According to a recent report published by the Conference Board of Canada and Indigenous Tourism Association of Canada (ITAC), Indigenous tourism sector growth is outpacing other Canadian tourism activity. In fact, the Indigenous tourism sector employment is outpacing growth in employment by over 13%. At the current pace of Indigenous tourism growth, and with continued investment the sector could easily contribute $2.2 billion to Canada’s GDP by 2024 – one of ITAC’s goals to accelerate sector growth.

Indigenous tourism far exceeds cultural experiences. Air transportation, outfitting, casinos, artisans, travel service providers and culinary businesses also makeup the economic footprint of indigenous tourism. These businesses range from not-for-profit entities, to cooperatives and community-owned ventures, incorporated businesses, and a range of sole proprietors. One thing all these businesses and experiences have in common is a contribution and commitment to providing an authentic experience to travelers.