

ITAC is investing in the Indigenous tourism industry in THE NORTHWEST TERRITORIES

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 the Northwest Territories.

Between **April 2024 and March 2030**, ITAC plans to invest more than **\$127 Million*** in the Northwest Territories.

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

- \$1.5 M** Recruitment, Training and Retention
- \$25 M** Airport Indigenization
- \$15 M** Indigenous Destination Development
- \$80 M** Infrastructure Development
- \$5.9** Business Development and Promotion

Between **April 2020 and March 2024**, ITAC invested more than **\$894,000** in the Northwest Territories.

\$131,250 in regional support for Indigenous tourism in the Northwest Territories

\$763,484 in direct support for Indigenous tourism businesses in the Northwest Territories

\$578,500 to 24 businesses through the **COVID-19 Stimulus Development Fund (2020-22)**

\$60,000 to 6 businesses through the **Tourism Relief Fund Business Support Program (2022-23)**

\$124,984 to 5 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 the Northwest Territories.

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 the Northwest Territories ▶

 **40** new businesses

 **953** 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.

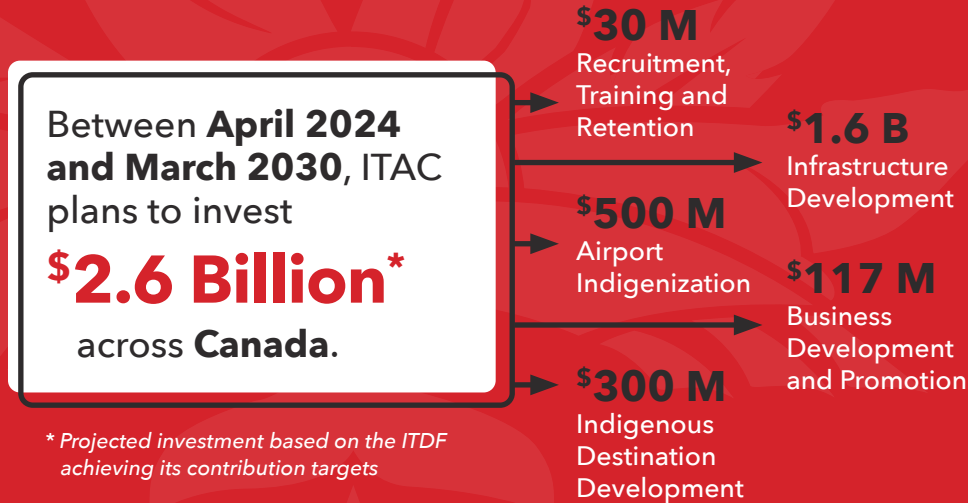


INDIGENOUS
TOURISM ASSOCIATION OF CANADA

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



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