

WENDAKE

Just outside Quebec City, the community of Wendake owns and operates four major tourism attractions, the Hôtel-Musée Premières Nations, the Huron-Wendat Museum, the National longhouse Ekionkestha' and Restaurant La Traite. Since 2008, \$26 million has been invested to help grow and improve these attractions. The quality of these attractions led to Wendake being named a Canadian Signature Experience in 2010, one of a small collection of once-in-a-lifetime travel experiences found only in Canada. Through these world class attractions, guests can learn the history of the Huron-Wendat people, experience their culture and taste Indigenous cuisine.

Community Involvement

Historically, tourism has been an important economic driver in Wendake. Before there were major tourism attractions, there were shops selling Indigenous handicrafts to visitors. Members of the community understand the importance of tourism and are actively involved in the industry. The community of Wendake established their own destination marketing organization (DMO) to support the four tourism attractions and that are owned by the community of Wendake as well as other tourism-related businesses within the community.

Indigenous Employment

Wendake has made First Nations employment a priority. In addition to hiring Huron-Wendat people, they offer internships to other nations, so they can learn about the tourism industry and bring back this knowledge to their communities. Since the internship program began, they have welcomed more than 30 interns from different First Nations in the province of Quebec. Wendake has also worked with other Indigenous groups and tourism businesses to train their staff and help to ensure there is an abundance of qualified Indigenous workers.

Cultural Authenticity

Wendake welcomes over 34,000 visitors from all over the world every year to have an authentic cultural experience. They share Huron-Wendat culture without crossing the line of mixing business and spirituality. For example, many customers have requested to rent the longhouse for a private cocktail party, but this has never been done. The longhouse has been purified and alcohol is not allowed inside it. They also respect the traditional ways during their annual pow-wow and have worked to ensure the information presented in the museum is completely accurate. The text accompanying all artifacts is double verified by a committee to confirm accuracy in terms of anthropology, ethnology, and archeology.



HÔTEL-MUSÉE PREMIÈRES NATIONS
STÉPHANE GROLEAU