is important, as it enables them to see what possibilities exists, gain inspiration and learn.
- There needs to be more programs that provide Indigenous Tourism operators access to consultants, mentors or businesses coaches to provide one-on-one support.
- Many are coming to the provincial Indigenous Tourism associations wanting to start an Indigenous Tourism business. Unfortunately, the associations have limited capacity and resources available, so they are often unable to provide the level of support required by start-up businesses.
- There needs to be asset mapping conducted to take an inventory of what is currently available within the Indigenous Tourism industry. This asset map should be a live document that is regularly updated.
- Currently there is minimal focus on youth development and programs specific to this demographic within the sector.



SUPPORT AND RESOURCE GAPS

“ It’s hard for them to expect there to be more Indigenous Tourism businesses if the application process is unreasonably difficult. It would be nice if there was more flexibility, for example the option to do a phone or video interview in place of an application form. ”

Engagement Key Themes

3

Funding

- Availability of funding, especially funding programs that are specific to Indigenous Tourism businesses is limited.
- Typically, it is difficult for Indigenous Tourism businesses to meet funding requirements and thus successfully receive funding due to the following challenges:
 - Complex and time-consuming funding applications;
 - Difficult to determine eligibility requirements and scope of what funds can be spent on;
 - Have to a portion in cash to put down, or need to be able to cash management;
 - Requirement of a business plan, marketing plan, three-year financial projections, or other documentation;
 - Applicant has poor credit history; and
 - Requirement for businesses to be registered.
- There is very limited funding opportunities for start-up capital, which is required in order to offer high quality products and services.
- Finding the funding and grant opportunities that a business is eligible for is difficult.
- Operating costs have gone up with some saying their costs have almost doubled in the last five years. This impacts businesses current operations, but also can prevent them from growing. An example shared was an accommodation businesses interested in adding more rooms that is unable to, because of the increase in building costs.
- Funding for full-time positions is limited, which can make it challenging for Indigenous Tourism operators to secure labour.
- Often funding is rigid when it comes to the scope of what it can cover and other factors. For example, funding may cover the cost of outdoor equipment but will not cover the costs of a storage space to securely store the items and help preserve them.
- Application efforts are typically not aligned to the value of the funding provided, so in some cases Indigenous Tourism operators are taking a considerable amount of time to complete and application for a nominal amount of funding. Business owners’ time is extremely valuable, and many do not have sufficient time to spend completing the required funding applications.
- Often traditional lenders such as, banks are not an option for Indigenous businesses.



SUPPORT AND RESOURCE GAPS

“ It can be very overwhelming when you are trying to search through the different supports and programs and determine what applies to you and what your business is eligible for. ”

Engagement Key Themes

3

Funding (Continued)

- Sectoral development organizations such as the four provincial Indigenous Tourism associations are largely volunteer based with limited funding provided for permanent positions to ensure these associations can provide the support needed. More funding and resources are needed to help these associations be best positioned to support their members and develop the industry.
- It can be very difficult for a business operating on-reserve that is not a community enterprise to access capital, the process is complex and time consuming.
- The lack of flexibility in repayment terms for some government loans can be a challenge to Indigenous Tourism businesses where many are still recovering from the COVID-19 pandemic.
- Sustainability of the funding received is an issue. The lack of consistent investment in infrastructure and marketing development specific to Indigenous Tourism in Atlantic Canada makes it difficult for the industry to grow and plan for future.
- Funding specific to supporting cultural preservation, education, and reconnection is critical to support with authenticity within the industry.

4

Capacity Development and Training

- Lack of confidence and belief in oneself to take a risk and make an idea into a reality. There is a lot at stake especially if an individual is leaving full time employment to start a tourism business. This can be a big deterrent for Indigenous people looking to enter in the industry.
- There is a need for more training and mentorship, as not everyone has a business education or background. They need to build up their knowledge and skills, so they are well equipped to operate a successful tourism business.
- For a lot of Indigenous Tourism businesses or those wanting enter the industry, having encouragement and the ability to reach out to someone to get the assurance they are on the right path is all that is needed.
- On the job training is great, however formal education is also important. Currently, there is limited formal education and training programs out there specific to Indigenous Tourism. Ideally, there would be a certificate program offering in partnership with one of the post-secondary educational institutes in the region.
- Training and support offered needs to be flexible and at times that are convenient for tourism operators so they can easily participate.



SUPPORT AND RESOURCE GAPS

“ We need supports that go beyond someone helping you fill out an application form, to where they are actually going to explain all aspects of the business and steps to be taken. ”

Engagement Key Themes

4

Capacity Development and Training (Continued)

- The First Nations that are interested in developing tourism offerings in their communities need help to develop a clear strategy and approach outlining how they going to work with their Indigenous provincial organization, how are they going to help the entrepreneurs connect, and how are they going to attract and secure investment into developing the infrastructure.
- Education and training options that can be completed on a part-time basis to allow individuals to continue to work while they learn would be especially helpful to those looking to start a tourism businesses.

Areas for Additional Training is Needed

- Assistance with pricing of experiences and products, as there is a tendency in the industry for operators to undervalue their products and experiences;
- Digital marketing, including how to leverage social media marketing and online booking platforms such as trip advisor;
- Accounting, book-keeping, and financial management;
- Determine what insurance is required and how to secure and maintain insurance;
- Business operation and management;
- Funding and grant application;
- Communication, sales, and networking;
- Scaling up a business sustainability while still preservice authenticity;
- Business incorporation, contracts and other legal advice; and
- Authenticity and keeping some spaces and practises sacred.





POSITIVES

“ I've seen an increase in the number of supports available and I think it's wonderful that we are starting to all move in one direction as a cohesive group. I feel like now I'm learning the faces and the names, so I know who to contact if I need answers. ”

Engagement Key Themes

Under the topic of positives happening with the Atlantic Indigenous Tourism industry, the engagement feedback was focused on the specific areas as outlined below.

1

The Opportunity to Learn

- Excitement about this research report was shared and other recent initiatives that present the opportunity for learning and increasing awareness and confidence within the Indigenous Tourism sector into Atlantic Canada.
- Some operators have had the opportunity to attend events where they got to learn about and experience Indigenous Tourism offerings in other parts of Canada where the industry is more mature.
- In some of the First Nation communities that have minimal tourism industry involvement, there are still several community members that either own or are employed in the tourism sector.

2

Repeat and Loyal Customers

- Success stories of the frequency of visitors and customers returning year after year and being extremely loyal was shared.
- Visitors who participated in an Indigenous Tourism experience then promoting the experience through word of mouth to friends and family.
- Visitors recognize the value of the authentic Indigenous experiences being offered and the natural beauty of the Atlantic region.

3

Extension of the Tourism Season

- Growth of the off-season time period has led to new businesses opening and existing businesses expanding their operations to year-round.
- The shift towards longer or even a year-round tourism season can help alleviate labour challenges within the sector but helping to provide sustainable employment for industry resources.
- Increase in demand for winter activities and experiences in recent years is helping to drive the demand for off-season experiences.



POSITIVES

“ There are a number of businesses established in the region, so the focus should be on developing these businesses from a market and export readiness perspective. ”

Engagement Key Themes

4

Indigenous Tourism Opportunity

- There is a huge opportunity within in Indigenous Tourism, with demand on the rise and a number of knowledgeable and skilled Indigenous entrepreneurs in the region.
- The potential is there for Atlantic Canada to become a sought-after destination for Indigenous Tourism.
- Lots of people are coming to the region wanting to participate in Indigenous Tourism offerings and wanting to learn. The market demand is there, it is just ensuring that there are enough offerings and that visitors are able to find and access them.
- In recent years more people are approaching the Indigenous Tourism associations inquiring about where they can find more information about Indigenous experiences in the region.
- The Atlantic Indigenous Tourism industry has seen a lot of growth in the past few years despite the, COVID-19 pandemic when compared to the size of the industry five years ago. This is something that should be celebrated.
- There are a lot of success stories within the Atlantic Indigenous Tourism industry that Indigenous Tourism businesses that are just starting out can look to, to see what others have done to get to those levels.
- There is an opportunity for Indigenous Tourism specific to health and wellness. The movement towards mindfulness, spirituality and connecting with nature aligns well to Indigenous values. This sub-segment of the market is becoming increasingly popular and Indigenous businesses would be well positioned to offer this.

5

Increased Interest in Partnerships

- The number of businesses interested in partnering and working together has increased over the years. Both between Indigenous Tourism businesses and non-Indigenous Tourism businesses wanting to partner with Indigenous entrepreneurs.
- Increase in partnering and collaborating across the different provinces and the Atlantic region.
- Some Indigenous Tourism businesses are getting creative when it comes to human resources needs and are sharing employees with other businesses.
- Indigenous Tourism businesses and non-Indigenous Tourism businesses are working together to try and build out multi-day itineraries for tourists.
- Airports are making more of an effort to promote local Indigenous cultures, incorporate local Indigenous languages, and show case Indigenous Tourism.
- Provincial tourism associations are looking to see how they can better work with and support the Indigenous Tourism associations and Indigenous Tourism businesses in the region.



POSITIVES

“ It’s great to see more people becoming interested in Indigenous Tourism and wanting to learn about Indigenous people, our culture and traditions. ”

Engagement Key Themes

6

Current Supports and Resources

- There are several provincial and regional support organizations that provide supports and resources within the industry.
- ITAC and the four local Indigenous Tourism associations are critical resources to the Indigenous Tourism sector in Atlantic Canada.
- Indigenous Tourism association are supporting leading the industry and bringing industry members together. They are also helping to promote and raise awareness of the industry.
- ISC has programs to support at the community economic development level, that can support sector plans and business plans to help communities looking to develop tourism offerings within their community.
- Indigenous economic development associations and business support organizations are a huge asset.
- The business benefits finder tool can assist Indigenous Tourism operators in finding supports in a simple way.
- Firecircle provides online training and education programs specific to tourism and have partnered with ITAC and the Government of Canada to provide fully funded enrollment in one of Firecircles mentored business development programs.
- The provincial Indigenous Tourism associations are great resource for providing advise on valuing Indigenous Tourism products and experiences. Since they understand the sensitivities that come with pricing certain things and navigating that conversation.
- Non-Indigenous provincial tourism associations are looking to collaborate and support the Indigenous sector. Also, they would like to contribute to the increased promotion existing Indigenous Tourism offerings and support the development of new offerings.
- The Atlantic Canada Opportunities Agency (ACOA) serves in a navigator role and can help direct business owners and make referrals to other government funding departments, whether it's federal or provincial, or other opportunities to help businesses get the support they need.
- Community Business Development Corporations help provide support through various programs, and they can also provide operational funding.
- ITAC plans to develop a national program to help educate the non-Indigenous Tourism industry to help them learn how they can contribute more effectively to Indigenous Tourism in Atlantic Canada and the rest of the country.
- Some Indigenous Tourism operators have experienced success in bringing different funding partners together to create an on-going support network to assist their business.



OPPORTUNITIES FOR COLLABORATION AND PARTNERSHIP

“ We need to strengthen the partner network as well, be more coordinated and organized to work together. As they say many hands like make light work. ”

Engagement Key Themes

Within the topic of opportunities for collaboration and partnership within the Indigenous Tourism sector in Atlantic Canada, reoccurring themes and insights gathered from the engagement is outlined below.

1

Increased Collaboration and Connection

- The four Atlantic Indigenous Tourism associations could work more closely with travel and sales partners within the industry.
- It is important for Indigenous Tourism businesses to partner with other businesses that are different from theirs to help offer visitors a more fulsome experience. This could include food providers, accommodations, tour and experience providers all working together to refer business to one another. This is already happening in some areas. However, in others it is not.
- Some of those offering accommodations say they are often asked about other nearby experiences but that they do not know what is there to recommend. More could be done to help enable businesses to refer visitors to nearby Indigenous Tourism offerings.
- Social media “especially Facebook” is heavily utilized by Indigenous people and could be leveraged more as a way to facilitate connection across the industry.
- First Nation community Facebook groups can be a way for members within the community with an interest in tourism to connect with one another.
- Today, communications tend to be through e-mail or virtual, however Indigenous people tend to value connecting in-person or having a phone conversation at least. Utilizing these forms of communication can help increase collaboration across the different industry stakeholders.
- Collaborating with others to offer packages, this can make it simple for the customer and provide benefits to the operators as marketing and other overhead costs can be divided up amongst the package participants.
- The Halifax Stanfield International Airport is looking at ways to attract Indigenous businesses to operate at the airport and other ways to increase their collaboration with Indigenous peoples in the province. Other airports are also starting to take steps towards this as well.
- The improvement of the marketing and packaging of offerings to Europe and the United States through expanded presence on platforms like TripAdvisor could lead to increased customers for Indigenous Tourism operators in the region.
- Especially when it comes to increasing awareness and marketing initiatives, it was shared that more collaboration amongst Indigenous Tourism operators is needed.
- There needs to be increased recognition for the four Atlantic Indigenous Tourism associations to help them with development and marketing because they are connected to the broader national Indigenous Tourism strategy.
- In the Eastern region of Québec there has been efforts made to have the Francophones, Anglophones and Mi'kmaq collaborate on events and other initiatives to celebrate the three different cultures.



OPPORTUNITIES FOR COLLABORATION AND PARTNERSHIP

“ It would be awesome to have a brochure or marketing materials that highlights all the different offerings in the area, take a one-region approach so that by working together you can help attract visitors to the area and then ensure there is a full day or multiple days worth of activities for them to participate in. ”

Engagement Key Themes

- 1 **Increased Collaboration and Connection (Continued)**
 - Typically provincial tourism offerings tend to focus on the traditional narratives of that province or place, which unfortunately does not always include the Indigenous people of that region. Continuing to build the relationships between different groups within the industry can help to have Indigenous Tourism better integrated into the broader tourism sector.
 - Non-Indigenous Tourism operators that want to work with Indigenous peoples and/or communities are unsure of the appropriate way to do this. Training on cultural protocols and respectful engagement could help to support this.
 - Collaboration with Indigenous people to develop funding and other support programs and the associated application forms would help to ensure programs are more accessible and inclusive to Indigenous people.
 - Could be a lot more collaboration when it comes to large Atlantic based events, they present a great opportunity to showcase Indigenous experiences and offerings.
 - In other parts of the country such as some areas of British Columbia, Indigenous Tourism is embedded in the larger tourism industry. The uniqueness of Indigenous Tourism is recognized and well defined, but is woven into the broader visitor experience. Work should be done in Atlantic Canada to position the region to be able to offer visitors a similar experience.
 - There is disconnect between the non-Indigenous Tourism industry and the Indigenous Tourism industry, although there are some partnerships happening there is an opportunity for increased collaboration.
 - First Nation communities located in Eastern Québec could be more included in Atlantic Indigenous Tourism given the proximity and fact there are a part of the larger Mi'kmaq territory.

2

Marketing and Promotion

- There are a number of large events such as sporting events that take place across Atlantic Canada that represent a missed opportunity for local Indigenous Tourism businesses. These events could be used to highlight local operators thus, directing visitors to the events to participate in their tourism offerings.
- Improved representation of Indigenous Tourism in the marketing that that each province provides would be great to see. Although improvements have been made in recent years, there still could be a lot more done.
- As more business mature, then there needs to be more focus on marketing to ensure the awareness is there, would be great to also have search engine optimization so that when someone is, for example, looking for things to do in Nova Scotia, some Indigenous Tourism offerings come up first in the search results.



OPPORTUNITIES FOR COLLABORATION AND PARTNERSHIP

“ We need to promote Indigenous Tourism as a serious business and highlight the potential social and economic benefits associated with it. The industry is still not often viewed in this way, and as long as is this is the case it will make it difficult for the sector to grow. ”

Engagement Key Themes

3

Alignment of Industry Partners

- Can be difficult at times for organizations to know who to engage with and the best way to consult them in the case of getting Indigenous input. For example, work is underway to enhance signage and awareness about the Mi'kmaq in Nova Scotia and that people are entering Mi'kmaw territory at the Halifax Stanfield International Airport. Although a number of stakeholders have been engaged there are multiple different groups working on this and not all in collaboration.
- Sometimes people are unaware of who to talk to about certain initiatives and efforts are disjointed and not coordinated.
- Sometimes within the government and the different support associations, there is a lack of alignment and awareness of what each other is doing. This can make it confusing for the Indigenous Tourism operators that are hearing conflicting information from different stakeholders sometimes within the same organization.
- Although there is a lot of great work happening and positive conversations, at the regional and provincial levels, there is still a disconnect when it comes to a coordinated effort towards the achievement of industry wide goals.
- Taking stock of what different groups are involved in so that there is no duplication of efforts would help to ensure alignment amongst the different industry partners.
- There are some great partnerships that exist between non-Indigenous and First Nations communities that are models that could be used to create a framework from a best practices perspective.

4

Solving Labour Challenges

- There is a large number of former athletes that have now transitioned in to the Indigenous Tourism industry, especially within the adventure tourism sub-sector. This connection could be leveraged to help grow the tourism labour pool by promoting it is as a career option for athletes ready for a change.
- Seniors, especially within rural and remote regions may be interested in part-time employment within the Indigenous Tourism sector as long it is does not impact their retirement benefits.
- Indigenous youth represent a potential labour source that could be tapped into. A focus should be placed on promoting tourism to this demographic and then providing training to develop there skills.
- Some First Nation communities have gotten creative with ways to expedite the hiring process in order to help attract resources to their tourism departments.

Recommendations





RECOMMENDATIONS

Addressing the barriers and gaps identified in this research report will require collaborative efforts from various stakeholders, including governments, Indigenous organizations, tourism associations, and industry partners. By providing targeted financial support, infrastructure development, capacity-building programs, and improved market access, the barriers faced by Indigenous Tourism businesses in Atlantic Canada can be mitigated, leading to the sustainable growth and success of the industry.

Recommendations generated based on both the market analysis and stakeholder engagement findings has been included on the following pages of this report.

Increase Support and Resources for Provincial Indigenous Tourism Associations

These associations are critical to Indigenous Tourism operators in the region. They act as a pathfinding resources and can connect Indigenous Tourism business to additional supports where needed. They also help to foster collaboration across the industry and ensure Indigenous Tourism operators are represented at key meetings. It is recommended that additional investment and resources be directed towards these associations to help them be well positioned to deliver on their association missions and contribute to the development of the industry.

Additional Funding and Programs Specific to Indigenous Tourism

More funding opportunities and programs tailored to and specific to Indigenous Tourism businesses are needed. This is especially the case for supports to assist Indigenous women owned businesses and start-up businesses.

Improve Accessibility of Funding and Programs

Applying for funding opportunities and support programs can often be challenging and complex. This can make it difficult for Indigenous Tourism businesses to access support resources. Streamlining and enhancing the clarity of application process and forms would help make these programs more accessible to Indigenous Tourism businesses. Providing operators with additional support to help them navigate and complete the application process would also be helpful. There also needs to be more engagement with Indigenous people in the design and development of these programs and funding opportunities.

Ensure Authenticity and a Focus on Cultural Preservation

Ensuring authentic Indigenous Tourism businesses and offerings that prioritize respect and preservation of culture is critical. A lot of work is currently underway to address this challenge, so the focus will largely need to be on raising awareness of authenticity guidelines and best practises. All industry stakeholders have a role to place in stopping the appropriation of Indigenous culture in the tourism sector.

More Holistic Support

Currently supports are dispersed and fragmented which makes it difficult for Indigenous Tourism businesses to navigate. It is recommended that additional supports specific to pathfinding be made available, so that Indigenous Tourism businesses can build a support network where they can easily access all the resources they need at every stage along their businesses' lifecycle.



RECOMMENDATIONS

Address the Access Issues

Access remains one of the key challenges for Indigenous Tourism businesses. Some ways this can be alleviated is through the increase in Indigenous representation, signage and way finding at entry points to the region and through the regions transportation links.

Partnership is another mechanism that can be leveraged to help visitors access Indigenous Tourism offerings. This could include Indigenous Tourism businesses partnering with businesses that offer packaged tours of a certain regions, such a Cape Breton Island.

Develop the Tourism Labour Pool

Addressing labour shortages in the Indigenous Tourism industry requires a multi-faceted approach. This could include initiatives such as targeted recruitment and retention strategies, skill development programs, partnerships with educational institutions, improving wages and benefits, enhancing the industry's image, and exploring innovative solutions to extend the tourism season beyond the peak months. Collaborative efforts between industry stakeholders, government agencies, and educational institutions can help mitigate labour shortages and ensure a sustainable workforce for the tourism industry in Atlantic Canada.

Customize Capacity Development and Training

Training initiatives and programing specific to Indigenous Tourism is severely limited currently. It is recommended that additional training and capacity development initiatives tailored to the unique needs of Indigenous Tourism businesses in the region be provided. This could be done through a collaboration between various industry partners and educational intuitions in the region.

Improve Product Development and Market Readiness

Developing existing Indigenous Tourism businesses and supporting the creation of new products, experiences and offerings in the region will be critical to supporting the overall growth of the industry. It is recommended that additional resources and supports specific to product and business development be made available to Indigenous Tourism businesses to enable them in becoming market and export ready. Having an increased number of Indigenous Tourism offerings in the region will help to establish Atlantic Canada as an Indigenous Tourism destination.

Increase Marketing and Awareness

As existing Indigenous Tourism businesses in the region develop and the number of Indigenous Tourism offerings increases, efforts will need to be made to improve the marketing and awareness of Indigenous Tourism in the region. By increasing the marketing of Indigenous Tourism in the region, the awareness level of both domestic and international tourists can be further developed.

Appendix



Atlantic Indigenous Tourism Business Inventory





INDIGENOUS TOURISM INVENTORY

An Indigenous business inventory was developed and was converted into an interactive dashboard that is contained in this Excel workbook available on the APC website.

The inventory was developed by leveraging a number of different sources and pre-existing directories and databases. Only Indigenous Tourism businesses meeting the ITAC definition of being “a tourism business majority owned, operated and/or controlled by First Nations, Métis or Inuit peoples which demonstrates a connection and responsibility to the local Indigenous community and traditional territory where the operation is based” have been included in this inventory. Additionally, for the purpose of this inventory only Indigenous Tourism businesses operating in Atlantic Canada and select parts of Eastern Québec were included.

Sources of that informed the Atlantic Indigenous Tourism Business Inventory:

- ITAC Atlantic membership listing;
- Information from local Indigenous Tourism Association websites, directories and membership listings;
- Indigenous community and organization directories (for example the JEDI Indigenous Business Directory); and
- Canadian Council for Aboriginal Businesses (CCAB) Indigenous Business Directory.

It is important to note that although efforts were made to ensure that all Atlantic Indigenous Tourism businesses were included on this inventory. However, businesses may have been unintentionally missed. It is also important to mention this inventory captures a point in time and is not a live is continuously updated document.

New Brunswick

Aduksis Jewellery Design	https://www.facebook.com/groups/26384121760/about
A Taste of Atlantic	https://www.tasteoftheatlantic.com/
AFN's Fisherman Powwow	http://www.discovermiramichi.com/directory/fishermen-pow-wow/
Aloha Sport Fishing and Tours	https://alohafreedomcharters.com/
Belcon Ozzie Motorcoach	Website Unavailable
Bootjacks	Website Unavailable
Bull Master (Hunting & Fishing)	https://www.facebook.com/Bullmasters-Hunting-and-Fishing-403545180014291/
Burnt Church-Esgenoopetitj First Nation Powwow	http://www.esgenoopetitjfirstnation.org/
Cara's Café Elsipogtog First Nation	https://www.facebook.com/pages/Caras-Cafe/127685377271941
CJ's Takeout	Community Businesses Tobique First Nation
Clams Tube Rentals	https://www.facebook.com/ClamsTubeRentals/
Connie Nicholas Bodin's Native Crafts	https://www.manta.com/ic/mt6sp03/ca/bodin-s-native-crafts-supplies



INDIGENOUS TOURISM INVENTORY

New Brunswick

Dodemkanonhsa-Gillbert Sewell	http://dodemkanonhsa.ca/portfolio/gilbert-sewell/
Eagle Spirit Arts & Crafts	Website Unavailable
Eagles Nest - Maliseet Nation of Woodstock	http://www.eaglesnestcasino.com/
Echo Take Out	Website Unavailable
Eel Ground First Nation - Natoaganeg Powwow	http://www.eelgroundfirstnation.ca/
Elsipogtog First Nation Powwow	https://www.tourismnewbrunswick.ca/Products/A/AnnualElsipogtogFirstNationPowwow.aspx
Elsipogtog Longhouse	Website Unavailable
Elsipogtog Mi'kmaq Cultural Center & Artisan Gift Shop	https://heritagepathtour.com/
Elsipogtog Sweatlodge	https://heritagepathtour.com/
Elsipogtog Wigwam	https://heritagepathtour.com/
Esgenoopetitj Gaming Lounge	https://www.facebook.com/pages/Esgenoopetitj-Gaming-Lounge/568781799824153
First Nations Storytellers	https://firstnationsstorytellers.com/
First Nations Tourism	https://www.spfirstnationsoutdoortours.com/
Firstnationstourism Outdoor Tours	Stephen Paul - Firstnationstourism - Firstnationstourism LinkedIn
Fort Folly Medicine/Walking Trail	http://ffhr.ca/
Edmundston Truck Stop/Restaurant	http://www.edmundstontruckstop.com/
Hideaway Café	Community Businesses Tobique First Nation
IndigenEAST Art Studio	https://indigeneast.com/
Jenna's Nut-Free Dessertery Inc	https://www.nutfreedessertery.com/
Justin Sappier Art	https://www.galleryonqueen.com/justin-sappier



INDIGENOUS TOURISM INVENTORY

New Brunswick

Kingsclear First Nation Pow Wow	http://www.kingsclear.ca/
KNK's Gaming & Take out	Community Businesses Tobique First Nation
KWEYcuisine	https://www.kweycuisine.ca/
La Belle Cabane	https://www.labellecabane.com/
Mary Jo Bakery	Website Unavailable
Mawi'Art: Wabanaki Artist Collective	https://mawiart.org/
Metepenagiag Annual Trout Derby Event	http://www.giverontheriver.com/2016/05/big-tex-trout-derby-2016/
Metepenagiag Heritage Park	http://www.metpark.ca/
Metepenagiag Powwow	http://www.metpark.ca/
Metepenagian Lodge	https://redbanklodge.com/
Micmac Native Arts	https://www.facebook.com/Micmac-Native-Arts-840558395997567/
Mi'kmaq and Pabineau Trails	Website Unavailable
Mi'kmaq Art Experience	https://mikmaq-art-experience.square.site/
Mikmaq Designs	Mi'kmaq Printing & Design (mikmaqprinting.com)
Mi'kmaq Heritage Path Tour	https://heritagepathtour.com/cultural-tours
Mi'kmaq Travel Only	https://cjoseph.travelonly.com/
Monquarter Restaurant	https://www.facebook.com/The-Monquarter-Restaurant-and-Lounge-668261553359362/?ref=py_c
Tobique Negootkook First Nation Powwow	https://www.tourismnewbrunswick.ca/Products/T/Tobique-Negootkook-First-Nation-Powwow.aspx
Neqotkuk Art Studio	https://www.instagram.com/neqotkukartstudio/?hl=en
North Shore Adventures	https://www.facebook.com/NorthShoreAdventuresNB/



INDIGENOUS TOURISM INVENTORY

New Brunswick

Oasapegel Heritage Park - Pabineau First Nation	https://www.pabineaufirstnation.ca/oasapegel.html
Oinpegitjoig L'Noeigati First Nation Powwow - Pabineau First Nation	https://www.tourismnewbrunswick.ca/Products/P/Pabineau-First-Nation-Oinpegitjoig-L-Noeigati-Annual-Powwow.aspx
On The Green Café	Community Businesses Tobique First Nation
Oromocto First Nation Fuels - Convenience	http://www.ofnb.com/serv01.htm
Oromocto Powwow	https://www.ofnb.com
Outback Smokehouse	Community Businesses Tobique First Nation
Pabineau Seafood Restaurant	http://www.pabineaufirstnation.ca/seafood2.html
Party Bear Rentals	Party Bear Rentals
Pedro's Taco	Website Unavailable
Presley Restaurant & Take Out	Website Unavailable
Red Bank Outdoor Adventure Lodge	https://redbanklodge.com/
Red Teepee Creations - Indian Island	https://www.facebook.com/RedTeepeeCreations/
Rez Famous Brand	https://rezfamous.square.site/
Riverside Entertainment Centre	http://www.riverside-pub.ca/
Roads To Sea Inc.	http://roads2sea.com/
Sitansisk First Nation Powwow - St.Marys First Nation	http://www.stmarysfirstnation.com/
Soul Flower Herbals	https://www.facebook.com/soulflowerherbals/
St. Marys Entertainment Centre	St. Mary's Entertainment Centre (SMEC) - Home (stmec.com)
St. Marys Festival of Lights	http://www.stmarysfirstnation.com/
St. Marys First Nation Fish N Chips	http://www.tourismfredericton.ca/en/dining/st-marys-first-nations-fish-n-chips
St. Marys First Nation Wolastoq Wharf	https://www.stmarysretail.com/wolastoq-wharf



INDIGENOUS TOURISM INVENTORY

New Brunswick

St-John Valley Gas Bar	https://www.tourismedmundston.com/en-ca/things-to-do/st-john-valley-gas-bar/
The Bear Necessities Homestead	https://ursulabear3.wixsite.com/-thebearnecessities
The Porch at Friar's Bay	https://friarsbayinnandcottages.com/the-porch/
Three Feathers Arts & Crafts	https://www.pabineaufirstnation.ca/contactdirectory.html
Tobique Bingo	Band-Owned Enterprise Tobique First Nation
Tobique Gaming Center	http://tobiquegaming.ca/
Two Rivers Restaurant	http://tobiquegaming.ca/two-rivers/
Ugpi'ganjig First Nation Powwow	http://www.ugpi-ganjig.ca/annualPowwow.php
Wabanaki Maple	https://www.wabanakimaple.com/
Wabanaki Tree Spirit Tours and Events	https://wabanakitreespirit.com/
Winnie's Bar & Grill	Website Unavailable
Wolastoq Boat Tours	wolastoqboattours.com/
Wolastoq Wharf	https://www.facebook.com/WolastoqWharf/

Newfoundland and Labrador

Amaguk Inn	https://www.facebook.com/amagukinn/
A Place to Stay Bed and Breakfast	https://www.facebook.com/ThyLillyPad/
Abigail Young-Churchill	https://womenofthelandnl.ca/project/abigail-young-churchill/
Adore Graphics	https://womenofthelandnl.ca/project/susy-randell/
Agathe Aster	https://womenofthelandnl.ca/project/agathe-aster/



INDIGENOUS TOURISM INVENTORY

Newfoundland and Labrador

Air Borealis	https://www.ngc-ng.ca/our-companies/air-borealis/
Appalachian Chalets & RV	https://appalachianchaletsrv.ca/
Art & Forage Workshops	Website Unavailable
Atenuhanu Productions	Website Unavailable
Atsanik Lodge	http://www.newfoundlandlabrador.com/plan-and-book/accommodations/210176
Bay St. George Mi'kmaq Cultural Revival Committee	http://flatbay.wixsite.com/annualpowwow
Beads by Alexa	https://womenofthelandnl.ca/project/alexa-bond/
Bennett's Bed and Breakfast	https://www.facebook.com/bennettsbandb/
Beothuk Interpretation Centre Provincial Historic Site	https://www.seethesites.ca/
Big Land Aviation Ltd.	www.greatergoosebay.com/business/view.php?c=91
Big Land Fishing Lodge and Tours Inc.	https://www.biglandfishinglodge.com/
Birding by Season	https://www.birdingbyseason.com/
Blake's Efficiency Units	http://www.newfoundlandlabrador.com/plan-and-book/accommodations/210176
Blomidon Beadwork	https://experienceqalipu.ca/member/blomidon-beadwork/
BNL Enterprise RV Park	http://bobsnewfoundland.com/bnl-rv-park.html
Bunch Berry Beadwork	https://www.bunchberrybeadwork.ca/
C&J Webb Inc	https://www.facebook.com/pg/CJ-Webb-Inc-142170615465/about/
Campbell's B&B and Bakery	http://www.trinityvacations.com/
Caribou Place	http://www.CaribouPlace.info
Cloud 9 Boat Tours	https://cloud9boattours.ca/
Conne River Gas Bar	Website Unavailable



INDIGENOUS TOURISM INVENTORY

Newfoundland and Labrador

Conne River Outfitters	http://www.conneriveroutfitting.com/
Crystal Quinton	https://womenofthelandnl.ca/project/crystal-quinton/
Dashwood Diner	Website Unavailable
Davis's Bed and Breakfast	https://www.tourismnunatsiavut.com/home/where_to_stay.htm
Destination Labrador	http://www.destinationlabrador.com/guide/
DJ's Gift Shop	https://www.facebook.com/djgiftshop
Dreamcatcher Lodge	https://www.dreamcatcherlodgenl.ca/
Eltoq Developments Inc. (Appalachian Chalets & RV)	https://appalachianchaletsrv.ca/
Experience Labrador	http://www.experiencelabrador.ca/home/
Exploits Mawio'mi	http://qalipu.ca/event/save-the-date-2nd-annual-exploits-mawiomi/
Four Seasons Tours	http://www.fourseasonstours.ca/
Glenn John Arts & Crafts	Website Unavailable
Grace Hotel Ltd.	hotelharbourgrace.ca
Great Caribou Studio	https://www.facebook.com/LabradorArtist/
Green Bay and the Beothuk Trail	http://www.explorenewfoundlandandlabrador.com/scenic-routes-central-region/green-bay-and-the-beothuk-trail.htm
Gros Morne Adventures	https://grosmortheadventures.com/
Hopedale Moravian Mission	http://www.hopedalemission.ca/home/mission-complex.htm
IDLP Properties Limited	http://innudev.com/
Innu Air Pascan	http://www.innubusiness.ca/business/
Innu Atautshuap	http://www.innubusiness.ca/business/
Innu Atikuian	http://www.innubusiness.ca/business/



INDIGENOUS TOURISM INVENTORY

Newfoundland and Labrador

International Catering Inc.	http://www.innubusiness.ca/business/
Island Stone Designs	https://www.islandstonedesigns.com/about
Jenny Beadz	https://womenofthelandnl.ca/project/jennifer-lowel/
Jenny Brake	https://womenofthelandnl.ca/project/jenny-brake/
Jipujij'kuei Kuespem Nature Park	https://www.newfoundlandlabrador.com/plan-and-book/campgrounds/211693
K'Taqmkuk Mi'Kmaq Historical Museum	https://www.newfoundlandlabrador.com/plan-and-book/attractions/32618629
Labrador Catering Limited Partnership	http://www.eccltd.ca/default.asp?c=Company&p=3&id=1
Labrador Tours	http://www.experiencelabrador.com/
Ledonis Ltd.	https://www.mountainwatersresort.ca/
Loppy's Landing	https://www.facebook.com/LoppysLanding/
Makkovik Craft Centre	https://www.facebook.com/pg/makkovikcraftcentre/about/?ref=page_internal
Makkovik Trout Festival	https://www.makkovik.ca/home/23
Mealy Mountain Gallery	mealymountaingallery.com
Meskanau Tourism Innu	Website Unavailable
Miawpukek Annual Pow Wow	http://www.mfngov.ca/
Miawpukek Tourism	www.miawpukektourism.ca
Middle Brook Cottages & Chalets	https://middlebrookcottages.com/
Mi'kmaq craft store	www.mfngov.ca
Mi'Kmaq Discovery Centre	www.miawpukektourism.ca
Mountain Waters Resort	https://www.mountainwatersresort.ca/
MRB Photo Communications	https://michellerbaikie.zenfolio.com/



INDIGENOUS TOURISM INVENTORY

Newfoundland and Labrador

Nain Hotel Ltd.	Website Unavailable
National Aboriginal Day- Boyd's Cove	www.seethesites.ca
Net Loft Museum	http://www.townofrigolet.com/home/attractions.htm
NGC Nunatsiavut Solutions Inc.	https://www.ngc-ng.ca/
Niki Greeley	https://womenofthelandnl.ca/project/niki-greeley/
Noel's Lodging	https://www.labradorcoastaldrive.com/home/189
No'kmaq Village - Flat Bay Band Inc.	https://www.flatbay.ca
Northern Lights Dog Sledding, Happy Valley-Goose Bay	http://www.northernlightsdogsledding.com/home/
Nunatsiavut Marine	http://www.labradorferry.ca/
NunatuKavut Business Centre	Website Unavailable
P&K Sports Shop	https://www.labradorcoastaldrive.com/home/129
Partridge Point Lounge	https://www.facebook.com/people/Partridge-point-lounge/100054476139603/
Penney's Pitstop Ltd.	Website Unavailable
Penny's Projects	https://womenofthelandnl.ca/project/dawn-penny/
Pine Tree Lodge and Estates	www.pinetreelodge.ca
Pirate's Haven ATV Friendly RV Park, Chalets & Adventures	www.pirateshavenadventures.com
Putlavimmiut Studio	https://womenofthelandnl.ca/project/monika-rumbolt/
Qalipu Mi'kmaq First Nation Mi'kmaw Arts & Crafts	http://qalipu.ca/
Rainflower Inc.	https://womenofthelandnl.ca/project/rhonda-critchley/
Rigolet Board Walk	http://www.newfoundlandlabrador.com/plan-and-book/attractions/34076962
Rigolet Craft Centre	https://www.facebook.com/RigoletCraftShop/



INDIGENOUS TOURISM INVENTORY

Newfoundland and Labrador

Rigolet Salmon Festival	www.townofrigolet.com/home/salmon_festival.htm
Rigolet Tikigiaksaugusik Festival	www.townofrigolet.com/home/tikigiaksaugusik_festival.htm
Riverlodge Hotel	http://www.riverlodgehotel.ca/
Riverside Restaurant and Takeout	Website Unavailable
Royal Inn & Suites	www.royalinnandsuites.ca
Rugged Edge	https://www.ruggededge.ca/
Saltbox Café Inc.	https://everoutdoor.ca/saltbox/
Sea Hawk Designs	https://womenofthelandnl.ca/project/karen-white/
Seaglass Delights	http://www.etsy.com/shop/SeaglassDelights
Seaview Restaurant	http://www.labradorseaview.ca/home/
Secret Cove Brewing Company	https://secretcovebrewing.com/
ShaMaSha Centre / R&R House by Effie	http://www.shamasha.ca/
Sinittavik Bed & Breakfast	http://www.townofrigolet.com/home/where_to_stay.htm
Slippers N Things	www.slippersnthings.com
Steve Lawton - Mi'kmaw Stone Carver	https://indigenouartscollective.org/stevelawton/
Strathcona House Interpretation Centre	https://www.newfoundlandlabrador.com/plan-and-book/attractions/34072232
Tera McDonald Photography & Design	https://www.facebook.com/thedesignersNL/posts/2266203520286421/
The Grub Box	https://www.thegrubbox.ca/
The Hotel North	http://www.atyp.com/hotelnorth
The Old Craft Shop Bed and Breakfast	www.mfngov.ca
Tikkiaksaugusik Cultural Festival	https://www.tourismnunatsiavut.com/home/cultural_calendar.htm



INDIGENOUS TOURISM INVENTORY

Newfoundland and Labrador

Torngâsok Cultural Centre	http://www.torngasok.ca/home/torngasok_cultural_centre.htm
Torngat Arts & Crafts	https://www.craftlabrador.com/craft-community/craft-organizations/torngat-arts-and-crafts/
Torngat Mtns Base Camp (Nunatsiavut Gov't)	www.thetorngats.com
Travel Time TPI Inc.	https://www.traveltimeagency.com/
True North Charters & Tours	http://www.truenorthtours.ca/
Tshikapisk Foundation	http://www.tshikapisk.org
Under the Stump Inc.	https://underthestump.com/
Universal Helicopters Newfoundland and Labrador LP	https://www.uhnl.nf.ca/
Whalers Restaurant & Cabins	http://www.redbaywhalers.ca/home/
White Buffalo Woman Crafts	https://womenofthelandnl.ca/project/phyllis-cooper/
White Elephant Museum	www.labradorvirtualmuseum.ca/wem/

Nova Scotia

Millbrook Culture & Heritage Centre	www.millbrookheritage.ca
Acadia First Nation Entertainment Centre	www.acadiafirstnation.ca
Annapolis Valley First nation Gaming	www.avfn.ca
Chelsea Brooks Native Art	https://www.facebook.com/ChelseaBrooksNativeArt/
Cleanwave Restaurant	www.cleanwaverestaurant.com ; http://www.wagmatcook.com/
Destination Membertou	http://destinationmembertou.com/
Eastern Woodland Print Communications	http://ewpc.ca/



INDIGENOUS TOURISM INVENTORY

Nova Scotia

Eskasoni Cultural Journeys	https://eskasoniculturaljourneys.ca/
Glooscap's Trading Post	https://www.facebook.com/Glooscap-Trading-Post-684560841730291/
Goat Island View Cafe	Website Unavailable
Gold Bean Café	acadiafirstnation.ca
Holloway Lodging	www.hlcorp.ca
Kijus Restaraunt - Membertou	www.kijus.com/
Kisik Ridge Estate	https://www.facebook.com/KisikRidge/
Kluskap Ridge RV and Campground Ltd.	www.kluskapridge.ca/
Legends Gaming & Convention Centre	https://legendsgamingcentre.com/
Lorne A Julien	https://www.lornejulien.com/
Membertou Heritage Park	www.membertouheritagepark.com
Membertou Trade and Convention Centre	www.membertoutcc.com
Mi'kmawey Debert Cultural Centre	https://www.mikmaweydebert.ca/
Mi'kmaq Artist Loretta Gould	www.mikmaq-artist.com
Mi'kmaq Baskets & Crafts	Website Unavailable
Millbrook Pow-wow	www.millbrookfirstnation.net
Morris Pizza & Grill	Website Unavailable
Nicole Lapierre	https://lapierrephotography.com/
Nuit Crafts	https://www.facebook.com/NutiCrafts



INDIGENOUS TOURISM INVENTORY

Nova Scotia

Oak Leaves Native Creations	https://www.facebook.com/Oakleaves-Native-creations-291801271031075/
Paqtnkek Entertainment Centre	https://www.paqtnkek.ca/paqtnkek-entertainment-centre/
Petroglyphs Gift Shop	http://www.membertouheritagepark.com/
Pictou Landing First Nation Powwow	www.plfn.ca
Red Cane Studios	http://alansyliboy.ca
Sarah Denny Cultural Centre	www.eskasoni.ca/departments/23
Sipekne'katik Entertainment	https://www.sipeknekatik.ca/indian-brook-gaming/
Sipuke'l Gallery	https://www.facebook.com/sipukelgallery/
Smaknis Trading	https://www.facebook.com/smaknistrading/
St. Mary's First Nation A&W	www.aw.ca
St. Mary's First Nation Cheese Curds/Habaneros	www.cheesecurdsburgers.com
St. Mary's First Nation Subway	https://restaurants.subway.com/canada/ns/truro/35-treaty-trail
St. Mary's First Nation Tim Horton's	https://locations.timhortons.ca/en/ns/truro/1195-treaty-trail/
Stone Bear Tracks and Trails	www.sharingculture.ca/stonebear.php
Sunflower Slate and Dried Flower Company	Website Unavailable
Super 8 (Millbrook First Nation)	https://www.bookonline.com/hotel/super-8-by-wyndham-truro-ns-millbrook-first-nation-reserve
The Wolf Den Entertainment Centre	https://plfn.ca/departments/gaming/
Treaty Entertainment	https://www.casinocity.com/canada/nova-scotia/truro/treaty-entertainment-1/
Two Feathers Mi'kmaq Designs	https://two-feathers-mikmaq-design.business.site/
Wagmatcook Centre & Heritage Centre	http://www.wagmatcookcentre.com/
Wagmatcook Centre Gift Shop	www.wagmatcookcentre.com



INDIGENOUS TOURISM INVENTORY

Nova Scotia

Warrior on the Hill	www.warrioronthehill.com
Waterdancer Mi'kmaq Arts	https://www.facebook.com/WaterdancerMikmaqArts/
We'koqma'q First Nation - Walking Trail	https://visitwekoqmaq.ca/skye-river-trail/
Wells Craft Supply	Website Unavailable
Winners One Stop Restaurant	www.acadiafirstnation.ca

Prince Edward Island

Abegweit Garden and Preserves	https://abegweit.ca/epekwithk-gardens-preserves/
Abegweit Tourism - Recreation Fishing	http://www.abegweit.ca/
Abegweit Tourism - Seven Sacred Teachings	https://www.targettoursatlantic.com/tour/seven-sacred-teachings-private-tour
Eagle Isle Tours	http://www.eagleisletours.com
Epekwithk Gas Bar	https://abegweit.ca/
Epekwithk Gas Bar / Abegweit Gas Bar and Convenience Centre	Website Unavailable
Epekwithkewa'q Mi'kmaq Center	https://www.facebook.com/epekwithkewa'q/
Experience Lennox Island	https://experiencelennoxisland.com/
Gilbert Sark Drum Making	Website Unavailable
Hey Cuzzin Drum Group	https://www.facebook.com/Hey-Cuzzin-302493322081/
Indian Arts & Crafts	www.indianartpei.com
Jadis Custom Designz	https://www.jadiscustomdesignz.com/
Lennox Island Annual Pow Wow	https://lennoxisland.com/
Lennox Island Cultural Center	http://www.lennoxisland.com/



INDIGENOUS TOURISM INVENTORY

Prince Edward Island

Lennox Island Development Corporation	http://www.lennoxisland.com/
Lennox Island Mi'kmaq Cultural Centre - Guided Tours	https://experience.lennoxisland.com/
Marilyn Sark Tea Shop	Website Unavailable
Mawiomi Pow-wow - Abegweit First Nation	http://www.abegweitfirstnations.com/AnnualPowwow.php
MCPEI Annual Pow Wow	https://mcpei.ca/
Melissa Peter-Paul Mi'kmaw Artist	https://melissapeterpaul.com/
Mi'kmaq Heritage Actors Inc.	https://www.facebook.com/Mikmaqheritageactors/
Mi'kmaq Printing and Design	https://www.mikmaqprinting.com/
Mi'kmaki Ash Basket Weaving Business	Website Unavailable
Noble Chef	https://noble-chef.square.site/
Nora Richard	https://www.peicraftscouncil.com/mikmaq-nora-richard
Patricia Bourque Photography	https://trishab223.wordpress.com/
PEI Travel Concierge	https://www.peitravelconcierge.com/
Rose Wolf Creations	https://www.facebook.com/rosewolfcreations/
Sweet Grass Tea Room & Clothing Shop	https://www.facebook.com/sweetgrassboutiqueanddejabrewcoffeeparlour/
The Eagles Nest	https://www.facebook.com/liveinthenest/

Eastern Québec (Select Regions)

Chalets de L'Anse Ste-Helene	https://www.chaletsdelansestehelene.ca/
Camp Micmac	https://www.instagram.com/micmac_camp/
Gesgapegiag Tourism	http://visitgesgapegiag.ca/



INDIGENOUS TOURISM INVENTORY

Eastern Québec (Select Regions)

Le Relais de la Cache	https://relaisdelacache.ca/
Micmac Interpretation Site of Gespeg	http://www.micmacgespeg.ca/en/
Salaweg	https://salaweg.com/fr/
Sigewigus	https://sigewigus.com/en/
Chalets de L'Anse Ste-Helene	https://www.chaletsdelansestehelene.ca/
Camp Micmac	https://www.instagram.com/micmac_camp/



