

The background of the image shows several tall, intricately carved wooden totem poles. One pole in the foreground has a bird perched on its top. In the background, a person wearing a red jacket is partially visible, looking towards the totem poles. The sky is overcast and grey.

# The Value of Indigenous Tourism



**INDIGENOUS  
TOURISM BC** ©



“We have an opportunity in BC with the commitment to reconciliation and the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP), to take a lead at a higher level, to redefine who BC is and ensure that Indigenous voices are part of the province’s identity.”

- **Brenda Baptiste** (Osoyoos)  
Indigenous Tourism BC Chair

# CARIBOO

# Coast

# CHILCOTIN



FIRST NATIONS HAVE A **Connection** TO THE LAND THAT OTHERS DON'T HAVE **YET**



We are always LINKED TO OUR **HOMELAND**  
We ARE the CONNECTION

The LANDSCAPE IS **DIVERSE**

We can't be limited by government 'boundaries'



GOLD RUSH ROUTES

TRADITIONAL TERRITORIES

We can **Grow** INDIGENOUS INVOLVEMENT in all TOURISM



BC FERRIES CAN PROMOTE OUR COMMUNITIES

FOLKS, WE'RE PASSING BELLA BELLA!

INDIGENOUS PROTECTED and CONSERVED AREAS

GUARDIANS PROGRAM



HOW CAN we ensure **Sustainability?**

MORE PEOPLE and RESOURCES! Training!



We are the **MATERNITY** WARD FOR SALMON

We ARE **LEADERS** IN TOURISM!

We've always SHARED OUR TERRITORIES



CULTURE



DRUMMING



KNOWLEDGE KEEPERS TO SHARE **Stories**

LAKES RIVERS

WILDLIFE TOURS

IF WE HAVE RESOURCES WE CAN DO MORE

SOMETIMES CHALLENGING TO HAVE PEOPLE JOIN US

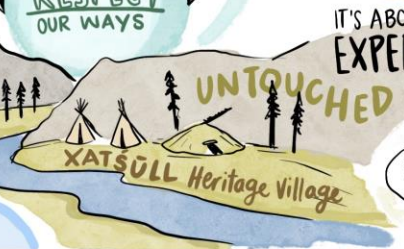
PETROGLYPHS



GUIDES ARE KEY



PEOPLE WANT CONNECTION TO FIRST NATION & LANDS



UNTOUCHED

IT'S ABOUT AN EXPERIENCE

FOOD!



WATERFALLS

A person in traditional Indigenous attire, including a feathered headdress and a beaded necklace, holding a wooden staff. The background is a warm, golden-brown gradient.

# Indigenous Tourism is a way to...

Restore Our Cultures

REVITALIZE OUR LANGUAGES

Respect Our Laws, Title and Rights

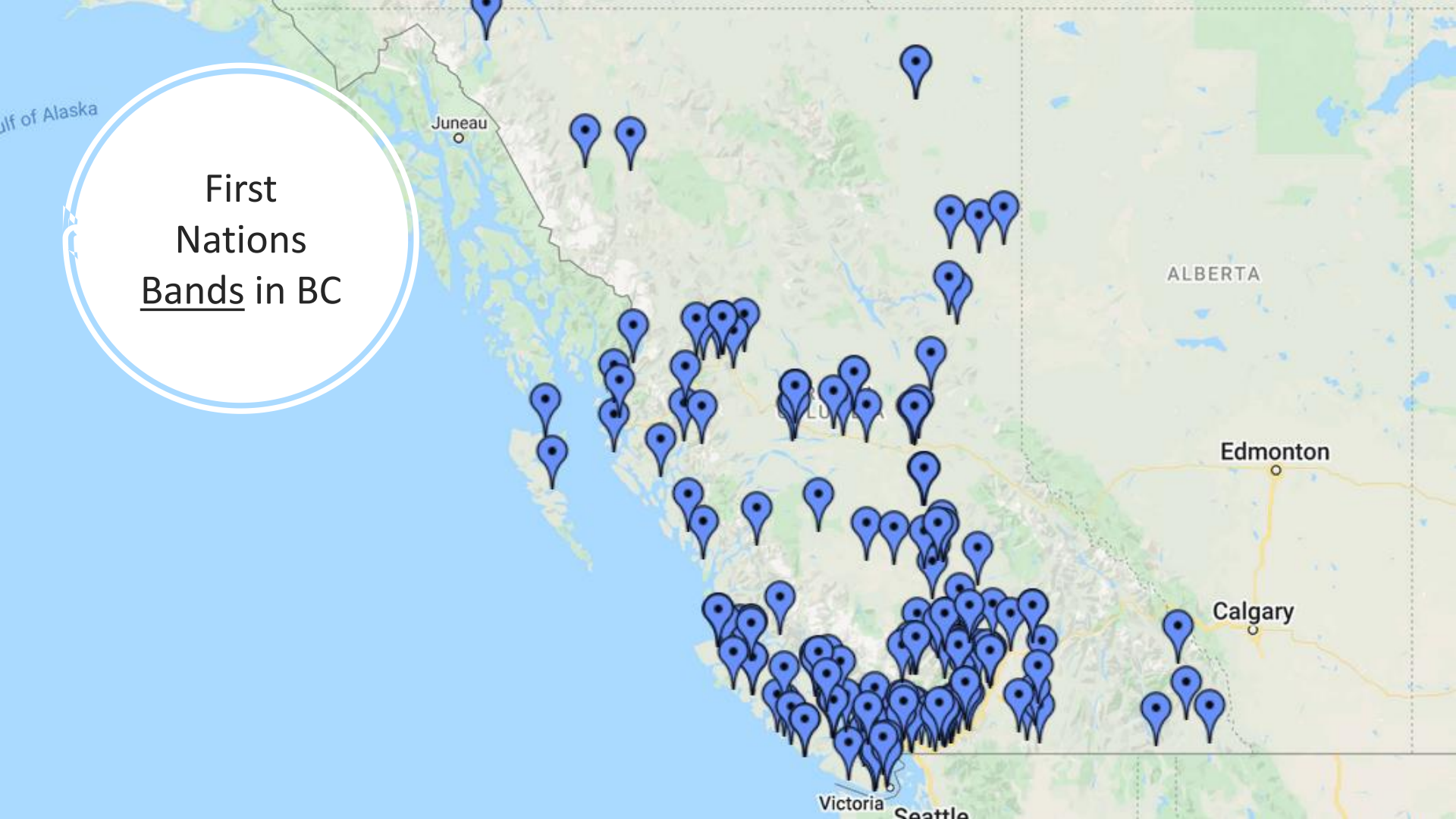
Restore our Place in Our Lands

Create opportunities for Elders and Knowledge Carriers  
to share and for all to learn

CONNECT ALL PEOPLES TO THE LAND

**It's not a business or industry. It's a tool.**

First Nations  
Bands in BC



# First Nations Language Groups in BC

First Voices

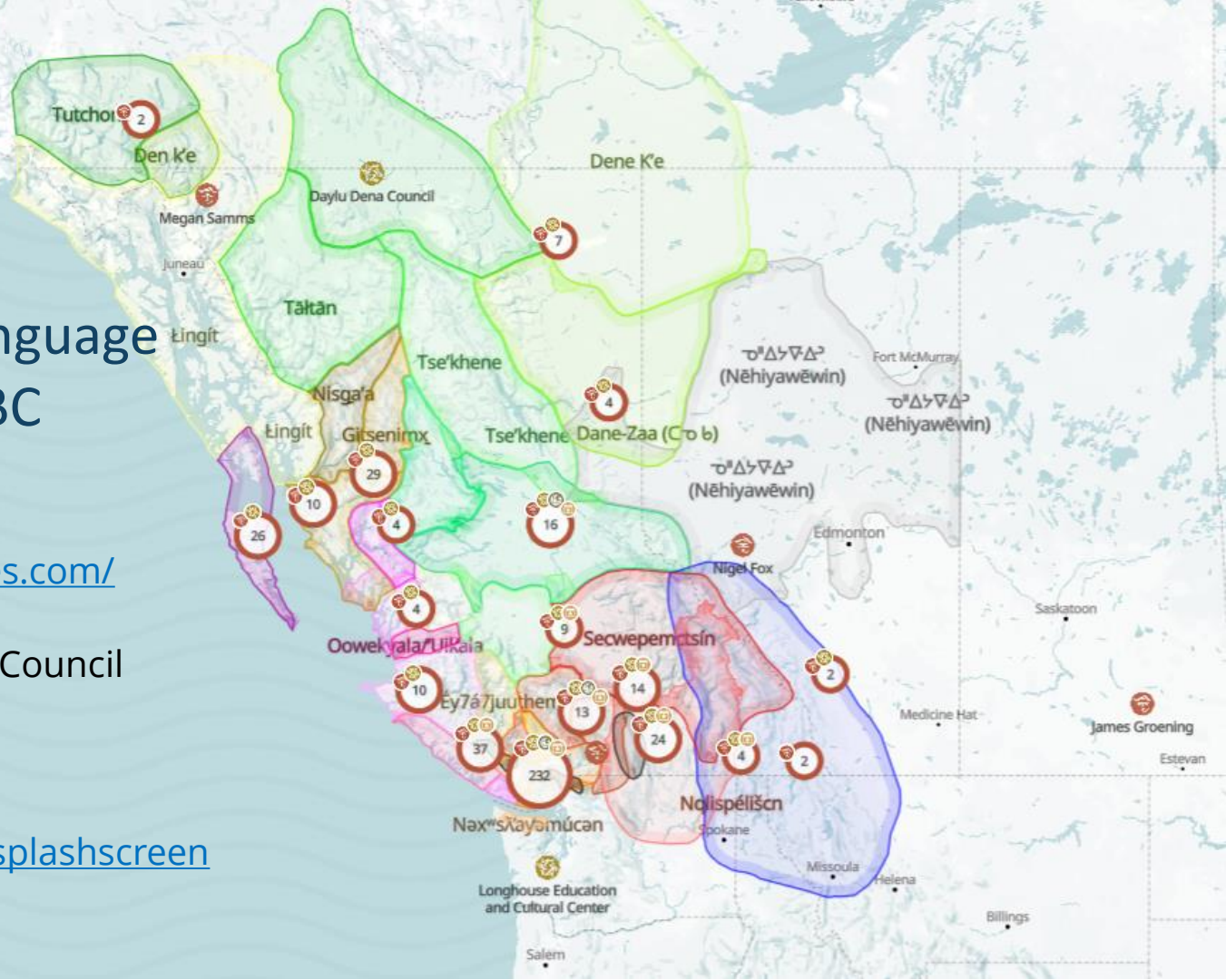
<https://www.firstvoices.com/>

First Peoples Cultural Council

<https://fpcc.ca>

First Peoples Maps

<https://maps.fpcc.ca/splashscreen>



# Indigenous Communities Focused on Tourism Are Part of a Growing Industry



**\$13.5 Billion**

2021 Annual Revenue

**-26.6%**

Since 2017

## TOURISM BUSINESSES



**16,650**

Tourism businesses in operation in BC in 2021, a 26.6% decrease from 2017

## TOURISM EMPLOYMENT



**84,500**

People employed in tourism-related businesses in 2021



DESTINATION  
BRITISH COLUMBIA™

# Indigenous Tourism in BC

## A Story of Epic Proportions

36% of travellers surveyed indicated they **had visited Indigenous sites, attractions or events** on previous trips to BC




Indigenous tourism businesses in BC **created 7,400** direct **full-time jobs**

**7.2 million** visitors are **expected** to engage in **Indigenous tourism experiences** over the next two years from the top five markets for Indigenous tourism in Canada (Canada, Germany, 

**Indigenous businesses generated \$705 million** in GDP (2016)

There were **488** Indigenous tourism-related businesses in BC in 2020

**1 in 3** Travelers to BC is **seeking** an authentic **Indigenous experience**

**89%** of tour operators indicated they **would consider offering or expanding Indigenous experiences** as part of their travel packages 

Source: ITBC "The Next Phase" Tourism Performance Audit Report 2012-2020, O'Neil Marketing & Consulting, March 2018



# Indigenous Tourism in BC

Northern BC

29%

6%

Cariboo Chilcotin Coast

10%

2%

Vancouver Island

6%

4%

**% of Total Tourism**

%

= Indigenous

%

= Non-Indigenous

21%

16%

19%

58%

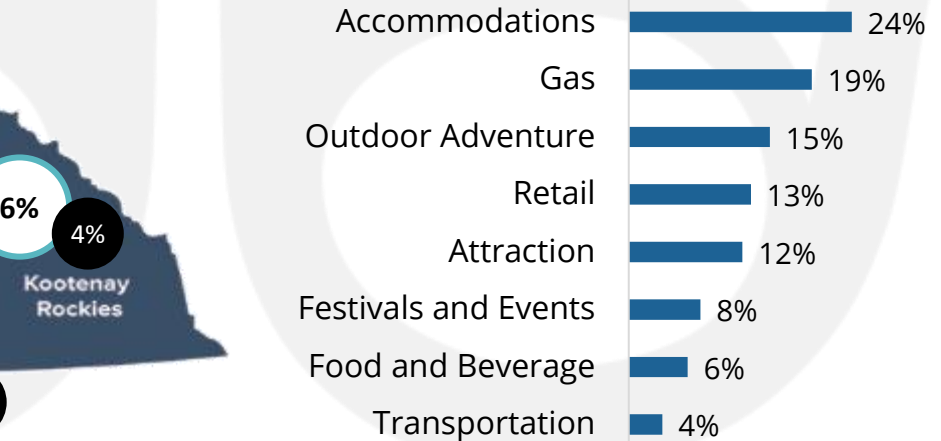
15%

13%

Vancouver Coast

Thompson Okanagan

Kootenay Rockies



Region	2020 # of Businesses	2017 # of Businesses	2003 # of Businesses	2020 % Change from 2017	2020 % Change from 2003
VCM	94	79	42	16%	124%
VI	102	89	55	13%	85%
CCC	47	40	14	15%	236%
TO	74	72	24	3%	208%
KR	30	16	15	47%	100%
NBC	141	105	31	26%	355%
<b>Total</b>	<b>488</b>	<b>401</b>	<b>181</b>	<b>18%</b>	<b>170%</b>



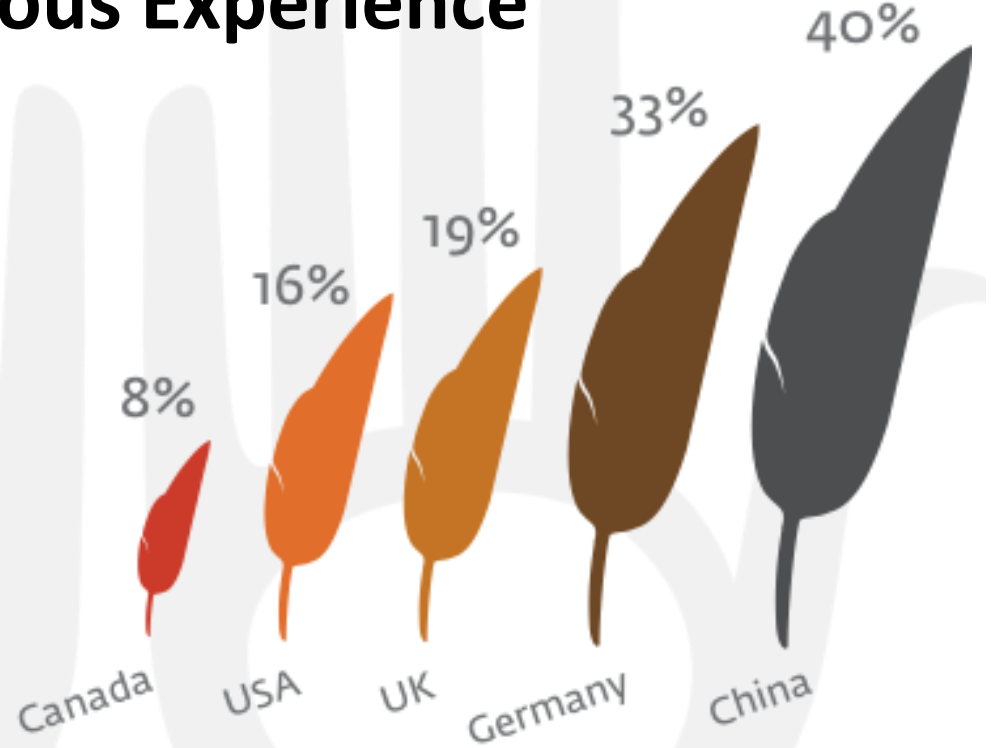
# Where are International Visitors of Indigenous Tourism from?

Your Thoughts

What attracts them to Indigenous Tourism?

# Who Had an Indigenous Experience in...

Canada



# The International Indigenous Tourism Visitor

1 in 3

International Visitors to Canada are interested in Indigenous Tourism

### Top 5 Visitor Origins

- France
- Germany
- India
- Mexico
- China

★ Greatest Potential – USA (33%), China (35%)



# Who Had an Indigenous Experience in...

## British Columbia



- Baby boomer
- Well-educated
- Upper middle-income
- Better chance to be female
- Take longer trips
- Spend more per day (+10%)
- Express higher trip satisfaction
- Want more Indigenous opportunities

# Indigenous Visitor Trip Characteristics in 2002/5

Average overall trip duration	<b>22.5 days</b>
Average trip duration in B.C.	12.8 days
Average days including Indigenous visits	3.2 days
Most frequent accommodation	Hotel/motel (64%)
Average travel party size	3.6
Average children (<18 years) in party	0.6
Average \$\$ party spent \$\$ per day	\$555.23*

# BC Indigenous Tourism Economic Impact by Sector (% of Total)



**23%**  
Indigenous  
Tourism

VS

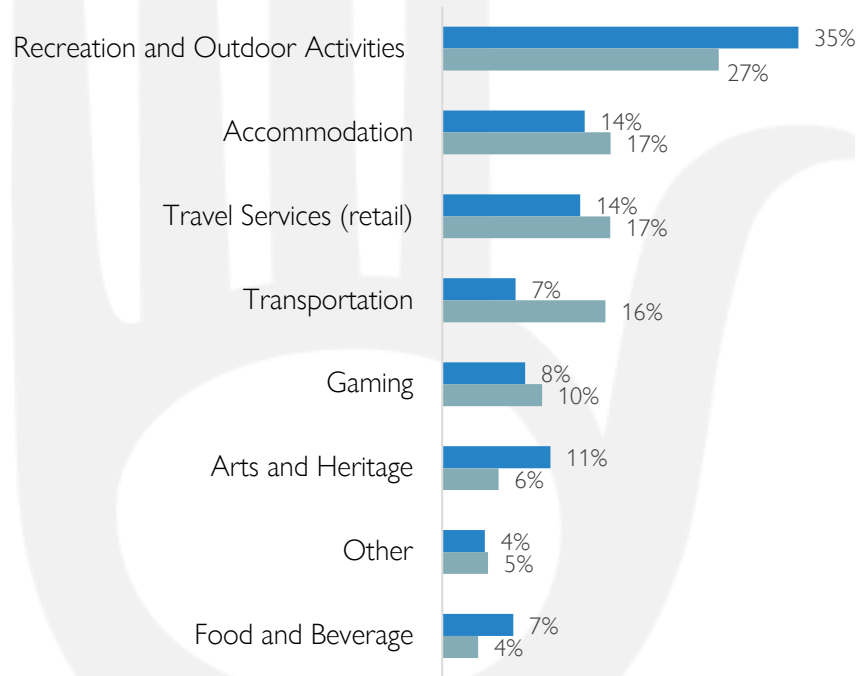
**12%**  
overall Canada  
tourism

**Indigenous tourism  
unprecedented increase!**

**\$1.4**  
billion  
**2014**

**\$1.7**  
billion  
**2017**

■ Direct Employment (jobs) ■ Direct GDP (\$ millions)




Source: Conference Board of Canada. 2019. Canada's Indigenous Tourism Sector. Insights and Economic Impacts. tourism-watch



**Why Indigenous Tourism Matters (1:48 mins)**



A photograph of three people standing in a dense forest. The ground is covered in vibrant green moss, and several large, weathered logs are scattered around. The trees are tall and dark green, creating a thick canopy. The lighting is soft and natural, suggesting an overcast day. The overall atmosphere is serene and natural.

“We are the land. The land is us.”  
Everything is connected.



Everything is Connected (0:20)

A person is shown from the waist down, wearing traditional Indigenous regalia. The most prominent feature is a large, multi-colored feathered headdress with long, thin feathers in shades of green, red, and white. Below the headdress is a skirt with a vibrant, multi-colored pattern (red, orange, yellow, green, blue) and long, thin fringes hanging down. The person is wearing white leggings with red and blue patterns and white moccasins with red and blue designs. The background is a blurred outdoor setting with green grass and some structures.

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