



# INDIGENOUS TOURISM QUEBEC

2020-2021 ANNUAL REPORT



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ITQ's 2020-2021 Annual Report covers the fiscal year from April 1, 2020 through March 31, 2021.



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# INDIGENOUS TOURISM IN QUEBEC – KEY FIGURES



- » IN JANUARY 2021, THERE WERE **247 INDIGENOUS TOURISM ENTERPRISES** ACROSS QUEBEC

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- » IN 17 OF THE 21 TOURISM REGIONS AND IN 40 OF THE 55 INDIGENOUS COMMUNITIES

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- » DESPITE THE PANDEMIC, WE HAVE **180 ITQ MEMBER ENTERPRISES**, A REPRESENTATION COVERAGE OF 73% AND A 10% INCREASE FROM 2019-2020

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- » 4 MAIN TYPES OF EXPERIENCE
  - ART AND CULTURE **38 %**
  - HUNTING AND FISHING **17 %**
  - ACCOMMODATION AND FOOD SERVICES **27 %**
  - NATURE AND AVENTURE **18 %**

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- » BEFORE THE PANDEMIC, INDIGENOUS QUEBEC WELCOMED **1.2 MILLION VISITORS ANNUALLY**, **SUSTAINED MORE THAN 4000 JOBS AND GENERATED \$169 IN ECONOMIC BENEFITS.**

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# A WORD FROM THE PRESIDENT AND THE EXECUTIVE DIRECTOR



When the team of this dynamic, well-established and respected sectoral tourism association was dreaming of a pivotal anniversary of celebratory development and promotion, no one could have expected the turn of events leading to this day.

In my 15 years as president, I never would have thought that our tourism industry would face such a crisis. 2020-2021 has been a difficult year for the entire industry, and for us too.

Before the shock of the pandemic, Indigenous tourism was on a constant upswing and there was a growing demand from visitors from here and abroad. When calamity struck, we stood fast; our offers remained structured, professional and compliant with the highest standards. This crisis has forced all of us to adapt. Driven by authenticity and humanity, we

have done so with one unique goal in mind: sharing.

For millennia, Indigenous peoples have shown resilience in the face of challenges. Our response to this pandemic is yet another example of this age-old resilience. It is with great pride that we present to you this year, not a limited tourism offer but one that has been enhanced with a wide range of well-rounded, safe Indigenous experiences that are ready to be discovered as we reopen enterprises, communities and territories.

It is also because of our sincere desire to strengthen our relationship with you that, this year more than ever, we want to inspire and share with the clientele from Quebec and surrounding areas.

This fiscal year which is coming to an end has witnessed the resilience, strength and pride of Indigenous tourism enterprises and I want to take this opportunity to thank these everyday heroes. Tiawenhk to all Indigenous entrepreneurs and leaders in the province. Thank you for your trust in us this year again, as for the past 30 years.

Come share in authentic, innovative and safe tourism. **11 Nations. 55 communities.**  
**1 dedicated tourism association.**

Tiawenhk to the whole team for all the hard work. I am so proud to represent you.  
 Have a great time discovering Indigenous Quebec!



**Steve Wadohandik Gros-Louis**  
 President



**Dave Laveau**  
 Executive Director



## THE BOARD OF DIRECTORS



Each year, we are pleased to be able to rely on the nine key players who constitute our board of directors.

**President | Steeve Gros-Louis,**

Active member | La Sagamité Restaurant

**Vice-President | Kalika Sinnett,**

Active member | Micmac Interpretation Site of Gespeg

**Secretary | Marc Plourde,**

Associate member | Quebec Outfitters Federation

**Treasurer | Michelle Picard,**

Delegate member | Native Commercial Credit Corporation

### BOARD MEMBERS

**Robert Lancup,**

Associate member | Quebec City Tourism

**Josée Leblanc,**

Active member | Atikuss

**Sean McDonagh,**

Active member | Inuit Adventures

**Robin McGinley,**

Delegate member | Cree Outfitting and Tourism Association

**Rita Mestokosho,**

Delegate member | Ekuanitshit Innu Band Council

ITQ would like to thank André Dudemaine, active member representing the Montreal First Peoples Festival, who completed his term as board member in October 2020.



## THE TEAM

ITQ

Partners and ITQ members can always count on the professionalism and dynamism of a dedicated team to fulfill the mandates assigned by the board of directors and further develop the association.

**Dave Laveau,**  
Executive Director

**Patricia Auclair,**  
Operations Manager

**Marie-Pierre Lainé,**  
Development Advisor

**Andrew Gros-Louis Germain,**  
Marketing Advisor

**Laurence Lainé,**  
Communications and Marketing Agent

**Mélissa Cloutier,**  
Administrative Assistant

ITQ would like to thank Chloée Delisle, Communication and Marketing Agent, for her valuable support to the team from November 2019 to September 2020.



A photograph of a person cooking over a fire. A large, dark, round pot with a wooden lid is hanging over a fire. The lid has a wooden handle. The fire is made of sticks and is burning brightly. A person's hand is visible in the bottom left corner, holding a piece of wood. The entire image has a warm, orange-red color cast.

# **1 MISSION: 4 MAIN AREAS OF FOCUS**

## 1 MISSION: 4 MAIN AREAS OF FOCUS



ITQ is the sectoral tourism association recognized by the provincial ministry of tourism as the official representative of Indigenous tourism and by the Assembly of the First Nations of Quebec and Labrador as the go-to resource for the development and promotion of the Indigenous tourism offer.

Focused on the marketing of Indigenous tourism experiences and products, ITQ provides Quebec's Indigenous tourism entrepreneurs with a representative body that safeguards their interests, supports their development and offers a range of products and services to promote business development, improve business practices and increase their visibility in target markets.

To deliver services, ITQ—Quebec's first Indigenous tourism association—leverages partnerships, protects its members' rights and upholds the authenticity of the experiences and enterprises that it represents.

## 1 MISSION: 4 MAIN AREAS OF FOCUS

### REPRESENTATION

- Representation in the tourism industry and with fund providers
- In charge of the 2017–2022 Strategic Plan
- Developing sectoral expertise and strategic knowledge
- Creating partnerships and collaborations
- Safeguarding members' interests with key tourism, political and strategic leaders



### DEVELOPMENT

- Responsible for ITQ's development plan
- Supporting entrepreneurs according to their business development phase (start-up process, market-readiness, export-readiness)
- Maintaining and updating strategic data
- Increasing awareness and promoting tourism development as a socio-economic enabler
- Supporting diversification, enhancement and quality of the tourism offer





## 1 MISSION: 4 MAIN AREAS OF FOCUS

### **MARKETING AND COMMERCIALISATION** ≈

- Responsible for ITQ's marketing and branding strategy
  - Ensuring visibility of Indigenous tourism in major national and international tourism markets (e.g., trade shows, fairs)
  - Ad purchasing (targeted and/or grouped)
  - Promotion via press and fam tours
  - Promotion of Indigenous tourism and sub-sectors
  - Digital shift
- 

### **COMMUNICATION** ≈

- Responsible for communicating initiatives, best business practices and enhancing visibility through effective and innovative tools
  - Annual Indigenous tourism magazine – Origin(e)
  - Driving digital tools and social media
  - Providing services to members
  - Event planning and media visibility
  - Drafting professional communications
- 

# ITQ INDUSTRY PARTICIPATION

ITQ

- ALLIANCE DE L'INDUSTRIE TOURISTIQUE DU QUÉBEC  
Board of directors

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- ALLIANCE DE L'INDUSTRIE TOURISTIQUE DU QUÉBEC  
Indigenous traditions roundtable

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- INDIGENOUS TOURISM ASSOCIATION OF CANADA  
Board of directors

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- QUEBEC INTERNATIONAL PEE-WEE HOCKEY TOURNAMENT  
Board of directors

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- WAPIKONI MOBILE  
Board of directors

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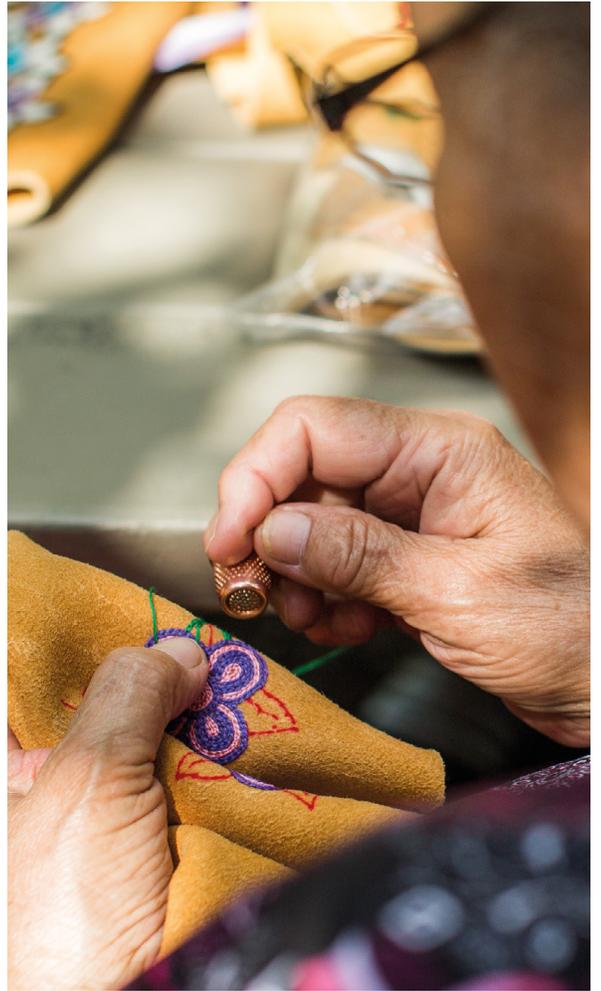





## KEY PARTNERS



- Alliance de l'industrie touristique du Québec
- Assembly of the First Nations of Quebec and Labrador
- Indigenous Tourism Association of Canada
- Aventure Écotourisme Québec
- First Nations of Quebec and Labrador Economic Development Commission
- DestiNATIONS
- Destination Canada
- Canada Economic Development
- Quebec Outfitters Federation
- Quebec's Ministry of Tourism
- Partnership with 12 regional tourism associations
- The Économusée Network Society
- Secrétariat aux affaires autochtones
- SÉPAQ
- Indigenous Services Canada





# 2020-2021 ACTIVITY REPORT

## Unique circumstances due to COVID-19

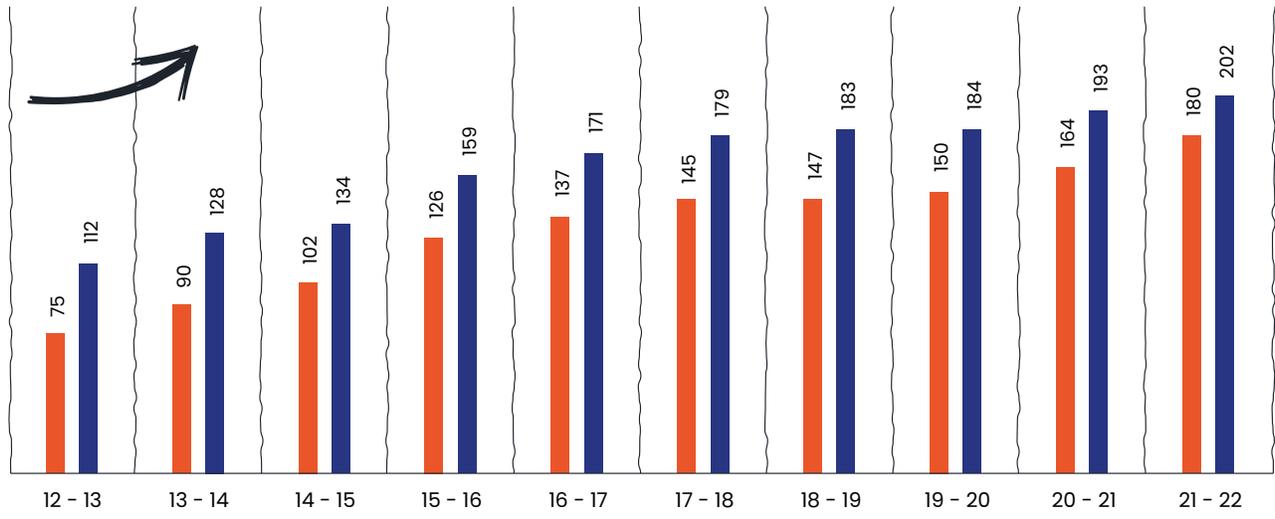
A public health crisis as serious as the one caused by COVID-19 has major impacts on economic sectors. For the tourism industry, the shock was almost instantaneous following the temporary closure of borders and non-essential enterprises and the implementation of various containment measures. And these challenges, which lasted throughout 2020-2021, limited the tourist seasons to a restricted, targeted and local clientele. However, this forced downtime for enterprises allowed the consolidation, adaptation and innovation of tourism offers. The ITQ team offered tailored support to Indigenous communities and developers to turn the tide by transforming their respective challenges into opportunities.

Before the ongoing pandemic, the tourism industry had been growing strongly in Quebec for the past ten years. In fact, practically all the indicators were trending upwards: number of enterprises, number of Nations/communities involved, number of jobs, economic benefits, etc. As of March 31, 2020, more than 220 Indigenous-owned enterprises were operating in the tourism industry and sharing our rich cultures with visitors from all over. In January 2021, there were 247 enterprises across Quebec in 40 of the 55 communities and in 17 of the 21 tourism regions. This inspiring outcome is the result of continued efforts of Indigenous stakeholders and strategic partners.

Although the tourism industry has been one of the most impacted by the pandemic, it is clear that the Indigenous tourism industry is resilient and ready to face all the challenges posed by the crisis. ITQ is pleased to end the year 2020-2021 with 31 new member enterprises—showing continued belief in the ITQ membership—thanks to targeted professional initiatives that are appreciated by members.

# MEMBERSHIP SINCE 2011

■ Corporate members ■ Total Membership



Nibiischii-Credit Hooke



| ITQ

## AREA OF FOCUS: DEVELOPMENT

|

### **2020-2021 HIGHLIGHTS:**

MANDATES WITH QUEBEC'S MINISTRY OF TOURISM, INDIGENOUS SERVICES CANADA, CANADA ECONOMIC DEVELOPMENT AND INDIGENOUS TOURISM ASSOCIATION OF CANADA



**HUNDREDS OF SERVICES PROVIDED TO MEMBERS AND INDIGENOUS TOURISM ENTERPRISES IN QUEBEC**



**SUSTAINED, PERSONALIZED AND RECOGNIZED SUPPORT**



**OVER 300 JOINT INITIATIVES WITH PARTNERS**

### **DEVELOPMENT OF THE TOURISM OFFER: PRIORITIES**

**Fostering the growth and development of the offer and contributing to the vitality of Indigenous cultural tourism at the gateways and in the regions of Quebec.**

In the year 2020-2021, the project partners met on several occasions to establish a framework and the objectives of a large-scale project that will be implemented at the Cartier-Brébeuf National Historic Park. Given the geographic location of the project, representatives of the Huron-Wendat Nation—the host Nation—joined the partners to help define the project parameters.

As for the other regions, given the context of the year 2020-2021, this action has been further implemented in coordination with certain regional tourism associations (ATR) so as not to duplicate the support offered in the field. Thus, meetings were held with ATR advisers from Abitibi, Mauricie, Côte-Nord, Saguenay-Lac-Saint-Jean and the National Capital region to optimize our services. The implementation of the specific support pilot project in Côte-Nord also had to be analyzed and readjusted in coordination with the ATR to adapt to the pandemic context and the reduced tourism offer in this region.

## | AREA OF FOCUS : DEVELOPMENT

ITQ

Post-COVID, update of health security plans and client experience adjustment plans for the various business sectors (outfitters, museums, pow wows, cultural sites, restaurants) and adaptation to cultural realities.

The arts and entertainment sector has been greatly impacted by the pandemic. ITQ has liaised constantly with enterprises from this sector to make sure they are informed of updates regarding sanitary measures and adjustment guidelines in real time. Moreover, ITQ was a strategic partner of the client experience joint research project led by the Alliance de l'industrie touristique du Québec.

### SUPPORT TO TOURISM ENTERPRISES: PRIORITIES

**ITQ quickly put in place a business support plan based on the actual needs of its members and the industry and comprising different levels and topics:**

- 1) Direct support to enterprises
- 2) Assistance and support regarding funding applications and specific measures
- 3) Webinar hosted on June 17 by experts from Raymond Chabot Grant Thornton on 'How to Seize Opportunities in Uncertain Times'
- 4) Expert support with specialized resources
- 5) Two-part digital support (diagnostics and actions)
- 6) Intra-Quebec campaign

## | AREA OF FOCUS: DEVELOPMENT



### Direct support to entrepreneurs

The year 2020-2021 was marked by several unique circumstances. An unprecedented amount of support was provided to our membership. More than 100 enterprises have benefitted from ITQ's services this year: for emergency funding, for contextual business advice, for technical advice on the sanitary measures, etc. This now-recurring initiative of ITQ enabled tourism enterprises to propose projects under the Indigenous Tourism Offer Update Fund, formerly known as the Development Fund. This fund made it possible to support 14 of the 23 projects submitted from 7 Nations and 9 different regions. The analysis committee made up of Marie-Pierre Lainé, ITQ Development Advisor, and the First Nations of Quebec and Labrador Economic Development Commission (FNQLEDC), used 5 key criteria to evaluate the projects: anticipated benefits, consistency with the program objectives, project feasibility within deadline, innovation/creativity and relevance of the investment. A total of \$120,000 has been deployed for this fund which encompasses Quebec's Ministry of Tourism (\$50K via this initiative and \$30K dedicated to sustainable development - activity 5 and Indigenous Tourism Association of Canada (\$25K)).

PROJECT LEADERS
Corporation Nibiischii
Hébergement aux Cinq Sens
Mic Mac Camp
Corporation du Mushuau-nipi
Kina8at
SDEI – Carrefour d'accueil ilnu
Tourisme Manawan
Mer et Monde écotours
SDEUM – Camping Mani, Uashat community
Tewatohnni'saktha Kahnawake Tourism/ Musical Art Park
Wiinipaakw Tours

## | AREA OF FOCUS: DEVELOPMENT



### Specific post-COVID support to entrepreneurs

Direct and continued support was provided to 17 enterprises in managing the impacts of the pandemic on their activities in order to ensure business continuity. Thus, ITQ offered enterprises the possibility of receiving expert support services in four targeted areas (human resources management, financial management, legal services and tourism advisory services).

ENTERPRISES THAT BENEFITED FROM SPECIFIC ADVISORY SERVICES
Boutique Yaronta
Domaine Notcimik
Innucadie Stories and Legends Festival
Hébergement aux cinq sens
Innuberge
Kahnawake Tourism
Kina8at
The Indian Craftsmen of Quebec
Listuguj Tourism
Onquata
Micmac Interpretation Site of Gespeg
Société de développement Innu
Tourism Gespeg
Tourisme Wendake
Voyage Eeyou Itschee Baie James
Wiinipkaaw Tours

## | AREA OF FOCUS: DEVELOPMENT

The ITQ team also provided continued support to enterprises regarding decision-making, financial aid options, submission of applications, adaptation of the tourism experience, compliance with health regulations, etc.

ITQ also hosted a free webinar entitled 'How to Seize Opportunities in Uncertain Times' on June 17 with experts from Raymond Chabot Grant Thornton. The webinar addressed opportunities available to Indigenous tourism enterprises and aimed at helping them plan their activities for short and medium terms.

Raymond Chabot  
Grant Thornton

Webinar Facile Canal

**COMMENT SAISIR LES OPPORTUNITÉS DANS UNE PÉRIODE D'INCERTITUDE**

Présenté à :

**TOURISME AUTOCHTONE QUÉBEC**

Le 17 juin 2020

Plus d'informations sur nos services aux entreprises autochtones

2020-2021 ANNUAL REPORT

## | AREA OF FOCUS: DEVELOPMENT

### Post-pandemic support for entrepreneurs to close the digital divide

In connection with the restrictive measures issued by health authorities, ITQ provided technical support to its members to help them with the digital aspect of their business in an effort to bridge the gap in having had the tourism industry ground to a halt amidst the pandemic. This initiative was carried out in association with the Quebec Retail Council and allowed Indigenous tourism enterprises to obtain a diagnostic on their current digital and organizational capabilities and recommendations in drawing up an action plan and in carrying it out. The implementation part of the digital action plan was funded by Indigenous Services Canada through the Strategic Partnerships Initiative (SPI). A total of 54 Indigenous tourism enterprises in Quebec were able to benefit from this strategic support.

As a means of supplementing this initiative, and thanks to the continued support of Indigenous Services Canada's Strategic Partnerships Initiative, ITQ set up a funding program for its membership with the aim of boosting visibility and skills in the digital domain through customized and adapted support for Indigenous enterprises. This additional aid provided financial support to carry out digital action plans and to optimize digital development.



## | AREA OF FOCUS: DEVELOPMENT

# ITQ

More specifically, ITQ contributed to:

- **Accelerate** the development of skill sets
- **Stimulate** digital transformation
- **Create** innovative content that:
- **Enriches** the visitor experience
- **Inspires** visitors and engages them at every step

A call for additional projects was made in view of funding more detailed projects and initiatives. ITQ members were thus invited to submit a funding application (up to \$7500) by email in connection with digital projects. The applications were then processed by a selection committee made up of an ITQ employee (Marketing Advisor Andrew Germain) and two representatives from the Quebec Retail Council. Twelve projects received funding.

### Supporting sustainable development for Indigenous tourism

Six initiatives from project proponents rooted in the Innu, Mohawk, Wendat and Anishinaabe Nations were supported and funded in the scope of the call for sustainable development projects. These projects demonstrated an integrated and community-based approach that englobed environmental, economic and social aspects.

ITQ is proud to have achieved the following sustainable tourism initiatives.

ITQ participated in a project around the integration of sustainable development criteria within Nature-Adventure enterprises of Quebec, in partnership with the Quebec Outfitters Federation, Aventure Écotourisme Québec and CIRRAD. Phase 1 will be completed in 2021.

ITQ has built a partnership with the First Nations of Quebec and Labrador Sustainable Development Institute (FNQLSDI) to obtain reference material and expert advice, as needed.



## | AREA OF FOCUS: DEVELOPMENT



### Seizing new strategic opportunities

Several presentations on our industry have been showcased to tourism students to build awareness on the Indigenous tourism offer and equip them in eventually becoming brand ambassadors in the scope of their future jobs. Presentations, remote meetings and discussions were held with various industry stakeholders to maintain ITQ's partnerships and strategic positioning.

Through Indigenous Services Canada's Strategic Partnerships Initiative, ITQ was able to complete steps in view of meeting requirements relating to the cultural representation aspect of its business plan. To ensure the soundness and credibility of the business plan, Raymond Chabot Grant Thornton was given the mandate of running the professional audit.

## | AREA OF FOCUS: DEVELOPMENT



### SECTORAL EXPERTISE: PRIORITIES

#### Studying the sector in Quebec to define priority actions and update strategic action plans

Collaboration with Canada Research Chair in Indigenous Heritage and Tourism advanced at a slow pace in 2020–2021 due to the pandemic context and stakeholders' decision of first drawing up a field methodology. Nonetheless, a framework has been established and the collaboration remains a priority for both partners.

#### ***The objectives of the partnership are as follows:***

1. Build a research collaboration between Indigenous tourism players and Canada Research Chair in Indigenous Heritage and Tourism.
2. Support the development of Indigenous tourism in Quebec through well-researched data and knowledge in view of boosting its socio-economic contribution to Indigenous communities.
3. Jointly set up a methodology and a timeline to:
  - a) *Measure the social contribution of Indigenous tourism enterprises in Quebec;*
  - b) *Document existing best practices in the province;*
  - c) *Identify priority actions relating to ITQ's service offering.*

## AREA OF FOCUS: DEVELOPMENT

### Accessible Indigenous tourism

Building on a partnership established in April 2016, ITQ has been committed to the development and recognition of accessible tourism experiences for all. This year, no Indigenous enterprise completed accessibility evaluations or was added to the list of eleven enterprises certified by Kéroul. Nevertheless, ITQ is proud to highlight the certified enterprises in Origin(e), its annual tourism magazine, and their different logos based on Kéroul's accessibility criteria. Kéroul, an organization aiming at making tourism and culture accessible to people with limited mobility, describes three levels of accessibility:

	ENTREPRISE	TOURISM REGION	SECTOR	KÉROUL
1	<b>MUSÉE DES ABÉNAKIS</b>	Centre-du-Québec -	Museum	Partially accessible
2	<b>MAISON AMÉRINDIENNE</b>	Montréal	Museum	The establishment offers services adapted to the needs of people with a visual impairment.
3	<b>THE NATIVE CRAFTSMEN OF QUEBEC</b>	Québec	Shop/crafts	Accessible
4	<b>HOTEL-MUSÉE PREMIÈRES NATIONS</b>	Québec	Accommodation	Accessible
5	<b>HURON-WENDAT MUSEUM</b>	Québec	Museum	Accessible
6	<b>RAQUETTE ET ARTISANAT GROS-LOUIS</b>	Québec	Shop/crafts	Accessible
7	<b>HURON TRADITIONAL SITE</b>	Québec	Cultural site	The establishment offers services adapted to the needs of people with a visual impairment.
8	<b>MAISON DE LA CULTURE INNUE</b>	Côte-Nord	Museum	Partially accessible
9	<b>NATAKAM CONDOS-HÔTEL SUR MER</b>	Côte-Nord	Accommodation	Partially accessible
10	<b>MICMAC INTERPRETATION SITE OF GESPEG</b>	Gaspésie	Cultural site	The establishment offers services adapted to the needs of people with a visual impairment.
11	<b>MUSÉE AMÉRINDIEN DE MASHTEUATSH</b>	Saguenay Lac-Saint-Jean	Museum	The establishment offers services adapted to the needs of people with a visual impairment.



## AREA OF FOCUS: COMMUNICATION

### 2020-2021 HIGHLIGHTS:

MANDATES WITH QUEBEC'S MINISTRY OF TOURISM, CANADA ECONOMIC DEVELOPMENT, INDIGENOUS SERVICES CANADA AND INDIGENOUS TOURISM ASSOCIATION OF CANADA

Developing and sharing industry expertise and participating in various research projects with ATS and ATR partners.

This atypical year allowed for constant, specific and important communications to reassure entrepreneurs and continue the development and adaptation of tourism experiences.

ITQ held a number of webinars including a Zoom live video conference on Thursday, May 21, for all members of the association with the honorable Caroline Proulx, minister of Tourism, and the honourable Sylvie d'Amours, minister of Indigenous Affairs, to discuss the challenges faced by Indigenous tourism in this time of profound upheaval. This meeting marked the first phase of the business support plan put in place by the ITQ team to address the repercussions of the pandemic on the industry.



As a tool for building awareness about the organization, communication plays a key role for ITQ. It helps us keep in touch with our members, partners and visitors. Communication is key in crafting a positive and clear branding.

This year, more than ever, communication has been an essential tool in supporting our members. ITQ maintained a constant flow of information and dialogue to help members get through the exceptional circumstances caused by the pandemic. In order to keep in touch with our partners and visitors and to maintain the brand image of the sector during the global slowdown, we opted for an aspirational style and the sharing of images and videos that remind visitors of the joys of tourism.

## | AREA OF FOCUS: COMMUNICATION

### THE ITQ WEBSITE

In 2020, we completed a major digital innovation project involving the creation of a new website to foster the growth and diversification of the Indigenous tourism industry in Quebec. The aim being to achieve better marketing of Indigenous tourism enterprises, better online visibility and a better planning sequence towards their experiences.

The website fully meets current expectations of visitors and tourists. During the year, it received more than 70,000 visits and generated more than 190,000 page views. Traffic peaked in August and September. Unsurprisingly, 85% of visitors were from Canada. Given the pandemic context last summer, the market was mainly local.

### SOCIAL MEDIA

Social media followers are a representative sample of the clientele. Ensuring an active relationship with social media users has many advantages for our association. More than ever considered as a valuable source of inspiration, social media are part of the customer journey from decision-making to providing feedback on the experience. They play a significant role in each step of the process. By being in touch with our target clientele on a daily basis, we can consolidate our strengths and improve Indigenous Quebec's offer.



### INSTAGRAM

The leading social media platform for sharing travel photos, Instagram is undeniably a favourite with our audience. There are a number of interactions and we have reached more than 3500 subscribers. There is no doubt that our efforts and our structuring initiatives are bearing fruit.

In the past year, we did not get the opportunity to collaborate with travel influencers as much as we wished but we still managed to showcase Indigenous Quebec leveraging a reduced offer and past posts. Through breathtaking photos and travel inspirations, we had to focus entirely on the aspirational to stimulate Indigenous tourism during these dark times for the tourism industry.

## | AREA OF FOCUS: COMMUNICATION

# ITQ

### **FACEBOOK**

On Facebook—a platform that can be leveraged for inspiration and sharing with the tourism community—we have gone beyond 10,000 and reached 12,000 subscribers! As of March 31, our Facebook page reached 11,854 likes, which is an increase of nearly 30% compared to the previous year! We make sure to share the posts of our members and partners to enhance their visibility and encourage travellers to include Indigenous tourism experiences in their trip. This year, we mainly targeted the local market and our new marketing initiatives were appreciated by Quebecers who were quick to follow us on this platform.

Our Facebook page *Tourisme Autochtone Québec – Corporatif* is where we post important announcements for members and internal information like job postings, press releases, administrative news, and so forth.

### **YOUTUBE**

What better than YouTube to delve into Indigenous tourism through videos: 38,154 views since the creation of the account in 2011 and a total viewing time of nearly 16,000 minutes! Our most popular video remains the one that invites viewers to discover Indigenous Quebec. More than 500 people have subscribed to our YouTube channel and promotion on this platform looks promising for next year!

### **MEMBER NEWSLETTER**

This year, around 30 newsletters were sent to ITQ's members, partners and contacts. With an average open rate of nearly 45% (which can reach more than 55%), this electronic newsletter is an effective way to maintain communication and to share current news, various development and marketing opportunities, job postings, etc.

It also encourages regular visits to our website which highlights active, delegate and associate members. Given that some of our members still do not have a social media presence, this newsletter remains an essential tool to share information relevant to their enterprises and communicate with them directly and quickly.





# | ITQ

## AREA OF FOCUS: MARKETING



### **HIGHLIGHTS OF 2020-2021:**

BASED ON THE FUNDING PROVIDED BY INDIGENOUS SERVICES CANADA AND THE AGREEMENT WITH THE INDIGENOUS TOURISM ASSOCIATION OF CANADA AND DESTINATION CANADA

≡  
6 VIRTUAL  
EVENTS

≡  
MORE THAN  
20 MEDIA AND  
INFLUENCER  
ACTIVITIES

≡  
1 CROWDFUNDING  
CAMPAIGN

≡  
REACHING AND  
INSPIRING LOTS OF  
VISITORS

Tourism is an indisputable tool for initiating and sustaining this era of reconciliation which took on its full meaning through neighbourliness and the drive to learn about others during the tourism season despite a pandemic backdrop.

By targeting Canadians and markets in and around Quebec, ITQ initiated, launched and participated in a number of campaigns and promotional activities to inspire the clientele to add an Indigenous component to their vacation. Due to the pandemic, our 2020-2021 campaigns did not target the international clientele.

## | AREA OF FOCUS: MARKETING

### ORIGIN(E) – The tourism magazine for Indigenous Quebec 124 PAGES

- ONE-THIRD OF A PAGE DEDICATED TO EACH ACTIVE MEMBER in good standing featuring their photo, contact details, description and the services they offer.
- CONTACT DETAILS of associate and delegate members.
- Usually offered free of charge to local and international tourists through members and partners, border crossings, tourist information centres in Quebec City and Montreal, the Alliance de l'industrie touristique du Québec network, professionals of the industry and major local and international trade and consumer shows. The 2020 distribution was different.
- Online version of the magazine available at [www.indigenisquebec.com](http://www.indigenisquebec.com).
- Renewed and diverse editorial content in the first part, plus a guide by region in the second part.



Due to the pandemic, the distribution of the 2020-2021 issue of the Origin(e) magazine was delayed and spread over several months depending on the reopening of enterprises. No international distribution took place. However, we took the opportunity to get our magazine in stores like Sail, Latulippe and Metro in major traffic centers in the province. A little over 20,000 copies were nonetheless distributed.

For this ninth issue of the magazine, ITQ focused on happiness and festivities and reminded us of Indigenous festivals and events, presented in a different format due to the pandemic. The cover photo by Yves Levasseur gives us hope for when things return to normal. It is also a celebration of ITQ's 30 years of service and support to countless Indigenous tourism enterprises!

Published by Colab Studio with ever richer and more diverse editorial content and a guide section to facilitate planning by region, this 124-page long issue of Origin (e) aims at engaging and inspiring tourist clienteles and once again making Indigenous tourism in Quebec stand out.

## AREA OF FOCUS: MARKETING

### Intra-Quebec campaign

**Social media campaign - Add an Indigenous flavour to your holidays.**

#### July 1 to September 15

Following the lockdown due to COVID-19, ITQ wanted to support the industry and carry out a first promotional campaign intended for the Quebec market. It therefore entrusted Agence Masse with the implementation of a strategy to promote Indigenous offers available upon the reopening of enterprises.

The aim was to make Quebec tourists discover the thriving Indigenous tourism industry, as no promotional campaign had ever been addressed to them, and to position Indigenous tourism as a holiday activity for the summer of 2020. The campaign targeted two holidaying audiences: Quebec families and Quebec couples without children.

Thus, we carried out campaigns by region, grouping ideas for activities and attractions under the theme 'Add an Indigenous flavour to your holidays'. The strategy included a collaboration with the ATRs to create videos showcasing regional offers and a publicity drive on social media.

#### Key figures

- 3,180,260 impressions
- 127,720 interactions
- 52.87% of website sessions came from Facebook
- 3367.61% increase in number of users coming from Facebook



## AREA OF FOCUS: MARKETING

### 2020 Côte-Nord Road Trip campaign

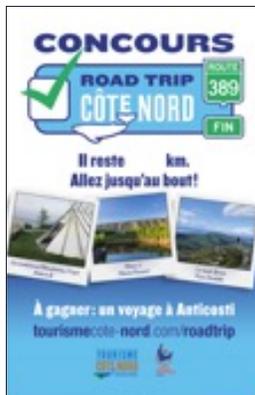
ITQ partnered with Côte-Nord Tourism for the Côte-Nord Road Trip campaign.

**This collaboration enabled ITQ to be part of several marketing initiatives including:**

- One 30-second billboard on provincial television during the Montreal Canadiens playoffs
- Easels with Indigenous favorites set up everywhere in Côte-Nord
- 3 sponsored publications of the Côte-Nord Tourism page in 'Handshake' (300k+ impressions and 10k+ interactions)

The campaign also won bronze at the IDÉA 2021 competition in the 'Business Outcome and Strategy - One-Time Content' category on June 16, 2021.

▶ <https://concoursidea.ca/projets/road-trip>



## AREA OF FOCUS: MARKETING

### Partner plan – Alliance de l'industrie touristique du Québec

Because of the pandemic, all joint destination promotion projects (market outside Quebec) in collaboration with the Alliance de l'industrie touristique du Québec and regional and sectoral tourism partners were put on hold for an indefinite period. To help the tourism industry recover during the pandemic, we worked with the Alliance on a new destination promotion strategy aimed at Quebecers rather than international travelers. The annual Summer Fun campaign ran from July 27 to September 13 and included various ad placements on the CBC website (an article, banners and social media message amplification). The time people spent reading our article clearly shows that they were engaged by the content and wanted to know more by visiting our website.



### Social media campaign with Ricardo

In partnership with **Tourisme Eeyou Istchee Baie-James** and **Nunavik Tourism**, joint and targeted publications with the Ricardo website team.

▶ [www.ricardocuisine.com/en/articles/savour-quebec/1051-discover-our-northern-regions-with-4-indigenous-culinary-traditions](http://www.ricardocuisine.com/en/articles/savour-quebec/1051-discover-our-northern-regions-with-4-indigenous-culinary-traditions)

- 6,245 page views
- 2,467 redirects to partner websites
- 819,078 impressions

## AREA OF FOCUS: MARKETING

### Ici Radio-Canada – Ici les Vacances

In partnership with **Tourisme Saguenay Lac St-Jean**

- ▶ [https://ici.radio-canada.ca/ici-les-vacances/tourisme-autochtone-saguenay?cid=sm\\_sw-rcca\\_bns\\_ext\\_bonjourqc\\_tuile-taq\\_accueil-icivac](https://ici.radio-canada.ca/ici-les-vacances/tourisme-autochtone-saguenay?cid=sm_sw-rcca_bns_ext_bonjourqc_tuile-taq_accueil-icivac)



## | AREA OF FOCUS: MARKETING



### Virtual events

Due to the special circumstances, the professional and consumer shows (B2B and B2C) which we planned to attend had all been canceled or postponed. Regarding professional events, the following were held in virtual mode:

- *International Media Marketplace (IMM) – January 27 to 29, 2021 | 30 appointments*
- *Travel & Leisure – September 10 to 12, 2021 | 25 appointments*
- *Bienvenue Québec – October 26 and 27, 2020*
- *Virtual tour with Québec Maritime – March 10, 2021 | Participation of more than 60 media representatives and sharing of promotional tools such as the discovery set from Épices du guerrier and crafts from the Micmac Interpretation Site of Gespeg.*
- *Two Indigenous Traditions webinars (Canada, USA) in collaboration with the Alliance de l'industrie touristique du Québec – November 20, 2020, with Nunavik Tourism and March 24, 2021, with Nunavik Tourism and Tourisme Eeyou Istchee.*

### Media/Influencer tours

- *Jeanne Rondeau Ducharme with ITAC – Wendake, Essipit*
- *Deux Québécois autour du monde – Wendake, Essipit, Notcimik*
- *AuQueb – Wendake – Essipit*
- *Alexis Pageau – Uapishka Station, Sagamité, HPMN, Huron-Wendat Traditional Site*
- *Marie-Claude Di-Lillot – Essipit enterprises tour*
- *Radio interview & article – Maxime Lizotte*
- *VAOLO Explorers – 12 explorations in 6 regions*

## | AREA OF FOCUS: MARKETING

### Filming for Quebec TV

**Occupation Double** is a Quebec reality TV show that usually takes place abroad and tends to showcase the cultures of the places visited. This year, the production team had to stay in our magnificent Quebec and took the opportunity to visit the Cree in Eeyou Istchee Baie-James at the Nibiischii Corporation and the Innu in Côte-Nord in the magnificent Caniapiscau region and the Uapishka Station located on the edge of the Manicouagan crater!

▶ <https://noovo.ca/.../episode-35-la-soiree-delimitation-j347>

- *2 trips of Occupation Double – Chez Nous*
- *Visibility for Indigenous tourism during two trips of Occupation Double – Chez Nous. Audience of more than 1.5 million Quebec viewers.*
- *Occupation Double –Nibiischii Corporation*
- *Occupation Double –Uapishka Station*



## AREA OF FOCUS: MARKETING

# ITQ

For the International Day of the World's Indigenous Peoples, Alexis Pageau, on behalf of ITQ, presented on **Salut Bonjour Weekend!**, a segment on the various activities to discover the food and culture of Indigenous peoples. It was a great opportunity to present the Indigenous tourism offer to Quebecers! Authenticity and sharing of our cultures are the elements put forward to present our unique industry and its proud enterprises. A great initiative made possible thanks to funding from ITQ.

### **Salut Bonjour! Weekend! – Add an Indigenous flavour to your holidays**

- 12k unique visits to our website
- Potential audience of 500k
- Over 600k impressions on Facebook



We also participated, with the Innu community of Essipit, in the filming of **50 façons de tuer sa mère**, a magazine-type television show that features Anaïs Favron and her mother taking part in activities throughout Canada that are sure to give you the thrills. It has been broadcast on Unis TV since January 2021.

**Reach: 150k Quebec viewers**



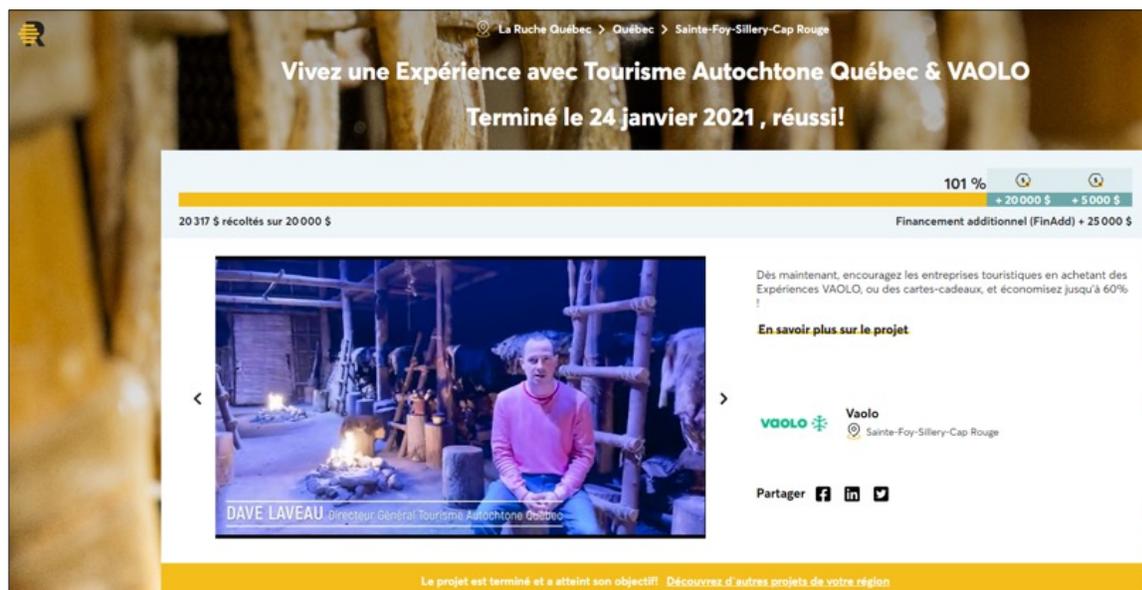
## AREA OF FOCUS: MARKETING

# ITQ

### Crowdfunding campaign 'Buy now, consume later'

Due to the challenging times that our industry went through, ITQ and VAOLO collaborated to create a crowdfunding campaign on the LA RUCHE site. The rewards offered were, on one hand, certain packages already available on the VAOLO platform and, on the other hand, gift cards for all ITQ members who signed up. Thus, members were able to generate short-term income and increase their visibility without investment.

Quebecers were able to encourage tourism businesses by buying packages and/or gift cards that could be used immediately or later depending on the measures in place. Every dollar invested was enhanced by our partners and us to be equivalent to a consumer discount of up to 60%. For enterprises, prices remained the same and members only had to honor the value of the packages and/or gift cards. The campaign allowed us to sell more than 390 packages and gift cards for a cumulative amount of \$48,231 for Indigenous tourism enterprises.







**SPECIAL  
PROJECTS**



## NOGOM 8ABEK PROJECT

This project has been made possible thanks to funding from Secrétariat aux affaires autochtones and Quebec's Ministry of Tourism. The project targeted Indigenous tourism enterprises from Quebec's 11 Nations in 17 out of 22 tourism regions. The project was instrumental in enhancing the direct and regional service offering of these enterprises. Two actions under ITQ's strategic plan relating to organizational structure were carried out:

- 1) Hired an administrative assistant contractually until 2022 to support the team. This new resource handled various tasks and was able to offload the team.
- 2) Added services relating to the further development of Indigenous tourism experiences in the Côte-Nord region, in collaboration with Côte-Nord Tourism. The aim is to increase the quality and quantity of such experiences in Côte-Nord and become a leader in the sector (pilot project).

Due to the limited tourism offering in 2020-2021 in a pandemic context, Year 2 of the project was not completed as planned. ITQ reassessed the needs of its members and submitted a second, revised action plan to the Secrétariat aux affaires autochtones whereby non-utilized funds are carried over to Year 3.

The current global context means that local organizations and enterprises have to adapt in terms of sanitary practices, diversify their offer, target clients in Quebec whilst preparing tourism products and services for the return of visitors from other provinces and abroad.

The Nogom 8abek project adds on to the Northern Incubator-Accelerator project of Quebec's Ministry of Tourism targeting Nature-Adventure tourism enterprises (including Indigenous enterprises) north of the 49th parallel, which includes ITQ as a strategic partner. The Nogom 8abek project is adapted to Indigenous realities and will specifically allow ITQ to cater to the needs of member enterprises that do not meet the Ministry of Tourism's programme criteria for support.



## LE PROJET NOGOM 8ABEK

The Nogom 8abek project has been combined to Indigenous Services Canada's basic operations project. In partnership with these two levels of government, ITQ was able to file the results of the first strategic plan (2017-2020) and launch the revised plan for 2020-2022.



## THE NORTHERN INCUBATOR-ACCELERATOR PROJECT <sup>1</sup>

The three sectoral tourism associations covering the nature-culture-adventure offering (Quebec Outfitters Federations, Aventure Écotourisme Québec and ITQ) worked with Quebec's Ministry of Tourism and Société du Plan Nord to develop tourism experiences north of the 49th parallel.

This key project for the province will onboard stakeholders to structure and tailor incubator-accelerator modalities. Local communities and land claims will be taken into account. Selection criteria will be based on cultural values and sustainable development. Furthermore, the sustainability of the project and knowledge transfer from South to North are at the core of reflections for the Steering and Implementation Committee (which includes ITQ).

Actions in 2020-2021 focused on representation, signing agreements between partners and furthering the project. An official announcement from the government was made in April 2021.

▶ <sup>1</sup> <https://www.ianord.ca/>



# KWE! À LA RENCONTRE DES SAVEURS

KWE! Meet with Indigenous Peoples offered an original and enhanced programme in 2021 in line with Quebec City policy. The event was held June 18 through 21 at Place Jean-Béliveau, ExpoCité.

The venue fulfilled social distancing and sanitary conditions. ITQ was tasked in leading the food aspect at the Grand Marché de Québec on the June 19-20 weekend through an initiative similar to the Rendez-vous des Grands Chefs.

This special project successfully became Kwe! À la rencontre des saveurs at the Grand Marché de Québec, topping off 2020-2021.



From left to right: Quebec's Minister of Indigenous Affairs, Honorable Ian Lafrenière, ITQ President Steve Wadohandik Gros-Louis and ITQ Executive Director Dave Laveau.



THE 2020-2021 ANNUAL REPORT IS  
PUBLISHED BY INDIGENOUS TOURISM  
QUEBEC.



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