



INDIGENOUS
TOURISM
QUEBEC

**CALL FOR PROJECTS
FOR INDIGENOUS TOURISM
BUSINESSES IN QUEBEC**

Earlier in March, Indigenous Tourism Quebec (ITQ) sealed its partnership with Canada Economic Development (CED) through the acceptance of its project *“From pandemic to recovery: making the move for Indigenous tourism”*. This key ITQ project was accepted under the Tourism Relief Fund and will further develop the Indigenous tourism destination while championing eco-friendly practices so that Indigenous communities in Quebec can seize opportunities in the post-pandemic market.

The Tourism Relief Fund was created specifically to help tourism enterprises and organizations offer innovative products and services to visitors and prepare to welcome back international travellers.

Sharing a long-standing relationship with CED, ITQ is grateful and delighted with this valued partnership and the continued trust.

ITQ hereby presents a leading program with three focus areas regarding the development and structuring of Indigenous tourism products, services and experiences, in line with the objectives and categories of the Tourism Relief Fund.

A sum of \$620,000 has been granted to support ITQ member enterprises in these three focus areas.

ITQ TOURISM | RELIEF FUND 2022-2023

ITQ is pleased to launch this call for projects in support of Indigenous tourism enterprises of various development stages toward achieving *market-ready*¹ status.

This will allow Indigenous tourism enterprises from the 11 Nations in Quebec (in communities or in urban areas) to modernize, adapt their experience or digitize their attractions, for the benefit of visitors. Our assistance will also make it possible to extend the tourism season for some, alleviate the labour shortage or promote revenue growth.

¹ The term “market-ready” refers to tourism experiences offered by enterprises that have all the necessary licenses, permits and insurance to operate legally. Moreover, these enterprises have a place of business with fixed hours of operation and staff, meet or exceed industry expectations in their sector, communicate with potential visitors throughout the year (or provide an automated response in the case of seasonal enterprises) and are prepared to accept bookings in advance. To be eligible, enterprises offering market-ready experiences must have been in operation for more than 2 years and must have at least 51% Indigenous-ownership.



By March 31, 2023, ITQ plans to support a minimum of thirty enterprises based on their needs, as established by specialized and targeted consulting services, as per the following:

FOCUS AREA 1 | PREMIUM SUPPORT

ITQ wishes to support tourism enterprises by offering access to specialized and specific consulting services in order to:

- Start new tourism projects
- Promote the development of existing experiences
- Document and study business practices
- Propel toward new markets

FOCUS AREA 2 | DIGITAL SUPPORT

Improving customer experience inevitably involves strategic intervention in the enterprise. Support in this focus area will make it possible to implement digital action plans and recommendations in order to:

- Accelerate skills development
- Stimulate digital transformation
- Create innovative content to enhance visitor experience, inspire and engage travelers

FOCUS AREA 3 | TOWARD SUSTAINABLE TOURISM

ITQ is driving a comprehensive approach toward the sector's sustainability and resilience. This approach is part of an economic, societal and environmental transformation for our planet. This focus area will allow ITQ and the enterprises and organizations that want to get involved to:

- Adapt to climate change
- Be part of the solution for the planet
- Achieve a high level of resilience

A specific information session on this focus area will take place in September 2022.



Applicant Guide

WHEN WILL IT BE POSSIBLE TO SUBMIT A PROJECT?

You can submit a project NOW for **focus areas 1 (Premium Support) and 2 (Digital Support)** of the ITQ Tourism Relief Fund program. For focus area 3 (Sustainable Development), the call for projects will open in fall 2022.

WHO CAN SUBMIT A PROJECT?

Any Indigenous tourism enterprise, which is at least 51% owned or controlled by Indigenous people and which operates in Quebec, is eligible for the program, regardless of development stage.

HOW MUCH CAN WE GET IN FINANCIAL SUPPORT?

Successful applicants can receive funding of up to **\$15,000**.

WHAT ARE THE ELIGIBILITY CRITERIA FOR A PROJECT?

To be selected, you will have to demonstrate that your project will contribute to the development and improvement of your tourism products, services and experiences, enabling your enterprise to better adapt to the current context in order to improve its tourism appeal and move toward *market-ready* status.

Eligible projects will be evaluated based on the following criteria:

- Objective of the project
- Anticipated benefits of the project
- Respect of deadlines
- Relevance, innovation and creativity



WHAT ARE ELIGIBLE EXPENSES?

Eligible expenses under the program are those related to professional fees.

Examples of eligible activities:

Business plan drafting, strategic knowledge, modernization plan, business traffic study, training and retention of the workforce, adaptation of virtual experiences, training and management of social media, structuring of the enterprise's digital presence, content plan.

WHAT ARE THE IMPORTANT DATES TO REMEMBER?

The deadline for submitting a project for **focus areas 1 and 2** of the program is **Friday, December 30, 2022 by 4 p.m. or until the envelopes for this project are exhausted**. All the actions of the proposed project must be completed **before March 31, 2023**. Any project exceeding this deadline will not be considered.

HOW CAN I SUBMIT A PROJECT?

Projects can be submitted now via the [application form](#) or a detailed email which must include the following information:



- Description of the project (activities that will be carried out as part of the project) and objectives
- Project context: Explain how your project will contribute to the development of your enterprise (What needs will it address? What are the expected benefits? How will it allow you to enhance the appeal of your tourism experience?)
- Project costs and proposed schedule
- If possible, documents supporting the feasibility of your project (proposal, quote, business plan, etc.) or any other document that will allow us to learn more about your project



Project proposals should be emailed to Indigenous Tourism Quebec at info@tourismeautochtone.com.

Please note that persons in charge of projects funded by the program must sign a letter of agreement with ITQ laying out the parameters for monitoring project progress (follow-up frequency, terms of payments and accountability).

For any questions about the program, please contact ITQ Development Advisors, **Émilie Mckenzie** at emckenzie@tourismeautochtone.com | **581-397-4511** or **Pierre Kanapé** at pkanape@tourismeautochtone.com | **418-446-2870**.

This call for projects is made possible thanks to CED's
Tourism Relief Fund



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