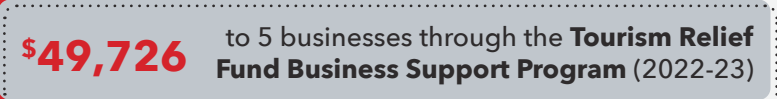
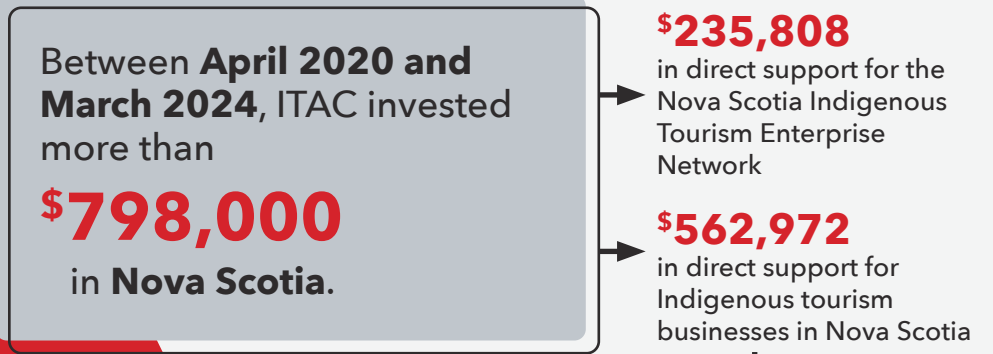
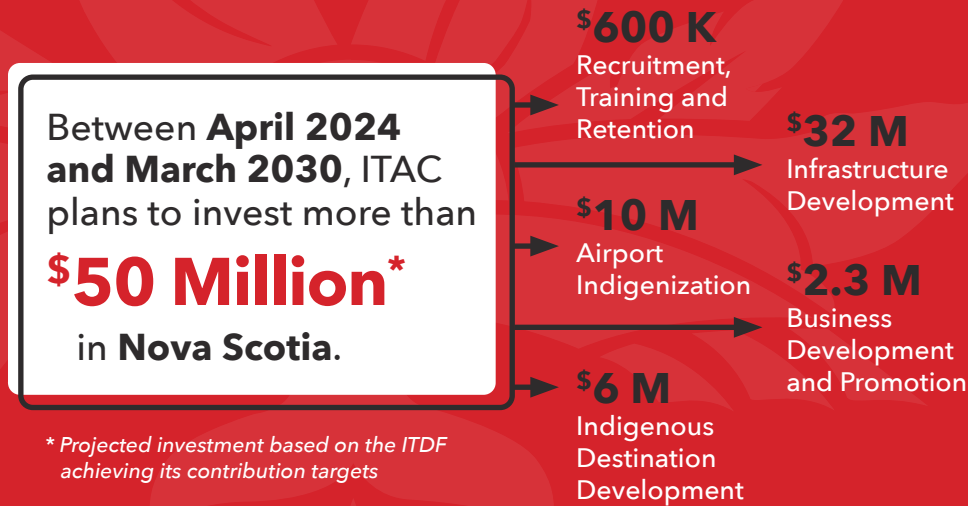


# ITAC is investing in the Indigenous tourism industry in NOVA SCOTIA

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 Nova Scotia.



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

## 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 **Nova Scotia** ▶

 **13** new businesses

 **498** new jobs



**INDIGENOUS TOURISM DESTINATION FUND**  
ITDF.IndigenousTourism.ca

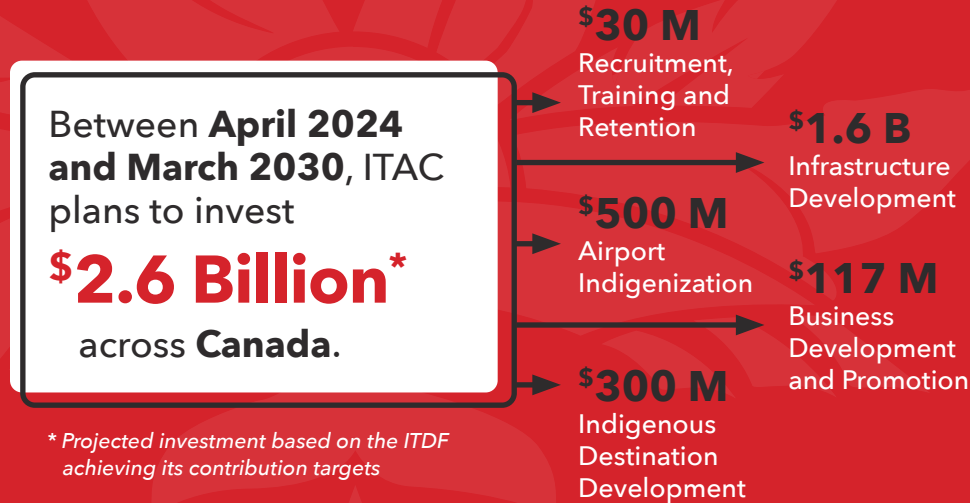
ITAC will receive a projected \$16.5 Million per year to administer the Indigenous Tourism Destination Fund—**less than 4% of the total investment.** This will cover program delivery, accounting, reporting and other administrative costs.



**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.



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