



INDIGENOUS TOURISM ALBERTA

YEAR ONE ACTION PLAN



April 1, 2019 – March 31, 2020

1. Partnership

OVERALL GOAL – Establish effective and board networks with industry leaders and develop mutually beneficial long-term industry partnerships.

KEY PRIORITIES, PROJECTS & PROGRAMS	2019/20 KEY PERFORMANCE INDICATORS
Develop and strengthen mutually beneficial long-term industry partnerships	Partnerships with: <ul style="list-style-type: none"> • Tourism Associations • Government Ministries and Agencies • Non-Indigenous tourism entities
Continue collaborative opportunities and board representation	Wherever possible, continue collaborative opportunities and board with agencies and organizations appropriate for ITA and its mandate
Support networking opportunities and regional participation in industry meetings	Host 3 industry networking opportunities for industry
Increase ITA Membership	Increase ITA Membership: <ul style="list-style-type: none"> • 30 Voting Members • 30 Non-Voting Members
Increase email subscribers with regular and meaningful content	Produce a minimum of 24 email newsletters of ITA activities and a minimum of 24 new updates to website and social media channels

2. Leadership

OVERALL GOAL – Build support for Indigenous tourism within leadership of the industry and establish systems and techniques for long-term financial sustainability.

KEY PRIORITIES, PROJECTS & PROGRAMS	2019/20 KEY PERFORMANCE INDICATORS
Further establish business operations, staff, and contracted support to fulfil key priorities	Hire contracted full-time staff: <ul style="list-style-type: none"> • Marketing Coordinator • Business Development Coordinator • Project-specific Coordinator (part-time)
Continue to demonstrate value to Indigenous tourism operators, provincial and municipal governments, partners, and funding providers	Advocacy through meetings with Tourism Operators, and presentations to Travel Alberta, Alberta Culture and Tourism and tourism industry stakeholders on key activities
Ensure effective financial processes and sustainable financial stability for ITA	Monthly financial reporting to treasurer: <ul style="list-style-type: none"> • Quarterly reporting provided to the board. • Finalize organizational policies and procedural structures. • Explore and consider revenue generation opportunities through travel distribution networks.
Ensure measurements of tourism expenditures remain consistent with ITAC and Government of Alberta	Maintain consistent measurement tool agreed upon with ITA and Government of Alberta to actively collect data

3. Development

OVERALL GOAL – Provide support for the development of Indigenous tourism through education and training targeted at community and industry.

KEY PRIORITIES, PROJECTS & PROGRAMS	2019/20 KEY PERFORMANCE INDICATORS
Expand support for Indigenous tourism within the leadership of local communities to grow their commitment to training or development	Expand Indigenous Community Tourism Readiness to 5 communities with 75 participants
Establish partnerships with indigenous communities, government, destination development and marketing partners for the developing of a long term Indigenous Product Development Plan	Create a work plan with key partners to identify components and timeline for formulation of long term Indigenous Product Development Plan
Expand delivery Indigenous Tourism Readiness Guide and workshops to assist the development and enhancement of Indigenous tourism experiences	Continue delivery of the Indigenous Tourism Readiness Guide and workshop to 60 participants in 6 training workshops
Support ITAC's national Indigenous Tourism product readiness standards	ITA Membership Program the aligns with ITAC's process to meet Market-Ready and Export-Ready criteria, to assure consumers and travel trade that standards are being met and respected
Develop an annual Indigenous Tourism Summit for Indigenous tourism operators and tourism marketing partners	Deliver two day annual Indigenous tourism Summit in partnership with Travel Alberta and ACT to share best practices & provide educational opportunities

4. Marketing

OVERALL GOAL – Develop and deliver marketing communications with messaging relating to positive community and cultural impacts of Indigenous tourism. Align and partner with key industry marketers.

KEY PRIORITIES, PROJECTS & PROGRAMS	2019/20 KEY PERFORMANCE INDICATORS
Develop Effective and Targeted Marketing through Website, Social Media and Travel Trade Channels	Market an Indigenous Tourism consumer website to: <ul style="list-style-type: none"> • showcase Alberta's indigenous cultural heritage • distinct Indigenous areas • travel experiences and suggested itineraries
Promote cultural awareness and understanding of Indigenous tourism in the tourism industry	Develop and deliver a cultural awareness program to ensure all destination marketing partners' tourism development and marketing activities are delivered in a culturally sensitive manner
Integrating Indigenous tourism as a key pillar in Destination Marketing Partners' domestic and international marketing programs	Develop marketing and sales assets, adding a minimum of 50 photos and 5 stories to share with partners
Include Indigenous tourism experiences in Alberta Destination Marketing Partners' media and travel trade familiarization visits	Include a minimum of 3 Indigenous tourism operators in travel trade familiarization visits
Develop and promote the Alberta Indigenous Tourism Product Guide showcasing export-ready Indigenous products to trade and industry	Develop printed Alberta Indigenous Tourism operator's brochure for province wide distribution
Assist export-ready Indigenous tourism experiences to be included in Alberta's international trade marketing opportunities	Establish a partnership with tourism marketing agencies to have export-ready indigenous experience included. Provide opportunities for export-ready business to participant in trade marketing opportunities



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