Growing Indigenous Tourism
Alberta Culture and Tourism
Tourism Division:

- Mandate to grow the tourism industry in Alberta to a $10.3 billion industry by 2020
  - Increase visitation
  - Increase visitor spend $$$$
  - Increase number of tourism businesses & experiences

- Areas of priority:
  - Nature based tourism
  - Farm to fork tourism
  - Cultural tourism
  - Indigenous tourism

- What is tourism?
  - Travel of a minimum of 40km outside of home community
  - Business
  - Leisure
  - Visiting friends and family
Alberta Culture and Tourism offers communities:

- Tourism coaching for communities / destinations
- Downloadable resource guides:
  - Visitor-Friendly Communities
  - Festival and Event Planning
  - Culinary event planning
What makes a community visitor friendly?

- Beautification
- Way Finding / Signage
- Visitor Information
- Customer service
- Amenities (gas, food, accommodations)
Alberta Culture and Tourism offers entrepreneurs:

- Tourism coaching from start-up through expansion
- Downloadable resource guides:
  - Tourism Business Planning
  - Tourism Development
- Investment attraction
- Tourism market research

Website
http://culturetourism.alberta.ca/tourism
Upcoming tourism entrepreneur opportunities:

October 21, 2017
Banff
atbboostr.ca/BoostREvents

February 2018
Camrose
growingruraltourism.ca
Metis Crossing: Voyageur Experience
Lac La Biche Native Canadian Friendship Centre: Culinary Camping
Alberta Culture and Tourism
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