



# ON THE RISE

THE 2022-23 ANNUAL REPORT

MAHIKAN TRAILS

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Buffalo Stone



Inisskimmaak



BUFFALO STONE WOMEN

# A LETTER FROM OUR CEO



The past year was an exciting time for Indigenous tourism in our province and the country. As an industry, we've moved past the COVID-19 pandemic, and we are truly embracing a future that is bigger and better.

Over the past year, the number of businesses moving to market- and export-readiness has grown, ITA has blossomed as an organization and, perhaps most importantly, interest from consumers and the media continues to climb. Across Canada, the entire tourism industry has realized the potential of Indigenous tourism in both cultural and economic terms and has embraced it.

The Indigenous tourism industry is expected to generate \$258M in revenue this year — including \$126.4M in GDP contributions — and generate 3,792 jobs in Alberta, according to the Conference Board of Canada. By 2026, we expect those numbers to grow to \$293.5M in revenue, \$143.3M in GDP contributions and 4,025 jobs. But we are seeing so much interest in Indigenous tourism from our key markets all over the world, including the U.S., the U.K., Germany, and France, we can likely exceed those numbers if support for the industry continues to grow.

Such demand creates both opportunity and challenges. Demand from both domestic and international travelers is higher than we've ever seen, but our industry currently lacks the supply to meet this demand. To address this, ITA is focusing, not just on adding new members, but in supporting the business development of those members who are interested in working with international travelers. We have several programs in place to help support members — including mentorships, entrepreneur workshops and business development programs — to ensure we have more amazing experiences for all types of travelers to book when they visit Alberta. Our hope is that every traveler who visits the province has a rich and meaningful Indigenous experience to help them better understand and connect to this place.

We're very excited about the future of our industry. We expect revenue to continue to grow as more travelers become aware of the transformative opportunities that Indigenous tourism offers. We have great partnerships in place, particularly with the Indigenous Tourism Association of Canada and with Travel Alberta, the latter of which just made the biggest investment in Indigenous tourism in the country through an expanded partnership agreement with us. We also feel a genuine desire throughout the province in positioning Indigenous culture as a central part of the tourism identity of Alberta, which is a key differentiator in a highly competitive industry and is long overdue.

Among this new optimism, there are still barriers to overcome. Investment in Indigenous-owned and led experiences and organizations remains frustratingly slow, which hampers growth and restricts the industry from reaching its full potential. There's a lot of work ahead, but Indigenous tourism is better positioned now than it has ever been.

ITA will continue to help build meaningful awareness and tangible results and we look forward to working through the coming challenges and successes with our members and partners.

Sincerely,

A handwritten signature in blue ink, appearing to read 'S. Bird', written over a white background.

**Shae Bird**

Chief Executive Officer  
Indigenous Tourism Alberta

# A LETTER FROM OUR CHAIR OF THE BOARD



Back in 2019, Indigenous tourism had grown to unprecedented levels back. Employment and revenue were at all-time highs, and the future looked bright. But when the pandemic hit, all of that stopped.

Today, the dark years of the pandemic feel like history. After building a foundation for growth through the COVID-19 years, 2022 showed that Indigenous tourism is back, and on pace to be bigger than ever. As the year ends, the entire Indigenous Tourism Alberta team has embraced a vision for the future of the industry that is far beyond those pre-pandemic highs. Far bigger, in fact, than many outside of our industry thought possible. Today, not only is the industry on pace to exceed those early successes, but ITA has also grown as an organization. Membership is up, the number of members advancing toward export-readiness is growing, and interest in Indigenous tourism has never been higher among travelers from Alberta, Canada and around the world. Not only am I proud of this growth, but, with the strength and expertise of our team members and the strong partnerships they have forged across all aspects of this industry, I have no doubt the industry will continue to grow and thrive.

Across the province, Indigenous tourism is enriching perspectives, preserving culture and providing Indigenous entrepreneurs and communities an opportunity to lead. Every day our members are working to build the industry in Alberta. Through art, storytelling, education and leading business practices, our members have driven us towards success.

That success will create more positive outcomes. Indigenous tourism makes amazing contributions to the lives of Indigenous entrepreneurs and their communities, and it helps support the revitalization of culture, the preservation of language and gives opportunities to Indigenous youth. Tourism is the best way for non-Indigenous people to learn and connect with Indigenous culture and the true history of this country, as part of their own reconciliation journey. All of this is because of the passion and dedication of all ITA members and its staff, leaders and board members.

The time for Indigenous tourism to flourish is now. We are on the rise. Thank you to all of you for your passion, optimism and commitment to ensuring Indigenous tourism is stronger than ever.

Sincerely,

A handwritten signature in dark ink, appearing to read 'B Holder', written in a cursive style.

**Brenda Holder**  
Board Chair  
Indigenous Tourism Alberta

“

Our gallery is a proud member of Indigenous Tourism Alberta and Indigenous Tourism Canada. Both have been amazing partners in our gallery.

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GRANT BERG  
GRANT BERG GALLERY

GRANT BERG GALLERY

# THE STATE OF INDIGENOUS TOURISM

When we look back on this time, we may come to see 2022 as the year the Indigenous tourism industry in Alberta took hold, the year when everything came together after the pandemic. A nationwide cultural awakening is happening, increasing interest in exploring and experiencing Indigenous culture among both domestic and international travelers, and an industry filled with passionate and savvy Indigenous entrepreneurs is poised to capture the opportunity this moment presents.

By the numbers, 2022 was a year of growth. In Alberta, the tourism sector as a whole saw a 2.2 percent increase in employment compared to the previous year. International visitors surged by 64.6 percent, with air passengers also rising by 21.8 percent, as reported by the Alberta government, led by visitors from the U.S., U.K., and Germany.

Within that, the Indigenous tourism sector also surged. Revenue for Indigenous tourism in Alberta reached \$233.6 million, an increase of 374 per cent over 2021, when the pandemic was still impacting travel. GDP contributions topped \$126.4 million, and job growth was up 44.7 per cent to 3,520, according to the conference board of Canada.

Indigenous Tourism Alberta mirrored that growth, showcasing substantial growth and promising future opportunities throughout 2022. Fueled by the increasing demand for Indigenous tourism experiences, ITA saw a surge in membership, surpassing all expectations. More importantly than raw numbers, the number of ITA members who advanced in their business development toward a status of export-readiness — enabling them to welcome international guests — also grew. ITA was able to offer business development, entrepreneurship programs and grant funding to hundreds of members, while marketing campaigns carried the message of Indigenous tourism to millions of travellers.

However, amid these positive signs, the industry faced its share of challenges. High inflation rates in Canada and the U.S. constrained some travelers from taking vacations they might have otherwise considered. Perceptions of troubles with air travel continued through the year. Wildfire smoke had a detrimental impact on tourism throughout the province. And Indigenous entrepreneurs still face barriers to success, including access to capital, labour shortages, systemic racism, underfunded institutions and unfulfilled reconciliation calls to action. These barriers are part of the reason that supply of Indigenous experiences has not kept pace with surging demand.

The long-overdue recognition of Indigenous culture as a pivotal aspect of Alberta's tourism identity has played a vital role in driving the demand for authentic experiences. This, in turn, fostered meaningful connections between travelers and Indigenous communities, enhancing the industry's overall positioning. Building on this upward momentum, it is evident that 2022 was a year that built on the fundamentals of the previous work, amplifying the transformative power of Indigenous tourism and forging a path towards a vibrant and promising future.

“

I couldn't have done it without ITA backing...  
This is just the beginning!

---

BARRY MUSTAS

## HIGHLIGHTS OF THE YEAR

9

IN-PERSON, ONE-DAY INDIGENOUS AWARENESS TRAININGS DELIVERED TO OVER 350 TOURISM PROFESSIONALS

340+

DELEGATES HOSTED AT THE 3-DAY ITA GATHERING - THE LARGEST ALBERTA INDIGENOUS TOURISM CONFERENCE IN WESTERN CANADA

16

ITA MEMBERS RECEIVED MENTORSHIPS THROUGH THE GOOD RELATIONS PROGRAM

\$800K

IN FUNDING TO SUPPORT A TOTAL OF 34 MEMBERS

86M

NUMBER OF DIGITAL IMPRESSIONS GENERATED BY ITA MARKETING CAMPAIGNS

270,450

NUMBER OF CLICKS TO MEMBER WEBSITES GENERATED BY ITA MARKETING CAMPAIGNS

40

PARTICIPANTS IN ITA'S ENTREPRENEUR WORKSHOPS

317

PARTICIPANTS IN ITA'S CULTURAL AWARENESS WORKSHOPS FOR THE TOURISM INDUSTRY

#1

ITA WAS NAMED THE BEST PROVINCIAL OR TERRITORIAL ASSOCIATION OF THE YEAR AT THE 2023 INTERNATIONAL INDIGENOUS TOURISM CONFERENCE

\$6M

PARTNERED WITH TRAVEL ALBERTA FOR THE LARGEST PROVINCIAL INVESTMENT IN INDIGENOUS TOURISM IN CANADA WITH A THREE-YEAR, \$6-MILLION PARTNERSHIP

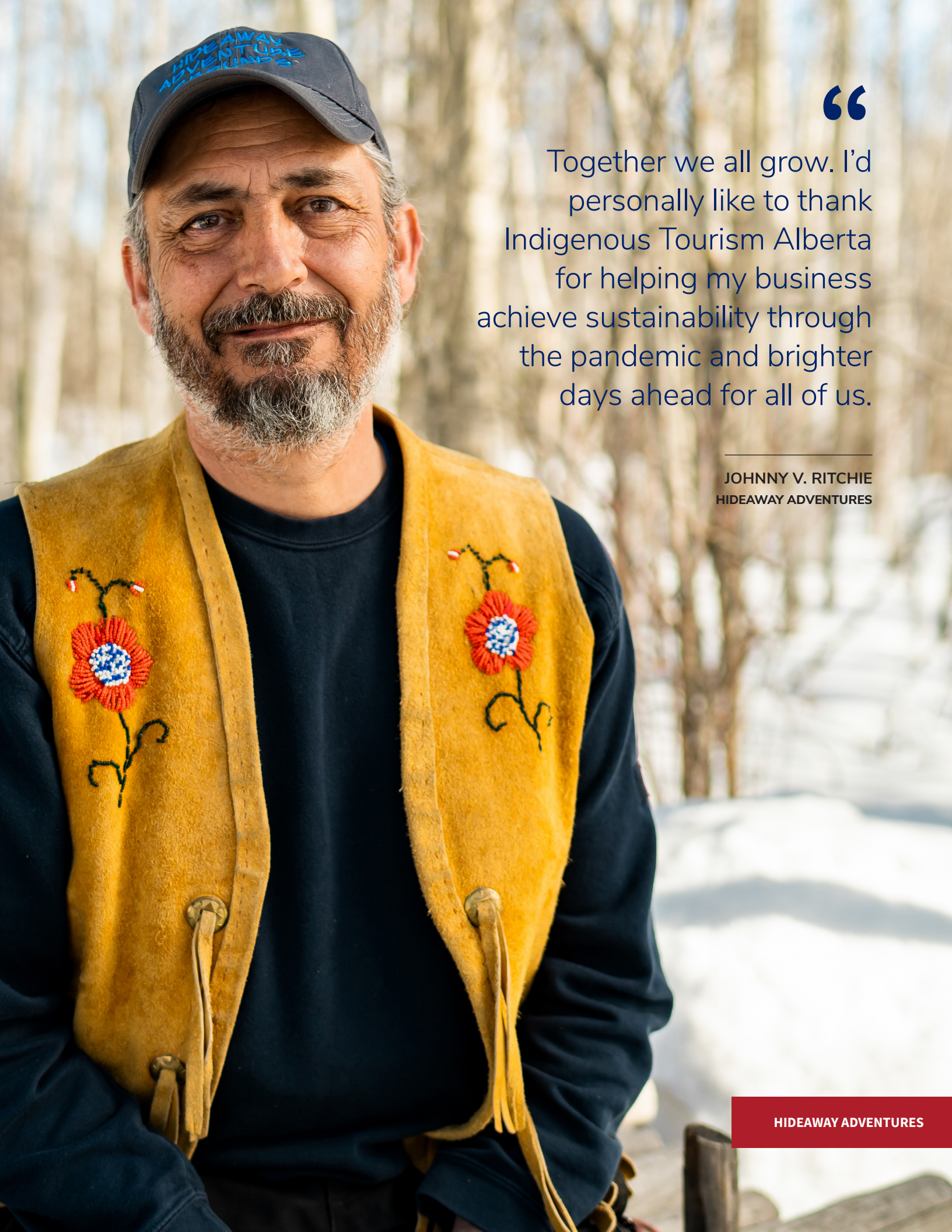


COMPLETED THE FIRST COMPREHENSIVE LABOUR MARKET STUDY LOOKING AT INDIGENOUS TOURISM EMPLOYMENT IN ALBERTA AND RECOMMENDED NEXT STEPS



INDIGENOUS TOURISM IN ALBERTA NAMED TO NATIONAL GEOGRAPHIC'S BEST OF THE WORLD IN 2023





“

Together we all grow. I'd personally like to thank Indigenous Tourism Alberta for helping my business achieve sustainability through the pandemic and brighter days ahead for all of us.

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JOHNNY V. RITCHIE  
HIDEAWAY ADVENTURES

HIDEAWAY ADVENTURES

# A SNAPSHOT OF COMPLETED KEY PRIORITIES

## DEVELOPMENT GOALS

## MARKETING GOALS

## PARTNERSHIP & LEADERSHIP GOALS



# 400

DELEGATES HOSTED AT TWO-DAY IN-PERSON SUMMIT



# 100%

GROWTH IN SOCIAL MEDIA COMMUNITY SIZE WHILE MAINTAINING OR BETTERING INDUSTRY AVERAGE ENGAGEMENT RATE



# 2

STRATEGIC PARTNERSHIPS BUILT OUT WITH CLEAR DELIVERABLES



# 170

MEMBERSHIPS MAINTAINED WITH INDUSTRY PARTNER GROWTH FROM 18 TO 30



# 100%

INCREASE IN PAGE VIEWS ON ITA'S WEBSITE



# 5

INDUSTRY EVENTS SPOKEN AT



# 15

ITA MEMBERS COMPLETED THE GOOD RELATIONS MENTORSHIP PROGRAM WITH IN-PERSON TRAINING FOR EACH PARTICIPANT



# 10

EARNED-MEDIA PLACEMENTS THAT SCORE TOP MARKS IN MEDIA QUALITY SCORE



# 3

EARNED MEDIA MENTIONS POSITIONING ITA AS THOUGHT LEADER



# 3

TRAVEL TRADE EVENTS ATTENDED THAT TARGET KEY ITA MARKETS

For full results, see appendix.



INDIAN TRAIL ADVENTURES

# PARTNERS

Indigenous Tourism Alberta is grateful for the ongoing support of the following valued partners.



Indigenous Services  
Canada

Services aux  
Autochtones Canada



Prairies Economic  
Development Canada

Développement économique  
Canada pour les Prairies

# APPENDIX A: KEY PERFORMANCE INDICATORS

	Deliverable	Activity	KPI Target	Completion
Marketing	Member Support & Engagement	<ul style="list-style-type: none"> <li>Educate members on developing marketing and communication strategies and best practices</li> <li>Assist members in making experiences bookable online</li> </ul>	<ul style="list-style-type: none"> <li>One webinar on marketing basics</li> <li>Monthly member portal content on marketing (blogs, videos, etc)</li> <li>Complete feasibility study on online booking tool</li> </ul>	100%
	Digital & Social Communities	<ul style="list-style-type: none"> <li>Grow a vibrant community of advocates to amplify ITA messages</li> <li>Inspired visitors to the ITA website to learn more</li> </ul>	<ul style="list-style-type: none"> <li>Page views on ITA's website increase 100% YOY</li> <li>Growth in social media community size of 100% YOY while with maintaining or bettering industry average engagement rate of 4%</li> <li>Plan and implement network of Indigenous creators around province</li> </ul>	100%
	Earned Media & Influencer Marketing	<ul style="list-style-type: none"> <li>Develop and implement a media quality scoring system to rank media mentions by both quality and quantity</li> <li>Strategize an influencer campaign to reach Curious Adventures</li> </ul>	<ul style="list-style-type: none"> <li>10 earned media placements that score top markets on the system</li> <li>Implement influencer strategy</li> </ul>	100%
	Integrated Marketing Campaigns	<ul style="list-style-type: none"> <li>One winter and one summer marketing campaign</li> </ul>	<ul style="list-style-type: none"> <li>Increase of 30% for summer campaign and 20% for next winter's campaign over winter 2021's metrics (TBD)</li> </ul>	100%
	Travel Trade & Media	<ul style="list-style-type: none"> <li>Establish relationships with key RTOs</li> <li>Host product knowledge sessions with Travel Trade</li> <li>Attend Travel Trade events that target ITA key markets</li> <li>Highlight ITA in Travel Trade media publications</li> </ul>	<ul style="list-style-type: none"> <li>Establish relationships with 4 key RTOs</li> <li>Host 3 product knowledge sessions with Travel Trade</li> <li>Attend 3 Travel Trade events that target ITA key markets</li> <li>Highlight ITA in one Travel Trade media publications</li> <li>Create 6 new multi-day itineraries for travel-trade</li> </ul>	100%
	Partnership	<ul style="list-style-type: none"> <li>Increase frequency and quality of Indigenous tourism marketing products in the marketing activities of DMO partners in Alberta</li> </ul>	<ul style="list-style-type: none"> <li>Create and distribute easy-to-use marketing toolkits for each North Star DMO</li> <li>Organize FAM opportunities for key DMO stakeholders</li> </ul>	100%
	Industry Communications & PR	<ul style="list-style-type: none"> <li>Highlight ITA or Indigenous tourism successes to stakeholders</li> <li>Highlight partnership successes that impact both Indigenous and non-Indigenous stakeholders</li> <li>Position ITA as an industry leader in Indigenous tourism</li> </ul>	<ul style="list-style-type: none"> <li>3 positive earned media mentions about Indigenous tourism success stories</li> <li>3 earned media mentions positioning ITA as thought leader</li> </ul>	100%
	Member Communications & PR	<ul style="list-style-type: none"> <li>Educate members on marketing and business</li> <li>Inform members of important relevant opportunities, events and initiatives</li> <li>Inspire members and potential members by showcasing successes by peers in their communities</li> </ul>	<ul style="list-style-type: none"> <li>Monthly member educational content creation</li> <li>12 member e-newsletters that grow subscriptions by 10% and increases open/click rates by 20%</li> <li>Monthly success stories shared with members</li> <li>50% of members are active users of the new member portal</li> </ul>	100%
	Sponsorships	<ul style="list-style-type: none"> <li>Sponsor events with customers/markets that overlap with target markets</li> </ul>	<ul style="list-style-type: none"> <li>Three sponsorships</li> </ul>	100%

	Deliverable	Activity	KPI Target	Completion
Development	Alberta Indigenous Tourism Summit	<ul style="list-style-type: none"> <li>Enable member/industry education and connection opportunity by hosting Alberta Indigenous Tourism Summit</li> </ul>	<ul style="list-style-type: none"> <li>Host two-day in-person summit with awards gala for 400 delegates</li> </ul>	100%
	ITA Members value their membership	<ul style="list-style-type: none"> <li>Maintain and grow ITA membership</li> </ul>	<ul style="list-style-type: none"> <li>Maintain membership at 170 and grow Industry partners to 30 (from 18)</li> </ul>	100%
	Grow the sustainability of ITA's Indigenous Tourism Business Members	<ul style="list-style-type: none"> <li>Enhance business acumen of members through mentorship</li> <li>Provide stimulus funding to jumpstart member business initiatives</li> <li>Enhance the capacity of non-Indigenous tourism partners to work with Indigenous partners</li> <li>Strengthen partnerships with Indigenous members and industry partners in local regions</li> <li>Strengthen partnerships with Indigenous members and industry partners in local regions</li> <li>Deliver entrepreneur workshops to educate members on business skills</li> <li>Deliver Building Blocks Series to help members ascend toward export-ready status</li> <li>Deliver Community Tourism Pathways Program to equip members in communities with skills for tourism advancement</li> <li>Enhance Community Tourism Pathways Program</li> <li>Develop an Experience Development Program (This was deferred into 2023-24, the pilot delivery, pilot has been created)</li> </ul>	<ul style="list-style-type: none"> <li>15 ITA members will complete Good Relations mentorship program with in-person training for each participant</li> <li>Administer micro-grant program for operators</li> <li>Deliver 9 in-person one-day Indigenous Awareness trainings per year</li> <li>Revamp Good Relations Toolkit</li> <li>Host two in-person or virtual networking events between members and industry</li> <li>Host quarterly Indigenous Tourism Working Groups virtual for all major destinations (Edmonton, Calgary, Lethbridge, Fort McMurray, Grande Prairie, Rockies, Red Deer)</li> <li>Deliver 5 sessions or the equivalent, to 60 participants</li> <li>Develop Indigenous Tourism Builder Block Series based on in-development, visitor, market and export ready</li> <li>Accept five Nation, settlement or community intakes for cohort program, plus host a 6-day tour to tourism attractions</li> <li>Develop Community Pathway 2.0 program</li> <li>Create and deliver a pilot Experience Development Program</li> </ul>	100%



Thank you to the Indigenous Tourism Alberta team for coming out to eat and support us. You guys are absolutely amazing.

CURTIS RED-ROKK CARDINAL

	Deliverable	Activity	KPI Target	Completion
Partnership	Strengthen Partnerships With Regional, Provincial Destination Marketing organizations, Municipalities, and private sector	<ul style="list-style-type: none"> <li>Establish Partnerships with Private and Public sector organizations to further Alberta Indigenous Tourism</li> </ul>	<ul style="list-style-type: none"> <li>Build out two strategic partnerships with clear deliverables</li> </ul>	100%
	Create and maintain a consistent funding model to ensure organizational sustainability and success	<ul style="list-style-type: none"> <li>Maintain Financial support to sustain Indigenous Tourism Alberta</li> </ul>	<ul style="list-style-type: none"> <li>Confirm signed multi-year funding agreement that meets foundational needs of the organizations to succeed</li> </ul>	100%
	Strengthen relationships with Indigenous Communities and entrepreneurs across the 4 - regions of Alberta	<ul style="list-style-type: none"> <li>Work with all regions of Alberta's Indigenous Communities</li> </ul>	<ul style="list-style-type: none"> <li>Engage with each Indigenous community and entrepreneur identified by ITA</li> </ul>	100%



	Deliverable	Activity	KPI Target	Completion
Leadership	Commitment to Indigenous Tourism In Alberta	<ul style="list-style-type: none"> <li>Continue to complete and established industry focused research to support decision making for ITA and their members</li> </ul>	<ul style="list-style-type: none"> <li>Provide industry with up to date research and statistics provided by Industry partnerships (ITAC/GOA, TA)</li> <li>Maintain engagement and participation with economic development working groups throughout Alberta.</li> </ul>	100%
	ITA is Valued as the leader of Indigenous Tourism for Alberta by all partners	<ul style="list-style-type: none"> <li>Maintain and grow ITA membership</li> </ul>	<ul style="list-style-type: none"> <li>Speak at a minimum of five industry events</li> <li>Ensure industry growth measurements are taken annually, implement a membership engagement and satisfaction survey among members and industry</li> <li>Ensure timely reporting and communication with all funding partners on updates and highlights and ITA's success.</li> </ul>	100%
	Work with key stakeholders to develop long term Indigenous Tourism development plan	<ul style="list-style-type: none"> <li>Create a strategic document with stakeholders to showcase ITA as a partner in rebuilding Tourism in Alberta</li> </ul>	<ul style="list-style-type: none"> <li>Build Relationships with economic development and tourism groups across the province to create and implement/ integrate Indigenous tourism product into existing operations</li> </ul>	100%
	Support the supply of leadership and business skills and labour to enhance visitor experiences through quality service, hospitality, and cultural protocols	<ul style="list-style-type: none"> <li>Implement research and studies that further support ITA membership while delivering authentic Indigenous Experiences</li> </ul>	<ul style="list-style-type: none"> <li>Support ITAC's national standards</li> <li>Explore industry research projects for further provincial insight</li> <li>Support National RISE program</li> <li>Ensure alignment with economic measurement tools with GOA</li> </ul>	100%
	Build organizational efficiencies while increasing organizational capacity	<ul style="list-style-type: none"> <li>Enhancement of internal process</li> </ul>	<ul style="list-style-type: none"> <li>Create and enhance internal processes for each department</li> </ul>	100%
	ITA Members value their membership	<ul style="list-style-type: none"> <li>Host annual general meeting for members</li> </ul>	<ul style="list-style-type: none"> <li>Host yearly general meeting for all members</li> </ul>	100%

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I'm proud to be a member of ITA since 2023 & I have so many new friends!

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AZURE JOHNSON



# APPENDIX B: FINANCIAL STATEMENTS

**Indigenous Tourism Alberta**  
**Financial Statements**  
*March 31, 2023*

# Independent Auditor's Report

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To the Members of Indigenous Tourism Alberta:

## Opinion

We have audited the financial statements of Indigenous Tourism Alberta (the "Association"), which comprise the statement of financial position as at March 31, 2023, and the statements of operations and changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Association as at March 31, 2023, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

## Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Association in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Association's financial reporting process.

## Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Calgary, Alberta

August 28, 2023

The logo for MNP LLP, featuring the letters 'MNP' in a large, bold, sans-serif font, followed by 'LLP' in a smaller, similar font.

Chartered Professional Accountants

# Indigenous Tourism Alberta Statement of Financial Position

*As at March 31, 2023*

	2023	2022
<b>Assets</b>		
<b>Cash</b>		
Cash	30,480	202,887
Accounts receivable (Note 3)	526,947	213,630
Prepaid expenses and deposits	16,726	120,038
	574,153	536,555
<b>Capital assets (Note 4)</b>	8,853	10,448
	583,006	547,003
<b>Liabilities</b>		
<b>Current</b>		
Accounts payable and accruals	413,722	88,109
Deferred contributions (Note 6)	96,354	444,119
	510,076	532,228
<b>Deferred contributions related to capital assets (Note 7)</b>	5,205	10,448
	515,281	542,676
<b>Contingency (Note 9)</b>		
<b>Net Assets</b>	67,725	4,327
	583,006	547,003

Approved on behalf of the Board



Director

John Ritchie



Director

Brenda Holder

*The accompanying notes are an integral part of these financial statements*

# Indigenous Tourism Alberta

## Statement of Operations and Changes in Net Assets

*For the year ended March 31, 2023*

	<b>2023</b>	<b>2022</b>
<b>Contributions</b>		
Indigenous Services Canada	1,189,501	846,546
Other grant revenue		
Prairies Canada - Strategic Plan	1,850,000	843,000
Travel Alberta - Partnership Agreement	1,650,000	1,200,000
Indigenous Tourism Association Canada	176,555	76,555
Indigenous Tourism Association Canada - Cultural Feasibility Study	65,000	-
Indigenous Tourism Association Canada - Accreditation Program	25,000	-
Travel Alberta - Cultural Centre Feasibility Study	-	100,000
Ministry of Labour - Government of Alberta	1,800	100,000
Summit registrations, sponsorships, and other	167,986	52,745
Memberships	14,461	-
Deferred revenue - from prior years	444,119	369,671
Deferred revenue - future expenditures	(96,354)	(444,119)
	<b>5,488,068</b>	<b>3,144,398</b>
<b>Revenue deferred for capital asset purchases</b>	<b>-</b>	<b>(8,478)</b>
	<b>5,488,068</b>	<b>3,135,920</b>
<b>Expenses</b>		
Marketing/advertising	2,477,286	1,376,728
Administration, salaries and benefits	987,977	282,330
Summit expenses	431,425	341,758
Community development	307,884	193,666
Travel	293,109	249,115
Contracted services	218,120	454,990
Community readiness	213,942	7,676
Cultural	111,655	15,947
Conferences	92,477	26,375
Indigenous entrepreneur development program	66,035	7,176
Professional fees	63,931	49,882
Office rent	44,158	23,662
Non-recoverable Goods and Services Tax	42,079	43,417
Computer	23,014	16,326
Office expenses	20,978	23,682
Training and education	9,937	1,402
Meals and entertainment	9,191	5,689
Bank charges and interest	5,758	3,721
Insurance	2,900	4,083
Amortization	730	-
Membership fees	2,084	8,295
	<b>5,424,670</b>	<b>3,135,920</b>
<b>Excess of revenue over expenses before other items</b>	<b>63,398</b>	<b>-</b>

*Continued on next page*

*The accompanying notes are an integral part of these financial statements*

# Indigenous Tourism Alberta

## Statement of Operations

For the year ended March 31, 2023

	2023	2022
<b>Excess of revenue over expenses before other items</b> <i>(Continued from previous page)</i>	<b>63,398</b>	-
<b>Other items</b>		
Amortization of deferred capital contributions	5,243	3,830
Amortization	(5,243)	(3,830)
	-	-
<b>Excess of revenue over expenses</b>	<b>63,398</b>	-
<b>Net assets, beginning of year</b>	<b>4,327</b>	4,327
<b>Net assets, end of year</b>	<b>67,725</b>	4,327

*The accompanying notes are an integral part of these financial statements*

# Indigenous Tourism Alberta

## Statement of Cash Flows

For the year ended March 31, 2023

	2023	2022
<b>Cash provided by (used for) the following activities</b>		
<b>Operating</b>		
Excess of revenue over expenses	63,398	-
Amortization	5,972	3,830
Amortization of deferred contributions related to capital assets	(5,243)	(3,830)
	64,127	-
Changes in working capital accounts		
Accounts receivable	(313,317)	92,276
Prepaid expenses and deposits	103,312	(111,533)
Accounts payable and accruals	325,613	56,892
Deferred contributions	(347,765)	74,448
	(168,030)	112,083
<b>Financing</b>		
Cash contributions received for capital assets	-	8,478
<b>Investing</b>		
Purchase of capital assets	(4,377)	(8,478)
<b>Increase (decrease) in cash resources</b>	<b>(172,407)</b>	<b>112,083</b>
<b>Cash resources, beginning of year</b>	<b>202,887</b>	<b>90,804</b>
<b>Cash resources, end of year</b>	<b>30,480</b>	<b>202,887</b>

The accompanying notes are an integral part of these financial statements

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Indigenous Tourism Alberta acknowledges that we are on traditional territories, meeting grounds, gathering places, and traveling routes that are home to many First Nations, Metis and Inuit. We acknowledge with respect the traditional territories of Treaty 4, 6, 7, 8, and 10. We also acknowledge the homelands of the Otipemsiwak Metis Government, including the eight Métis Settlements, and the 22 Métis Districts. We are grateful for the traditional knowledge keepers and elders that are still with us today.

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