

2023-2024
ANNUAL REPORT

INDIGENOUS TOURISM

QUEBEC

TABLE OF CONTENTS



Message from
the President and
Executive Director



Indigenous Tourism
Quebec (ITQ)



Special Projects



Continuum Mandate



Hors Quebec Marketing



Intra-Quebec
Marketing and Events



Communications



MESSAGE FROM THE PRESIDENT AND EXECUTIVE DIRECTOR

Dear members and partners of Indigenous Tourism Québec (ITQ),

We are proud to present you with the results of our year 2023-2024, which was a major year for our association. Always with passion and professionalism, the ITQ team took on major projects and spared no effort to support Indigenous tourism businesses in their development, mobilization, promotion and representation activities, in an innovative and sustainable way. By putting forward solid strategies, deep-rooted development plans and a growing range of services, our association has set itself apart in the industry and, once again this year, has raised the profile of Indigenous Quebec.

There's no denying it: tourism is a vehicle that brings people together, a tool that paves the way for reconciliation and encounters. ITQ continues to work, with pride and alignment, as a major bridge-builder in this context. In keeping with the above-mentioned values, such an achievement would not be possible without the collaboration of our various partners.

Based on a partnership-based business model, ITQ is grateful for the unequivocal support of our strategic and financial partners, who have enabled us to deploy the actions leading to the substantial results that follow, and to ensure the long-term future of our organization. Our mobilized allies enable us to move forward in line with our ambitions and contribute to the remarkable growth of our sector. We thank them for their support.

We are delighted with the work we've accomplished, the ground we've covered, and the stimulating projects that lie ahead. Tiawenhk to the whole team for their hard work. ITQ is a strong and proud association, just like the 11 Nations and 55 communities of Quebec, and has, more than ever, the wind in its sails.

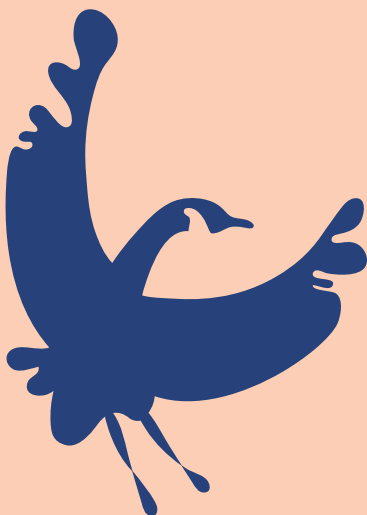


Steeve Wadohandik Gros-Louis
President

Dave Laveau
Executive Director



INDIGENOUS TOURISM QUÉBEC



Founded in 1991, Indigenous
Tourisme Quebec (ITQ) is the first
Indigenous tourism association in
Canada and provides services around
3 main mandates —

- Safeguarding the interests of enterprises, entrepreneurs and band councils
- Structuring and supporting the development of the Indigenous tourism industry
- Supporting the visibility and promotion of Indigenous tourism products

Our mission is to guide and propel the success of indigenous entrepreneurs in tourism markets through our strengths: human-centered relations, expertise, advice, networks and strategies.

ITQ focuses its actions and efforts on implementing its vision of supporting sustainable indigenous businesses through tourism, and fostering encounters by promoting the tourism and cultural offerings of Indigenous Quebec. It is through our partnerships, our authenticity, our involvement and our respect that we are able to make the Indigenous tourism offer in Quebec shine and stand out as a sectorial tourism association.



To this end, ITQ is the proud recipient of the 2023 Provincial/Territorial Association of the Year Award, presented by its national counterpart, the [Indigenous Tourism Association of Canada](#), at the most recent International Indigenous Tourism Congress in Ottawa.

OUR BOARD OF DIRECTORS

ITQ is proud to benefit from the contribution, expertise and cultural richness of a Board of Directors representing Quebec's Indigenous Nations and the various sectors of activity supported by our industry. The 9-seat Board of Directors has equal representation.



President

Steeve Gros-Louis, Active member
La Sagamité Restaurant

Vice-presidente

Kalika Sinnett, Active member
Micmac Interpretation Site of Gespeg

Secretary

Marc Plourde, Associate member
Incubateur-accélérateur nordique

Treasurer

Michelle Picard, Delegate member
Native Commercial Credit Corporation

Administrators

Josée Leblanc, Active member | Atikuss

Kimberly Cross, Active member | Kahnawà:ke Tourism

Robert Lancup, Associate member | Québec City Tourism

Robin McGinley, Delegate member | Cree
Outfitting and Tourism Association

Sean McDonagh, Active member | Inuit Adventures

OUR TEAM

ITQ's partners and members can count on the professionalism and dynamism of a dedicated team of professionals who carry out the mandates given to them by the Board of Directors, ensuring the association's development year after year.



Dave Laveau, Executive Director

Patricia Auclair, Deputy Executive Director

Marie-Pierre Lainé, Development
and Partnership Coordinator

Émilie McKenzie, Development Advisor

Pierre Kanapé, Development Advisor and Eco-advisor

Andrew Gros-Louis Germain, Marketing Advisor

Laurence Lainé, Marketing Advisor

Audrey Gignac, Communications and
Media Relations Advisor

ITQ would like to thank **Mélissa Cloutier**, Administrative Assistant and Member Services, who left the team in October 2023. Thank you for your many years of service!



A PARTNERSHIP-BASED BUSINESS MODEL

ITQ is highly committed to the Canadian and Quebec tourism ecosystem, Indigenous economic development and sustainable development, and enjoys an excellent reputation in the industry. We have many partners and strategic players on whom we can rely to help us grow our organization, our membership and the industry we proudly represent.

Alliance de l'industrie
touristique du Québec

Ashukan Institute

Assembly of First Nations
Quebec-Labrador

Aventure Écotourisme Québec

Boîte Rouge Vif

Canada Economic Development

Camping Québec

Centre de développement et de
formation de la main-d'œuvre

Conseil québécois des ressources
humaines en tourisme

Destination Canada

Destination Québec Cité

Événements Attractions Québec

Indigenous Services Canada

Indigenous Tourism
Association of Canada

Institut de tourisme et
d'hôtellerie du Québec

Montréal Airports

Montreal Convention Centre

Northern-Incubator Accelerator

Quebec Outfitters Federation

Ministère du tourisme du Québec

Secrétariat aux Relations avec les
Premières Nations et les Inuit

The ÉCONOMUSÉE® network company

The Plains of Abraham Museum

Tourisme Montréal

Wapikoni Mobile

Partnership with more than
10 regional tourism associations

ITQ would like to underline the continued trust of its financial partners, enabling us to close this year with a budget of \$4,029,077, an increase of 18% over last year. The audited financial statements are available [here](#).

We would also like to acknowledge the contributions of a number of partners and financial contributors, whether for the development of tourism experiences, business support, marketing and commercialization within and outside Québec, outreach initiatives or support for our mission. We thank them for their involvement.

Alliance de l'industrie touristique du Québec

Canada Economic Development

Indigenous Services Canada

Indigenous Tourism Association of Canada

Ministère du tourisme du Québec

**Secrétariat aux Relations avec les
Premières Nations et les Inuit**

More specifically, the team can count on the support of Indigenous Services Canada and Canada Economic Development for basic operations in line with our mission, and more specifically Quebec Tourism to support our development mission. Our annual agreement with the Indigenous Tourism Association of Canada also enables us to carry out our day-to-day activities, as well as collaborating in the development, marketing and positioning of tourism experiences. It's an invaluable privilege to be able to count on such allies.

INVOLVEMENT WITH OUR PARTNERS

Our team also sits on a number of equally relevant committees and councils, ensuring that we provide a voice for our industry, and that our partnerships are vibrant, innovative and evolving.

Alliance de l'industrie touristique du Québec, *Board of Directors*

Campaign on Indigenous realities of the Quebec government, *Expert committee*

First Nations Quebec Labrador Youth Network, *Board of Directors*

Fondation pour la relève en tourisme, *Board of Directors*

Indigenous Tourism Association of Canada, *Board of Directors*

Montreal Metropolitan Airport, *Board of Directors*

Montreal Tourism, *Board of Directors*

Northern-Incubator Accelerator, *Implementation Committee and Executive Committee*

Palais Montcalm, *Board of Directors*

Village Monde, *Board of Directors*

Wapikoni Mobile, *Board of Directors*

Our commitment to the tourism ecosystem is matched only by our commitment to our members and partners. Every year, this commitment is reflected in the support we offer to a number of promoters, managers and associations, to assist them in their projects with public decision-makers, partners and strategic players. This involvement ensures the continued development of our sector and of innovative Indigenous projects.

STRATEGIC PLAN



Now that we're halfway through the 2022-2027 strategic plan, we'd like to remind you of the strategic targets that are at the heart of each of our actions and that guide our day-to-day work. These targets are central to the deployment of our efforts, and you will see that they run through the entirety of this report.

- Encourage more Quebecers to take part in Indigenous tourism experiences increase from 47% to **60%**.
- Increase the number of Indigenous-owned tourism enterprises from 247 to **300**.
- Aim for **85 %** of Indigenous-owned tourism enterprises to become ITQ members (currently 79%)
- Contribute to the maturity of a growing number of export-ready Indigenous tourism enterprises to reach the **30 %** target (currently 20 %).
- Help a greater number of Indigenous enterprises through support services and programs.

SPECIAL PROJECTS





GEITEGET

This year, ITQ launched a major strategic knowledge development project: Geiteget, which means intelligence and knowledge in Mi'gmaq. This collaborative approach to developing a sector strategy for the Indigenous tourism industry involves all stakeholders and goes beyond the ITQ 2022-2025 associative strategic action plan. This major collaborative project focuses on seven key areas: knowledge, tools, differentiation, mobilization, validation, implementation and diffusion. A number of projects were completed this year, and some are still in progress, given that the project's action plan is spread over two years. The action plan includes the production of a literature review on Indigenous tourism and its impact on the socio-economic development of Natives in Quebec, an analysis of available financial tools, a socio-economic study, a competitive analysis of destinations, the organization of a wide-ranging consultation of various players and partners, and two trade missions.

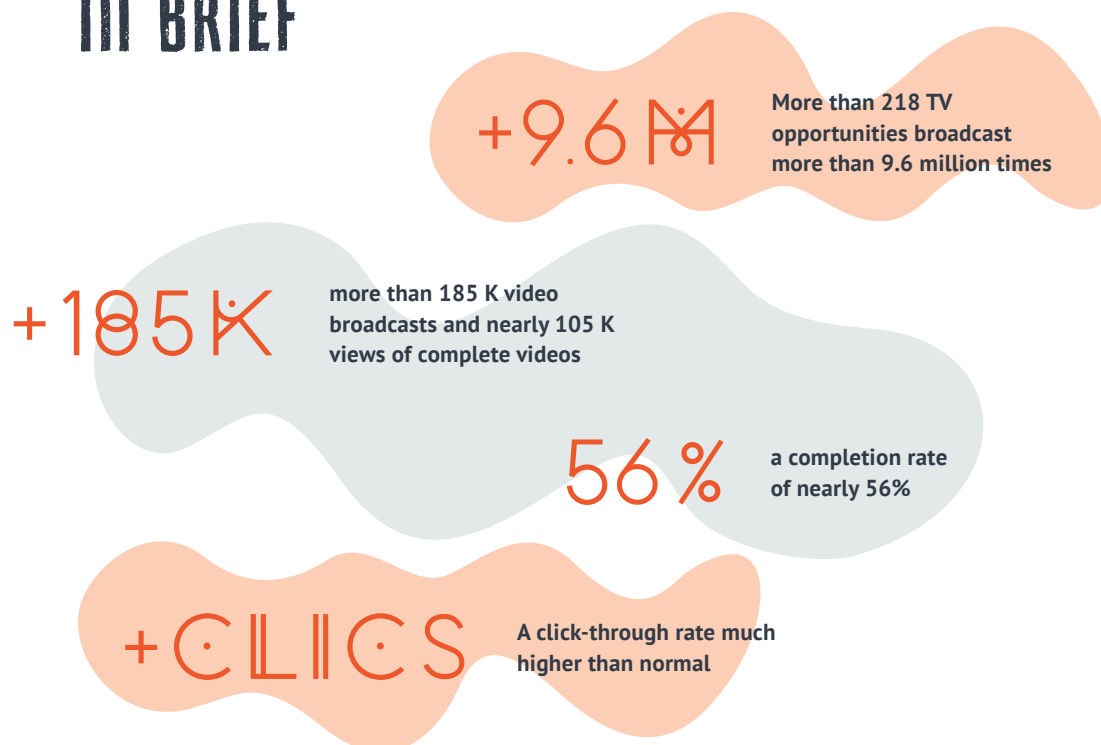
This project was made possible thanks to funding and the trust of the Ministry of Tourism.

MAMOWINITOTAN - TOGETHER

This social campaign was rolled out over the past year in a combination of placements combining different strategic phases - awareness, motivation, tools and redirections - to generate the greatest possible reach.

In figures, this means more than **218** TV opportunities broadcast more than **9.6 million** times. On the digital channel, more than **185K** video broadcasts and nearly **105K** views of complete videos, representing a completion rate of nearly **56%** and a click-through rate much higher than normal. Many other actions enhanced the impact of our campaign, such as our special section in La Presse, our print and digital articles with Véro and Urbania magazines, the broadcasting of our videos on Facebook, our YouTube campaign, our Google Ads campaign, the enhancement of our website, our advertising placement on Netflix and much more!

IN BRIEF



We must admit that our actions have enabled us to better position the Indigenous experience in the Quebec market, with the notions of encounter and rapprochement at the heart of the message. That's why, in collaboration with the Oasis agency and the OKOK studio, we've organized three major shoots for the summer of 2023, corresponding to our three main themes of encounters and targeting our three customer segments.

Mamo Ocitaw
Create Together



Mawihpultine
Discovering
Flavours Together



Teionkwanonniähkhwen
Dance Together



**Broadcasting of the three capsules began in spring 2024.*

This project, which also includes support for ITQ's strategic planning, is made possible thanks to funding and trust from the First Nations and Inuit Relations Secretariat and Indigenous Services Canada.

WINTER WONDERS IN BRUSSELS

In 2022, ITQ, accompanied by a delegation from Quebec's Indigenous Nations, took part in the inauguration of Plaisirs d'hiver in Brussels at the invitation of the Délégation du Québec à Bruxelles. The enthusiasm of the Brussels public and visitors for Quebec's Indigenous culture confirmed the validity of the 11 Nations of Quebec as guests of honor for the 2023 edition. In June 2023, funding was officially granted to ITQ, confirming the participation of the Nations of Quebec in Winter Wonders.

Thanks to the support of ITQ's partners, under the coordination of Eve Bastien and Bastien Gagnon-Lafrance, an impressive delegation of artists, craftspeople and delegates representing the 11 Indigenous Nations of Quebec traveled to Brussels to host a multitude of activities at Winter Wonders 2023, which ran from November 24 to December 31, 2023. In all, more than **35** Indigenous representatives took part in the event, not to mention the dozen or so volunteer or supernumerary Indigenous employees on hand to ensure the smooth running of all the activities on offer.

In addition to showcasing their cultures on an international scale, the presence of Quebec's 11 Indigenous Nations contributed to the attractiveness of Indigenous Quebec and increased tourism-related economic spin-offs throughout the province.

GENERAL OBJECTIVES



**Increase awareness of Quebec's
Indigenous cultures abroad**



**Promote Quebec as a tourist
destination in priority markets**



**Encourage more international
visitors to visit Quebec**



**Increase the development of
Indigenous tourism in Quebec**

ACTIVITIES PERFORMED



Activation center: the Shaputuan

An imposing Shaputuan, the Innu symbol of a place for sharing, was erected on Place de la Bourse for the duration of the festival. This 80x20-foot structure, specially built in Quebec and erected over 7 days by a team of Innu workers, was the focal point for showcasing the cultural richness of Quebec's 11 Nations throughout the event. Activities included –

- Demonstrations of traditional know-how
- Conferences
- Film screenings
- Traditional song and dance
- Contemporary Indigenous arts

The chalet boutique

Contest to win a \$3K travel credit to Indigenous Quebec

ITQ kiosk

Quebec Media Tour

Press conferences, November 9, 2023

Media networking event

Inaugural show

Projection mapping of the Grand-Place

City Hall artwork

Christmas tree

SITE ATTENDANCE

2023 was a record year for Winter Wonders, with some **4 million** visitors, an increase of **16.23%** over the previous year. The majority of foreign visitors came from France, a target clientele for Indigenous tourism in Quebec. Interestingly, American travelers also attended the Christmas market in large numbers, **42 K** more than last year.

The Place de la Bourse, home to the Shaputuan, the ITQ boutique and kiosk, and the Grand-Place site featuring the Christmas tree, sound and light show and Frank Polson's work, were the most popular with **86%** of all visitors.

All in all, more than **3.4 million** visitors came to one or all of ITQ's sites, the Bourse and the Grand-Place. ITQ's excellent positioning as one of the event's two most-visited sites enabled it to benefit from **86%** of the record **4 million** visitors to all Winter Wonders 2023 attraction sites.

Winter Wonders 2023 for Indigenous Tourism Quebec was made possible by the leadership of the Ministry of Tourism, in collaboration with the Ministry of International Relations and La Francophonie, the Secrétariat aux Relations avec les Premières Nations et les Inuit, and the Alliance de l'industrie touristique du Québec.

The full project report is available on request.



NORTHERN INCUBATOR- ACCELERATOR AND IPS TOURISM PRIVATE ENTREPRENEURSHIP

As part of the Northern Incubator-Accelerator project, the three tourism sector associations responsible for the nature-culture-adventure product - the [Fédération des pourvoiries du Québec \(FPQ\)](#), [Aventure Écotourisme Québec \(AEQ\)](#) and ITQ - are working together, with the support of the Ministry of Tourism and the Société du Plan Nord, to develop the tourism offering north of the 49th parallel. Other partners in this innovative alliance include [Tourisme Côte-Nord](#), [Tourisme Eeyou Istchee](#), [Tourisme Baie-James](#), [Tourisme Nunavik](#) and [Tourisme Saguenay-Lac-Saint-Jean](#).

Since the first three cohorts, some sixty entrepreneurs have been met, and **37** of them are benefiting from support to propel their projects through start-up and acceleration paths. This major initiative received an additional **\$15 million** in funding from the Ministry of Tourism and the Société du Plan Nord this year, for a total investment of **\$23 million**. The action plan has also been updated to better meet the needs of northern regions.

This major project for Quebec will enable sustainable, safe and respectful tourism development. Respect for cultural values and sustainable development are at the heart of the selection criteria. In addition, the sustainability of the approach and the transfer of expertise from the South to the North are at the heart of the reflections of the steering committee and the implementation committee on which ITQ sits.

What's more, the financial participation of Indigenous Services Canada via the Indigenous Tourism IPS will have enabled the private companies involved in IA Nord to complete their financial packages, ensuring the success of both their incubation and acceleration projects. In the third cohort, **9** companies were supported in Nature, Adventure and Culture, including **4** Indigenous companies, in 4 of the 5 northern regions north of the 49th parallel. The nature of the projects was as follows: **62%** adventure and ecotourism, **46%** outfitting, **51%** Indigenous tourism. Of these, **2** Indigenous private businesses were also supported by the Indigenous Tourism-Private Entrepreneurship IPS to –

- Create Indigenous jobs.
- Generate new tourism revenues
- Contribute to Indigenous economic development

INDIGENOUS TOURISM AND CULTURAL EMBASSY

Since 2015, Indigenous Tourism Quebec has been working on a project to build a tourist and cultural attraction dedicated to Quebec's 11 Indigenous Nations in the gateway to tourism: Montreal. The Indigenous Cultural and Tourism Embassy will be located in the emblematic area of the Old Port of Montreal on the Pointe-du-Moulin quay. This historic location is within sight of the site where the Great Peace Treaty was signed in 1701 between French colonists and Indigenous peoples. According to the business plan drafted by Raymond Chabot, the main goal of this Embassy is to "promote [Indigenous communities] through a world-class tourist and cultural attraction."

The project (over **4,500 m²** of floor space), developed in collaboration with the DestiNATIONS organization, includes a studio for artists in residence, an immersive dome, a walking tour, two exhibition rooms, a multi-experience room, a projection room, an exploration room, an agora, a boutique, a production and creation workshop, a co-working space, an office for the organization, administration space, a bistro and a terrace.

Several steps have already been taken, such as the feasibility study in 2015, the submission of the first business plan in 2016, and the final business plan with an estimated cost of **\$45.5 million** in 2021. In 2023-2024, at the request of the Quebec government, and in view of the significant rise in construction costs in Quebec, an independent study updating the project costs was carried out by the firm STRATÉGIA. The firm's final report was submitted on October 20, 2023. The total cost estimate is now **\$60 million**. Discussions are underway to agree on the next steps and the necessary strategic approaches.



Tourism Growth Program

Building on its long-standing relationship with Canada Economic Development for Quebec Regions, and the government's commitment to Aboriginal tourism in Quebec and Canada, Indigenous Tourism Québec is proud to announce a major investment of close to **\$3.2 million**, until March 2026, to develop Indigenous tourism experiences and reach international visitors, in direct response to the objectives outlined in the Tourism Growth Program (TGP).

The Indigenous TGP in Quebec by ITQ provides a redistribution structure via a culturally relevant and specific mechanism for Indigenous applicants who wish to develop and add value to their tourism experience, and focus on entrepreneurial and economic growth.

With this project, ITQ wishes to facilitate access to financing and support for Indigenous tourism businesses in order to propel them towards a potential attraction for visitors from outside Quebec in a structured and supported approach and to meet the objectives of the program for tourism growth in the development of the offer.

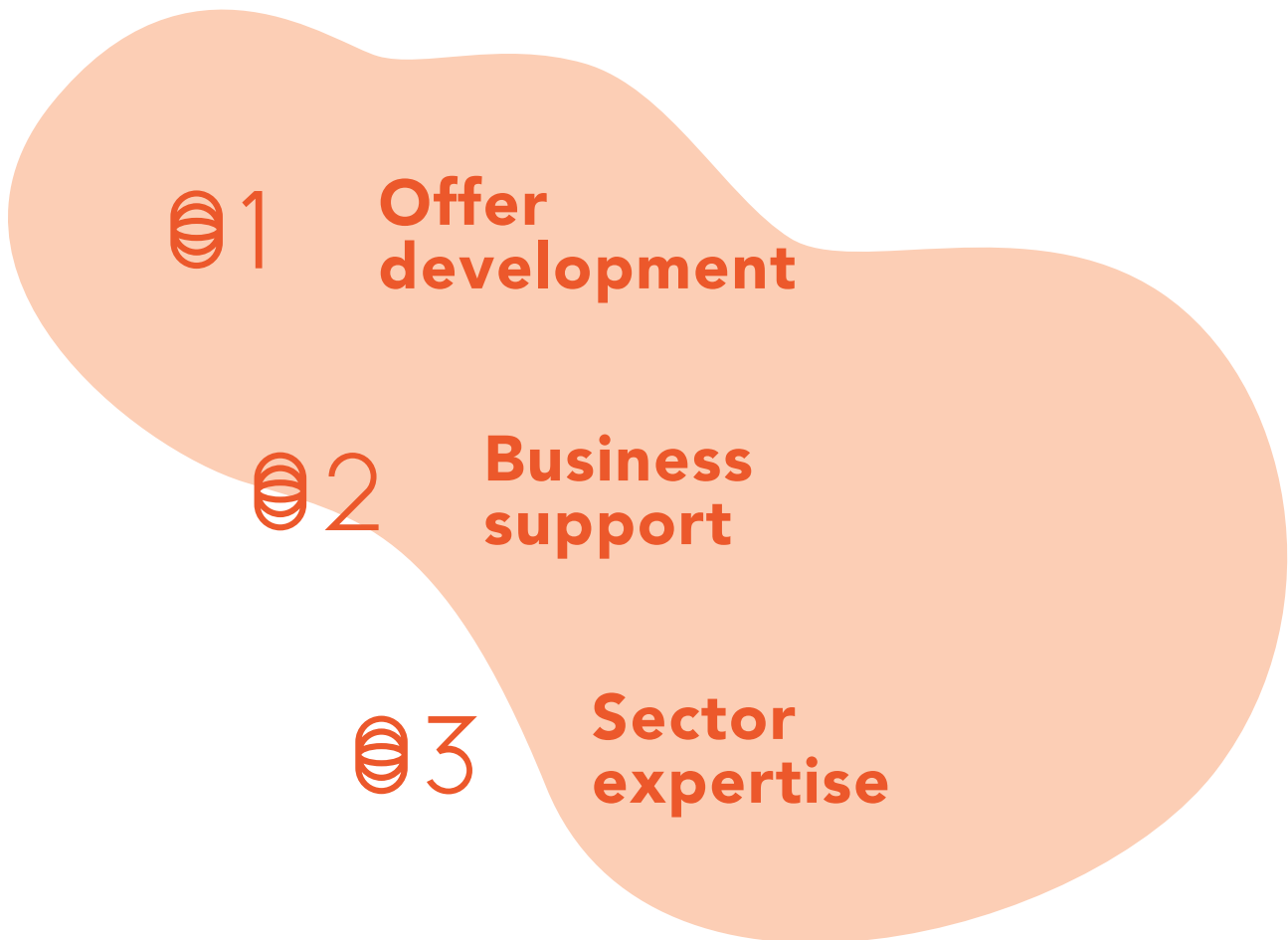
Tourism is an engine of development and economic diversification for many regions and communities. This program provides funding until March 31, 2026 to help small and medium-sized enterprises (SMEs), not-for-profit organizations (NPOs) and communities enhance the range of tourism products and experiences that make Canada a destination of choice in all seasons. Analysis of submitted projects will begin in April 2024. This project was made possible thanks to Canada Economic Development.

INDIGENOUS TOURISM
DEVELOPMENT:

THE CONTINUUM MANDATE



On the strength of an 18-action offer development plan carried out with the Ministry of Tourism and a number of partners, ITQ is proud to support hundreds of Indigenous tourism businesses in three main areas of action:



Here are the highlights. An exhaustive report has been submitted to the Ministry of Tourism for reporting purposes. Canada Economic Development and the Quebec Indigenous Tourism Association also contribute to the team's development initiatives.

A large, irregular orange shape with a soft, watercolor-like texture, serving as a background for the main title.

OFFER DEVELOPMENT

Promote the growth and development of the offer and contribute to the dynamism of the Indigenous cultural tourism industry at gateways and in the regions of Quebec.

GATEWAY PRESENCE

Partnership with Tourisme Montréal

Two major initiatives under our agreement with Tourisme Montréal came to fruition this year.



**Aashukan means “bridge”
in the Eeyou language.**



Aashukan Workshop

The first action relates to the Aashukan workshop to raise awareness of Indigenous cultures in the tourism context. To this end, two workshops were offered, the first to some 40 members of Tourisme Montréal and the second to the Tourisme Montréal business development team. This workshop enables participants to learn more about the history, traditions and realities of Quebec's Indigenous people, so as to become an ally in the sustainable development of the Indigenous tourism sector in the city of Montreal.

Indigenous Québec Zone at the Palais des congrès de Montréal

The second action was the inauguration of the Indigenous Québec Zone in the main hall of the Palais des congrès de Montréal, which was officially unveiled in March 2024. This convivial networking space, which invites delegates from around the world to discover the tourism offerings of Québec's 11 Indigenous Nations, is the fruit of an innovative partnership between our organization and a major Crown corporation. Indeed, beyond the content offered at a convention, business travelers are looking for unique experiences that encourage encounters and discovery, and the area thus builds bridges between business tourism and Indigenous tourism. The Québec Indigenous area is shaped like a circle, sheltered by a structure of wooden poles carved by Innu designer and craftsman Serge Ashini Goupil. Also on display are a central table featuring a 3D map of Québec's 55 Indigenous communities, large-format photographs of traditional dancers from the Kahnawà:ke community, and a 12-metre-long wampum necklace that dominates part of the Palais des congrès' Hall Viger from its ceiling.



PRESENCE IN QUEBEC'S REGIONS

This year, we had the opportunity to meet with stakeholders in the regions of Abitibi-Témiscamingue, Nunavik, Gaspésie, Bas-Saint-Laurent, Côte-Nord, and Eeyou Istchee. In total, we met with over 25 stakeholders across these 6 regions. Additionally, ITQ continued its involvement with the Grand Economic Circle of Indigenous Peoples and Quebec movement, which took place in Uashat this year.



SUPPORT FOR TOURISM BUSINESSES

ITQ continued its efforts to support businesses based on the real needs of its members and the industry, with various levels and themes, including—

- Direct support for businesses through member services
- Support through the Indigenous Tourism Offer Development Program
- Expert support with specialized resources
- Support for tourism businesses in implementing sustainable development practices
- Support for partners in the tourism ecosystem

Direct support for entrepreneurs

The support provided to our network is increasingly well-known in the Indigenous tourism industry in Quebec, and thus, increasingly sought after. The development department team now consists of 3 full-time staff, allowing ITQ to offer maximum services to its members for their full development. This year, over **100** businesses will have benefited from our services, including accessing various funding opportunities, receiving business advice on their company's situation, technical advice on their operations, connections with tourism stakeholders, and more.

Support through the indigenous tourism offer development program

This recurring action at ITQ has facilitated a call for projects under the Indigenous Tourism Offer Development Program, aimed at providing financial support to promoters wishing to develop or better structure their offerings. This program helps meet current market demands and ensure the sustainability of their businesses. This fund supported **30** projects from promoters across **8** of the **11** Nations. The supported projects aimed to increase capacity, facilitate energy transitions, develop expertise, and more.

The analysis committee primarily consisted of the three development resources at ITQ, a representative from the Secretary for Relations with First Nations and Inuit, and the Ministry of Tourism. We believe this selection process is highly relevant for our partners, providing an opportunity to see the innovation being implemented on the ground and to offer tangible support to businesses. The committee evaluated projects based on **5** important criteria: anticipated impacts, alignment with program objectives, realism of the timeline, innovation/creativity, and relevance of the investment.

Expert support with specialized resources

This support measure aims to provide personalized and tailored assistance based on the stage of development of businesses through advisory services in the following areas—

- Human resources
- Financial management
- Legal services
- Tourism consulting

Continuously, the development team takes time to discuss with entrepreneurs to understand the challenges they face, identify needs, and determine the best resources to achieve desired results. As a result, **31** member businesses benefited from this support, addressing their specific needs in-depth. For example, the program helped one entrepreneur develop the financial structure for her business plan, while another company implemented an innovative compensation policy to enhance employee retention.

Support for tourism businesses in implementing sustainable development

Sustainable tourism is a core concept in Indigenous tourism. When developing their tourism offerings, Indigenous communities generally adopt an integrated and community-based approach that considers environmental, economic, and social aspects, whether the promoter is a private individual or a community through a band council.

ITQ is proud to have awarded certificates this year to **18** tourism entrepreneurs/promoters who successfully completed the 18-month Shipiku program. This program included **95** hours of personalized support, **5** training sessions, and **2** group meetings in Wendake, providing access to various tools: carbon footprint assessment/general diagnosis, action plan including eco-friendly procurement policy, dashboard, and concrete mitigation strategies.

The Shipiku project specifically benefited from financial support from Tourisme Québec and Canada Economic Development.

SUPPORT FOR TOURISM ECOSYSTEM PARTNERS

To facilitate collaboration between Indigenous entrepreneurs and tourism industry stakeholders, ITQ offered nearly **10 workshops** related to the Aashukan guide on Indigenous realities in tourism contexts. The demand for these workshops was very high, with many tourism partners reaching out to train their teams, members, and leaders. We remain confident that this awareness workshop helps demystify contemporary Indigenous realities by equipping various stakeholders to become respectful and proactive allies.

SECTOR EXPERTISE

*For the 2023-2024 year, the actions related to sector expertise were focused on the strategic knowledge project, **Geiteget**.*

HORS QUEBEC MARKETING

SUPPORTING THE VISIBILITY
AND PROMOTION OF INDIGENOUS
TOURISM PRODUCTS



2023-2024 was a pivotal year for Indigenous tourism in Quebec, marked by significant progress in our international marketing initiatives. Our efforts increased awareness and appreciation of the unique cultural experiences offered by the 11 Indigenous Nations of Quebec. Through partnerships, high-profile events, and targeted campaigns, we successfully enhanced the global visibility of Indigenous tourism in Quebec. Canada Economic Development is our main financial partner for marketing and promotional activities outside Quebec.

Our participation in over 6 tourism trade shows and fairs, as well as 6 business missions made possible through Destination Canada, the Alliance de l'industrie touristique du Québec, and the Indigenous Tourism Association of Canada, along with the hosting of Rendez-vous Canada in Quebec City, allowed us to maintain and cultivate strong relationships with travel professionals and media worldwide.

The results have been significant, with hundreds of international media mentions and several million impressions in our priority markets. Combined with numerous familiarization tours conducted throughout the year with the distribution network, we are confident that the foundations are strong and will yield results in the coming years, ensuring continued growth and increased recognition of Quebec's Indigenous heritage globally.

MEDIA FAIRS AND SHOWS

Rendez-vous Canada – Québec, May 2023

- 110 meetings with 2 representatives, as well as the following activations:
- Co-hosted a dinner with the Indigenous Association of Canada
- Pre-tour of Onhwa' Lumina in Wendake for over 150 Rendez-vous Canada participants
- Post-tour of Côte-Nord & Gaspésie with Quebec Maritime
- Sponsored a Zone for the Closing Night event, Bonjour Québec

GoMédia – Saskatoon, September 2023

The media showcase organized by Destination Canada allows for meetings with media from several priority markets.

Bienvenue Québec – Trois-Rivières, October 2023

Co-hosted an industry dinner in partnership with Tourisme Montérégie.

Indigenous Showcase – Berlin, November 2023

Event organized by Destination Canada and the Indigenous Tourism Association of Canada at the Berlin Embassy to promote our offerings to the German market.

DC Showcase – Hamburg, November 2023

Participation in the DC Showcase in Hamburg, organized by Destination Canada. Several meetings with industry professionals took place, along with on-site training recordings for travel specialists.

International Media Marketplace – New York, January 2024



MISSIONS COMMERCIALES POUR L'INDUSTRIE TOURISTIQUE

Mission commerciale Bonjour Québec – Toronto & Vancouver, April 2023

Trade and Media Mission to the Western Canadian markets.

Bourse du Québec maritime – Montréal, May 2023

Presence of 3 members from Indigenous Tourism Quebec with financial support for a cultural performance during the evening.

Mission commerciale Bonjour Québec – Toronto, October 2023

Event to launch the winter season for media and influencers in the Greater Toronto Area.

Mission commerciale Bonjour Québec – Paris et Lille, November 2023

Multiple activation missions in the Francophone European market, including media missions, influencer engagements, trade events, and training sessions with travel agencies.



ENSURING MEDIA VISIBILITY

By fostering strong press relationships and undertaking initiatives in international markets, ITQ aims to build mutual trust and appreciation between our offerings and journalists. They play a crucial role in disseminating information to various audiences and major media outlets, thereby enhancing our visibility and credibility. Here are a few examples—

Press tours — Influencers and content creators

- Little Gypsy — France, [Je rencontre des Premières Nations au Québec](#)
- @WithAixe — [Wendake et Hébergement Cinq Sens](#)
- Aaron Moser, CanaDream Allemagne — Planétarium de Hamburg, Wendake et Nunavik, [Kanada — Durch Weite und Wildnis](#)

Media

- National Geographic France — [Bercy Village, revue de presse](#)
- Press Tour « Plaisirs d'hiver » — [Itinerary](#)
- Radio France with Françoise Degeorges — [Podcast 1](#) et [Podcast 2](#)
- The Globe and Mail by Amy Rosen — [The sap runs deep for Indigenous communities in Quebec using maple, press review](#)

FAMILIARIZATION TOUR

- Gérald en Amérique — [Itinéraire](#)
- Réceptour, GVG, Jonview — Kahnawake, Wendake, Cacouna
- Bonjour Québec Tours

ADVERTISING PLACEMENTS

- La Grande Balade au Soleil
- Viziit.com — Article, podcast, concours
- Québec Le Mag
- [Vivre Le Temps des Sucres avec Les Premières Nations](#)
- [SHIPEKU : cap sur un tourisme autochtone \(encore plus\) durable](#)
- [Route des Pow-Wow](#)
- Sponsored articles
- Targeted newsletters
- Digital placements
- Google Ads Grant

PARTNER PLANS AND OTHERS

- Tradition Autochtone Campaign — France
- Netflix Campaign
- Christmas Markets — Bordeaux

INTRA-QUEBEC MARKETING AND EVENTS



The Indigenous tourism industry in Quebec has experienced significant growth over the past decade. Nearly all indicators are positive: number of businesses, number of Nations/communities involved, number of jobs, economic impact, etc. This inspiring outcome reflects the strong commitment of Indigenous stakeholders and the extensive efforts of strategic partners, including Indigenous Services Canada. It is important to note that in recent years, the Indigenous tourism industry has benefited from the Strategic Partnership Initiative, which has supported its development, structuring, promotion, and served as an exceptional tool for building connections.

The Strategic Partnership Initiative main goal has been to use Indigenous tourism as a means of reconciliation, an awareness tool, and a bridge in allochthonous-Indigenous relations, primarily in Quebec through two major strategic and valorizing actions.

PRESENCE OF ITQ AT ENTRY POINTS

The cities of Quebec and Montreal, as key tourist entry points in the province, are prime locations to showcase the vast Indigenous tourism offerings of Quebec. ITQ has positioned Indigenous tourism at major events in these downtown areas frequented by visitors, where Indigenous presence is essential. These initiatives generate interest from a wide audience, creating cultural bridges and fostering a better understanding and appreciation of the province's cultural diversity.

KWE! MEET TIWH INDIGENOUS PEOPLES – Québec, June 2023

This public event, celebrating the cultures, traditions, and contemporary life of First Nations and Inuit, took place from June 16 to 18, 2023, at Parc Jean-Béliveau. It served as a true showcase for Indigenous tourism at the regional, national, and even international levels. Our team proudly participated once again, offering a dynamic and enriching activation focused on discovering and promoting Indigenous tourism in Quebec.

Our space featured a demonstration of the richness and diversity of activities offered by Indigenous communities in the province. Visitors had the opportunity to watch a video highlighting Indigenous tourism offerings, immersing them in an authentic and captivating world. To tantalize the taste buds, a tasting of boreal iced tea was provided, offering participants a unique and refreshing culinary experience while showcasing the flavors and traditions of Indigenous cultures. Additionally, an exciting contest was organized, offering a chance to win a **\$3,000** prize dedicated to discovering Quebec's Indigenous heritage. This exclusive opportunity generated significant interest among visitors, further enhancing engagement and enthusiasm for exploring the hidden treasures of Indigenous tourism in Quebec.



LES FÊTES DE LA NOUVELLE-FRANCE – Québec, August 2023

This event, held from August 3 to 6, 2023, featured a diverse program, and once again this year, ITQ contributed by adding a touch of Quebec Indigenous culture.

With approximately **150,000** annual visitors, the FNF audience was engaged and eager to explore our unique products, providing an exceptional showcase for our artisanal and modern expertise.

Additionally, our ITQ zone received notable attention. Eleven banners representing the 11 Indigenous Nations, along with a new wooden puzzle map, were displayed. This interactive map allowed visitors to place the Nations on the Quebec map and locate the 55 Indigenous communities. It also provided an opportunity to learn greetings in the languages of the Nations. Throughout the site, there were various places to obtain our Indigenous tourism magazine *Origin(e)* and the option to download it.



NORR FESTIVAL – Québec, September 2023

For the first time, ITQ collaborated with the NORR festival, the largest gathering of outdoor communities in Quebec. The festival took place from September 15 to 17 in the Bras du Nord Valley, in the Quebec region. A tipi was erected at the festival's accommodation site, providing a striking contrast to the sophisticated tents of the festival-goers and highlighting the millennia-old presence of Indigenous peoples, the guardians of the forest, across Quebec's vast territory.

OBJECTIF AVENTURE FESTIVAL – Montréal, December 2023

For its inaugural edition in Montreal, Terres d'Aventure organized a festival bringing together travel, exploration, and adventure enthusiasts from December 1 to 3, 2023. ITQ collaborated on this event, aligning with our goal to establish a presence at Montreal events.



CARNAVAL DE QUÉBEC – Québec, January and February 2024

The 70th Carnaval de Québec, which took place from January 27 to February 11, 2024, was a resounding success.

Our activation was a major hit. We set up a dedicated space for Indigenous tourism in Quebec, showcasing our banners representing the 11 Indigenous Nations and greetings in their respective languages, along with our new Indigenous Quebec puzzle map. We hosted Eeyouch representatives from Eeyou Istchee, who shared their culture, region, and expertise with visitors of all ages. Another highlight was the weekend dedicated to Inuit artist Sammy Kudluk from Kuujjuaq, Nunavik. Visitors had the opportunity to admire his talent as he sculpted ice to create a piece inspired by his Inuit culture.

MONTREAL EN LUMIÈRE – Montréal, February and March 2024

Several ITQ members were involved in the programming for Montreal en Lumières 2024. This 25th edition took place in the Quartier des Spectacles from February 29 to March 10, 2024. The program included gourmet workshops and culinary sessions with Indigenous chefs. These events provided visitors with a unique opportunity to explore and appreciate Indigenous cuisine, highlighting the authentic flavors and culinary traditions of Quebec's First Peoples. This collaboration helped promote the richness and diversity of Indigenous culture to a broad audience, while reinforcing our goal of establishing a presence in the major metropolis.



INDUSTRY EVENTS

Indigenous Tourism Quebec's participation in various tourism industry events has been remarkable and consistent throughout the year.



SPECIFIC CAMPAIGN FOR DOMESTIC AUDIENCES TO SUPPORT AN ADEQUATE SECTOR RECOVERY

Quebec's tourism recovery inevitably involves local clientele, and this important market deserves our focused attention. The Indigenous tourism industry is working closely with the Alliance de l'industrie touristique du Québec and associated partners to develop a recovery plan targeting international markets. Through our Strategic Partnership Initiative agreement, we have been able to focus on Quebec residents, who, according to a [2022 Léger Marketing](#) study, are very open to learning more about and engaging with Quebec's Indigenous cultures. Despite this interest, there is still a lack of awareness about Indigenous tourism and cultural offerings in Quebec. In addition to our campaign under the MAMOWINITOTAN project, here are the actions undertaken throughout the year:

In brief –

Série Saveurs with the Fabrique culturelle et télé-québec

Episode on the show Tout le monde s'habille

Article in paternship with Vie de Parent

Collaboration with photographer Drowster and photo-shoot in front of Montréal Convention Centre.



Influencers and content creators

Throughout the year, ITQ remained responsive and flexible in seizing collaboration opportunities.

[Andréanne Marquis](#), visited the Innu people on the Côte-Nord and shared her experience on her social media channels. Her followers were able to travel with her and discover several of our members.

Industry partners

To ensure that authentic and representative content from the various sectors of the 11 Nations is presented to Quebec clientele, ITQ paid particular attention to raising awareness among tourism ecosystem stakeholders. This effort aimed to encourage tourism associations to become ambassadors for our realities. Advertisements, newsletter content, and articles were developed jointly to ensure that this campaign reached a wide audience and that regions could also promote Indigenous cultures.



COMMUNI- CATIONS

Having added a new team member to the marketing and communications department in 2023, ITQ is now implementing more communication strategies and utilizing a wider range of platforms to maximize the reach and impact of its messages.



INTERNAL – MEMBERS

Newsletter

- Over fifteen newsletters have been sent to all ITQ members, partners, and contacts.
- Average open rate of nearly **60%**, reaching over **68%** for some targeted sends.

Private corporate group

More than **265** members are engaged, with approximately **61** posts for the 2023-2024 year. As members can interact and post on this page, it fosters a closer connection with our community on a platform that is less rigid and one-directional than email communications.

Origin(e) – The 2024-2025 Indigenous tourism magazine

In line with our media kit and membership inclusions, each member business (active, outfitter, event, artist, artisan, and auxiliary) is entitled to a third-page feature in their tourist region, including:

- An image of their experience
- A bilingual description of approximately 200 words detailing their offering
- A QR code linking to their web page with contact details, social media links, and online stores if applicable

IN BRIEF

VISIBILITY

+15

Newsletters

+265

Members

PROXIMITY

EXTERNAL – VISITORS

Origin(e) – The 2024-2025 Indigenous tourism magazine

This year, the prestigious Origin(e) tourism magazine achieved a steady distribution rhythm with over **30,000** copies printed on recycled paper. For the cover, ITQ chose an image that blends tradition and modernity, featuring a photo of a Kanien'keha dancer in regalia in downtown Montreal. This strong visual reinforces our goal to position Montreal as a key gateway, making a powerful statement.

Edited by Qolab Studio with increasingly rich and diverse editorial content, Origin(e) this year offers 132 pages designed to captivate and inspire tourists, further distinguishing Indigenous tourism in Quebec.

Within the pages of Origin(e), readers can explore sustainable natural encounters, profound cultural experiences, and festive events, immersing themselves in the vibrant daily life of Quebec's Indigenous peoples. Whether you're an adventurer, history enthusiast, or a traveler eager for new experiences, the Indigenous tourism offerings in Quebec promise to enchant you. Every moment is an invitation to discover and marvel, guided by respect for nature, with ancient stories weaving connections to modernity.



In our continued effort to showcase our members and partners through the magazine's significant visibility and reputation, we included **22** pages of advertising in the 2023-2024 edition, featuring **7.33** member ad spaces and **14.5** ad spaces for ATR/ATS members.

This project was made possible with funding from Indigenous Services Canada.

Website

In continued close collaboration with Spektrum, we ensured throughout the year that our website met the expectations of our members, partners, and visitors.

The site has proven to meet current visitor and tourist expectations effectively. Over the past year, more than **168,000** users visited our website, generating over **476,000** page views—a **26,000** increase from the previous year. The peak traffic occurred during the summer months, as well as January and February, following our major funding announcements in the winter. Unsurprisingly, our Pow-wow Route and Events page alone attracted over **74,000** views in both languages.

This indicates that once on our site, users demonstrate a genuine interest in exploring Indigenous Quebec. Not surprisingly, over 86% of our website visitors were from Canada. Considering our various marketing actions and societal campaigns, it is consistent that the majority of our site's visitors are local.

Google Ad Grants campaign

Google Ads Grants help to enhance the visibility of a non-profit organization. Continuing our efforts from previous years, the digital marketing agency [HINT](#) has ensured our annual online presence by targeting relevant keywords related to our industry and providing performance reports.

Social media

Social media often serves as the initial point of contact between visitors and Indigenous tourism. Although virtual, these platforms spotlight natural, cultural, and festive encounters, radiating our offerings to inspire potential travelers to connect with us. We also highlight the tourism offerings under the theme of inspiration, encouraging travelers to discover the unique experiences Quebec's Indigenous communities have to offer.

In collaboration with the agency [Récréation](#), we continue to maintain our social media presence according to this editorial line, which emphasizes the representation of our members, their visibility, and the wonder of our communities.

Facebook

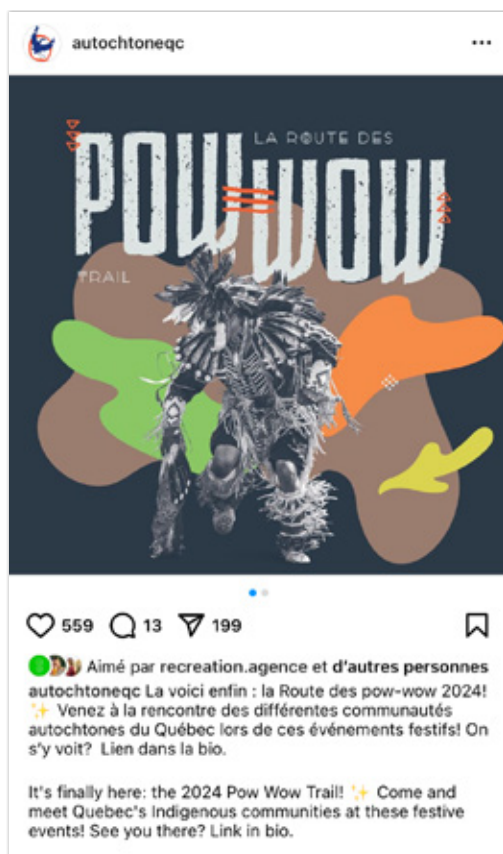
Indigenous Tourism Quebec's Facebook Page serves as a hub for interaction, education, and inspiration within our community. It's evident that posts aimed at demystifying Indigenous cultures, teaching traditions, and educating the public about the unique aspects of each Nation are particularly engaging. These efforts are carried out with the utmost respect and in an atmosphere that fosters wonder and openness.

Our community now boasts **22K** followers, with the page receiving over **40K** visits and generating nearly **28K** interactions. Combining both organic and paid actions, we reached **764K** accounts between April 1, 2023, and March 31, 2024. As in previous years, over **90%** of our audience is from Canada, followed by France with **5.4%**. In terms of benchmarking, ITQ's page consistently outperforms other pages in the Local Events category across all metrics.

Instagram

Our Instagram account stands out for its high-quality images, showcasing the most beautiful photos of Indigenous art, landscapes, and tourism experiences. These visuals not only highlight the rich offerings of Indigenous tourism but also put faces to the stories, making our posts more personal and cherished by our community. We actively incorporate user-generated content, encouraging our followers to share their own photos of Indigenous Quebec, which helps us build stronger connections and provide fresh perspectives on our members' experiences.

Our community has now grown to **9.3K** followers, marking a **20%** increase from the previous year, and has generated over **5K** interactions. Our content reached more than **66K** accounts through both organic and paid coverage, reflecting significant progress.



Youtube

Although our YouTube channel is not primarily used for direct interaction with our community, it serves as an excellent showcase for our most compelling video content and inspirations. We have observed a dramatic increase in total views, skyrocketing from **69K** last year to **736K** this year—an impressive growth of **966%**! This surge is largely attributed to the summer 2023 advertising campaigns and the release of our initial videos under the “Encounters” theme, which significantly boosted engagement and visibility.

LinkedIn

The LinkedIn page was revamped in the fall of 2023, and a publication plan was developed to broaden our reach to strategic partners and corporate clients. This update aims to enhance our engagement with professional audiences and strengthen our network within the industry.



This 2023-2024 annual report was prepared by the ITQ team on behalf of its financial partners. This shortened and illustrated version will be presented at the Annual General Meeting.

For more information on the activities conducted in 2023-2024 or to request the full annual report, please contact ITQ's management.

Dave Laveau, executive director

dlaveau@tourismeautochtone.com

418 564-5733

Patricia Auclair, deputy executive director

pauclair@tourismeautochtone.com

418 254-5067

Photo credits

Audet photo

BonjourQuébec

Drowster

Tourisme Monérégie



**INDIGENOUS
TOURISM**
QUEBEC