

ITAC is investing in the Indigenous tourism industry in **NEWFOUNDLAND & LABRADOR**

The Indigenous Tourism Association of Canada (ITAC) is the national voice of Indigenous tourism in Canada. Through innovative, Indigenous-led solutions, such as the **Indigenous Tourism Destination Fund (ITDF)**, ITAC has ambitious plans to invest significantly in Newfoundland & Labrador.

Between **April 2024 and March 2030**, ITAC plans to invest more than **\$101 Million*** in Newfoundland & Labrador.

- \$1.2 M** Recruitment, Training and Retention
- \$20 M** Airport Indigenization
- \$12 M** Indigenous Destination Development
- \$64 M** Infrastructure Development
- \$4.7 M** Business Development and Promotion

** Projected investment based on the ITDF achieving its contribution targets*

Between **April 2020 and March 2024**, ITAC invested more than **\$1.6 Million** in Newfoundland & Labrador.

- \$257,048** in direct support for the Newfoundland & Labrador Indigenous Tourism Association
- \$1,388,718** in direct support for Indigenous tourism businesses in Newfoundland & Labrador

- \$766,500** to 33 businesses through the **COVID-19 Stimulus Development Fund (2020-22)**
- \$150,000** to 15 businesses through the **Tourism Relief Fund Business Support Program (2022-23)**
- \$472,218** to 19 businesses through the **Indigenous Tourism Fund Micro and Small Business Stream (2023-24)**



*Plus, during this same time period, ITAC invested over **\$8.3 Million nationwide into marketing**—featuring and promoting market ready member businesses from Newfoundland & Labrador.*

2030 Vision

ITAC's 2030 Vision is for Canada to be the top Indigenous tourism destination in the world. To make that vision a reality, the Indigenous tourism industry needs to grow significantly. ITAC has developed an investment plan to achieve the following growth targets in **Newfoundland & Labrador** ▶



32 new businesses



571 new jobs



INDIGENOUS TOURISM DESTINATION FUND

ITDF.IndigenousTourism.ca

ITAC will receive a projected \$16.5 Million per year to administer the Indigenous Tourism Destination Fund—less than 4% of the total investment. This will cover program delivery, accounting, reporting and other administrative costs.

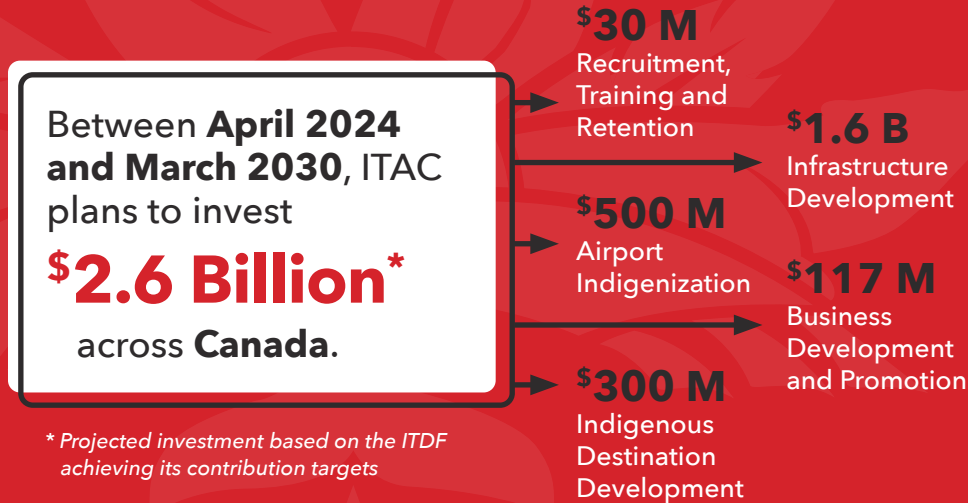


INDIGENOUS
TOURISM ASSOCIATION OF CANADA

IndigenousTourism.ca

ITAC is investing in Indigenous tourism across Canada

The Indigenous Tourism Association of Canada (ITAC) is the national voice of Indigenous tourism in Canada. Through innovative, Indigenous-led solutions, such as the **Indigenous Tourism Destination Fund (ITDF)**, ITAC has ambitious plans to invest significantly in every province and territory.



Between **April 2020 and March 2024**, ITAC invested more than **\$24.3 Million** across **Canada**.

\$2.9 Million in direct support for Provincial and Territorial Tourism Organizations and other regional initiatives

\$21.4 Million in direct support for Indigenous tourism businesses in Canada

\$16,287,400 to 681 businesses through the **COVID-19 Stimulus Development Fund (2020-22)**

\$1,335,547 to 136 businesses through the **Tourism Relief Fund Business Support Program (2022-23)**

\$3,800,695 to 153 businesses through the **Indigenous Tourism Fund Micro and Small Business Stream (2023-24)**



Plus, during this same time period, ITAC invested over \$8.3 Million nationwide into marketing—featuring and promoting market ready member businesses from Canada.

2030 Vision

ITAC's 2030 Vision is for Canada to be the top Indigenous tourism destination in the world. To make that vision a reality, the Indigenous tourism industry needs to grow significantly. ITAC has developed an investment plan to achieve the following growth targets in **Canada** ►

 **825** new businesses

 **22,200** new jobs



INDIGENOUS TOURISM DESTINATION FUND
ITDF.IndigenousTourism.ca

ITAC will receive a projected \$16.5 Million per year to administer the Indigenous Tourism Destination Fund—**less than 4% of the total investment**. This will cover program delivery, accounting, reporting and other administrative costs.



INDIGENOUS
TOURISM ASSOCIATION OF CANADA
IndigenousTourism.ca