

The Indigenous tourism industry is determined to expand its offer of world-class tourism experiences over the coming years.

Over 150 people from all relevant sectors contributed to the development of the GEITEGET initiative. Indigenous and non-Indigenous entrepreneurs, experts, partners and development officers, key economic development stakeholders and government representatives were all actively involved. The initiative spanned over two years and was overseen by a steering committee composed of Indigenous Tourism Quebec (ITQ) and the Ministère du Tourisme (MTO). The MTO invested \$500,000 to support the creation of a sectoral plan, enabling the sector to acquire an unprecedented level of strategic knowledge through the expertise of Vignola Stratégies, Raymond Chabot Grant Thornton, Léger Marketing, and Contact Nature.

Inspired by the seven stages of the creation of the world in Mi'kmaq culture, the seven strategic stages of GEITEGET were completed to develop this sectoral action plan for Indigenous tourism.

This plan was developed with financial support from the ministère du tourisme



A fast-growing sector

2.1M
visitors

234
experiences

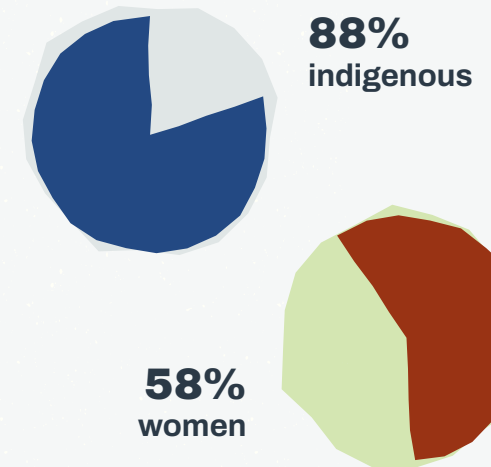
Annual GDP contribution reached in 2024

\$241.4M

It reflects the collective impact of

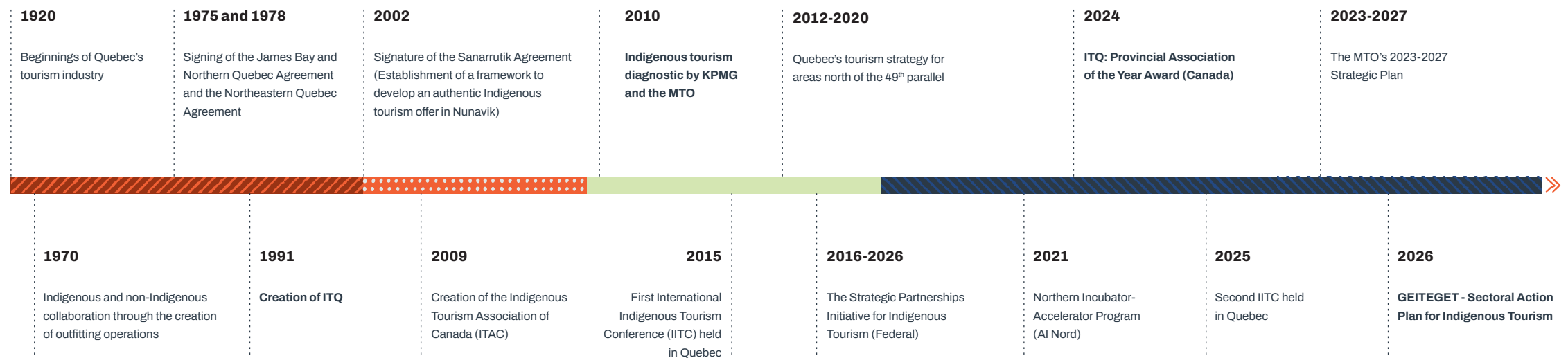
17 regions
across Quebec

This growth generated **3591 jobs (FTE), including 2382 direct jobs:**



An evolution that has helped structure the sector

Chronological timeline of indigenous tourism



Priorities for action

1. Strengthen Indigenous tourism entrepreneurship through guidance and training.

2. Enhance financial levers to increase world-class experiences.

3. Sustain and elevate Indigenous cultural identity in public spaces.

4. Nurture a conscious and open ecosystem.

By 2036, Indigenous tourism in Quebec will have established itself as a world-class experience and a sustainable socioeconomic driver, deeply rooted in local communities. Through respectful relationships, the sharing of knowledge, and inclusive collaboration, GEITEGET will have played a key role in strengthening community cohesion.



Deployment of the GEITEGET sectoral action plan

- » 20 mesures
- » \$ 18M in investment

PHASE 1: LAUNCH | 2026-2028 (\$4.75M)

- 1 **GEITEGET circle:** Creation of a strategic coordination and mobilization mechanism/platform to oversee and implement the plan. Co-chaired by ITQ/Government. – *Timeline: 2026-2036*
- 2 **Support for projects increasing Indigenous tourism visibility** in urban centres, neighbouring areas and on standard tourist circuits.
- 3 **Deployment of a distinctive Indigenous tourism welcome strategy**, including the installation and adaptation of required infrastructure.
- 4 **Implement a positioning strategy** targeting priority markets, in partnership with the Alliance de l'industrie touristique du Québec (AITQ). – *Timeline: 2026-2033*
- 5 **Strengthen collaboration and promote Indigenous cultures** in national parks and selected tourist facilities through a strategic partnership with the Société des établissements de plein air du Québec (SEPAQ) – *Timeline: 2026-2033*
- 6 **Support for the development and implementation of a wide-reaching awareness initiative** targeting the Quebec public and the tourism ecosystem. – *Timeline: 2026-2033*
- 7 **Build the capacity of the sectoral tourism association** so it can better support entrepreneurs and lead the implementation of the sectoral action plan for Indigenous tourism. – *Timeline: 2026-2033*
- 8 **Establish an active support unit** dedicated to accelerating the development of current and future Indigenous tourism enterprises across the territory. – *Timeline: 2026-2033*
- 9 **Strengthen and expand structuring partnerships** to generate leverage for Indigenous entrepreneurs and communities. – *Timeline: 2026-2033*

PHASE 2: ACCELERATION | 2028-2033 (\$12.25M)

- 10 **Implement a sectoral initiative** to advance digital transformation and build artificial intelligence capabilities within Indigenous enterprises.
- 11 **Build an agile Indigenous tourism mechanism** (express-network model) to engage potential partners and evaluate and accelerate the execution of key projects.
- 12 **Establish a strategic knowledge and business intelligence network** dedicated to Indigenous tourism and to monitoring the GEITEGET initiative (results and accountability).
- 13 **Create and implement initiatives showcasing Indigenous languages and intangible heritage** across tourism enterprises and experiences.
- 14 **Campaign to promote tourism career opportunities** among Indigenous youth (16-35 years old).
- 15 **Financial assistance for the creation and development of eco-responsible tourism experiences** and the sustainable transition of Indigenous tourism enterprises.
- 16 **Financial support for initiatives aimed at enhancing access** to Indigenous communities from urban centres and improving mobility within them.
- 17 **Create a dedicated fund to cover a portion of the equity contribution** required by existing funding programs, helping reduce accessibility barriers and fostering the growth of small and medium Indigenous tourism projects.
- 18 **Reserve a dedicated percentage of regular programs** for Indigenous tourism entrepreneurs to support innovative and high-impact projects.
- 19 **Create and roll out two structuring capacity-building programs** for managers and frontline personnel.

PHASE 3: CONSOLIDATION | 2033-2036 (\$1M)

- 20 **Create an embassy for Quebec's 11 Indigenous Nations in Montreal, dedicated to celebrating and promoting Indigenous cultures.***

**Update the business plan, establish partnerships among First Nations, Inuit, and public/private sectors, arrange financing, and prepare plans and specifications.*

Expected results - Macroeconomic objectives*

INDICATORS	2026	2036	NET INCREASE (2026-2036)
Number of enterprises	234	300	28.2%
Total revenue	\$117.0M	\$192.5M	64.5%
Total number of jobs	2036	2982	46.5%
Gross domestic product**	\$97M	\$137M	36.7%
Total visitation	2,108,808	3,827,182	81.5%
Number of export-ready enterprises	45	90	100%

*Analysis conducted by Raymond Chabot Grant Thornton
 **Only operating expenses were included in this calculation



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