

# INDIGENOUS TOURISM | TRAVEL ECONOMY SERIES

International travelers increasingly cite authenticity as a major driver of their travel decisions. In Canada, indigenous tourism experiences are among the most authentic, and fastest growing, parts of the tourism sector. Indigenous tourism has seen extensive growth and investment in the last number of years. Here is a look at the indigenous tourism economy in Canada.



**\$1.7 BILLION**

The economic impact of indigenous tourism in Canada



**1 875**

The number of indigenous tourism businesses



**39 000**

The number employed by indigenous tourism businesses

## DID YOU KNOW?

Indigenous tourism far exceeds cultural experiences. Air transportation, outfitting, casinos, artisans, travel service providers and culinary businesses also make up 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.

## A SECTOR OF OPPORTUNITY



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.