



Indigenous Tourism Alberta Announces Inaugural Alberta Indigenous Tourism Summit

April 2, 2019 at River Cree Resort & Casino – Edmonton, AB

February 13, 2019, Treaty 7 Territory (Calgary, Alberta): Indigenous Tourism Alberta (ITA), with a mandate to grow the Indigenous tourism economy in Alberta, announces its first annual Alberta Indigenous Tourism Summit.

The Alberta Indigenous Tourism Summit (AITS2019) will be on April 2, 2019 held at the Indigenous-owned River Cree Resort & Casino on Enoch Cree Nation.

In this first annual Indigenous tourism summit for ITA, the organization is hosting a one-day gathering of Indigenous tourism operators, Indigenous community leaders and industry supporters sharing opportunities and best practices to build, grow and succeed in the rapidly growing industry of authentic Indigenous tourism.

Indigenous Tourism Alberta has organized a full day of speakers, panels and group discussions to help Indigenous entrepreneurs and Indigenous communities discover pathways to success in Indigenous tourism. This event will bring together those interested in or actively operating in Alberta's rapidly growing Indigenous tourism industry. AITS2019 participants will learn about significant economic opportunities while respectfully sharing Indigenous cultural experiences.

The Summit topics in the one-day agenda will concentrate on both business development and marketing while also providing broader perspective to the significant Indigenous tourism economic opportunity. Summit participants will gain a better understanding of how to establish or grow their business through improving their business readiness. Marketing presentations by industry experts will include information on developing effective tourism marketing content and using social media to maximize your marketing success.

The first annual Alberta Indigenous Tourism Summit welcomes Hal Eagletail, owner of Eaglestar Enterprises as the Summit Emcee. Confirmed speakers include Cowboy Smithx, an Indigenous Filmmaker and founder of REDx Talks, Bill Alexander, Executive Chef at the Grey Eagle Resort & Casino and Shayne Chartrand, Executive Chef at SC, the premier restaurant at the River Cree Resort & Casino.

"It's important that Indigenous tourism entrepreneurs in Alberta have an event like this to learn and share," said Tarra Wright Many Chief, Executive Director of ITA. "This event will be an important opportunity to come together to build and succeed in the quickly growing Indigenous tourism industry while sharing culture and growing the Indigenous economy in Alberta. ITA is also proud to announce that the Summit event partners are Travel Alberta and Alberta Culture and Tourism."

Tickets are \$75 and are now on sale and includes breakfast and lunch. There is also a special rate of \$50 for community elders. Go to www.IndigenousTourismAlberta.ca/Summit for more Summit information.

About Indigenous Tourism Alberta

Incorporated in 2018 as a not-for-profit society, Indigenous Tourism Alberta (ITA) provides leadership in the development and marketing of authentic Indigenous tourism experiences across Alberta through innovative partnerships. The ITA board consists of 7 board members representing Indigenous tourism businesses from across Alberta. Indigenous tourism currently generates \$130 million in spending in Alberta, providing jobs and supporting entrepreneurs, businesses and communities.

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