Protect, Restart, Recover

A Framework for Ontario Indigenous Tourism Businesses
Agenda

01 | COVID-19 impacts on the Ontario Indigenous tourism industry
02 | Introduction to the Path Forward
03 | Our 3 Phase Approach
04 | Business Support Broker Services
05 | Q & A
INDIGENOUS TOURISM ONTARIO

Indigenous Tourism Ontario (ITO) is the province’s first and only dedicated Indigenous tourism organization that focuses on uniting communities, Indigenous organizations and industry leaders to support the growth of Indigenous tourism in Ontario.
### 2019-20 Economic Impact

**Updated: May 1, 2019**

<table>
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<tr>
<th>Region</th>
<th>Revenue (B)</th>
<th>Businesses</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nationwide</td>
<td>$1.7b</td>
<td>1,875</td>
<td>39,038</td>
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<tr>
<td>Newfoundland &amp; Labrador</td>
<td>$48m</td>
<td>72</td>
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<td>Quebec</td>
<td>$156m</td>
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<tr>
<td>Alberta</td>
<td>$166m</td>
<td>125</td>
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<td>Nunavut</td>
<td>$134m</td>
<td>107</td>
<td>1,727</td>
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<td>Prince Edward Island</td>
<td>$4m</td>
<td>20</td>
<td>187</td>
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<tr>
<td>Ontario</td>
<td>$622m</td>
<td>558</td>
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<td>British Columbia</td>
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<td>Saskatchewan</td>
<td>$117m</td>
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Prior to COVID-19

- $622M in Direct Revenues
- 12,924 Jobs in Indigenous Tourism
- 558 Businesses

[2019-20 Economic Impact, Indigenous Tourism Association of Canada]
COVID-19 Projected Impacts – March 16th, 2020

- Loss of ~ $330M in Direct Revenues
- Loss of ~ 4K Jobs
- Loss of ~ 140 Businesses

[March 16th, 2020: COVID-19 ONTARIO INDIGENOUS TOURISM SECTOR IMPACT ANALYSIS – ITO]
COVID-19 Projected Impacts – April 27th, 2020

Loss of

~ $330M
In Direct Revenues

~ 4K
Jobs

~ 267
Businesses

[APRIL 28th, 2020: THE PATH FORWARD– ITO]
THE PATH FORWARD

A FRAMEWORK FOR ONTARIO INDIGENOUS TOURISM RECOVERY
3 Phase Approach

01 Protect
Phase 1: Work with all of our valuable funders and partners to engage Business Support Brokers

02 Restart
Phase 2: ITO will engage Business Recovery Specialists

03 Recover
Phase 3: ITO will engage Business Development experts to implement a "new Indigenous tourism model"
Protect: Phase 1

1. Support and align with direct Investment into national partners such as ITAC, Destination Canada, TIAC, and Tourism HR Canada; Provincial partners such as the Tourism Industry Association of Ontario (TIAO), other Ontario Tourism Sector organizations, and regional partners like the Ontario Regional Tourism organizations.

2. Engage Business Support Brokers' to help businesses apply to any relevant Federal or Provincial business support programs;

3. Prepare businesses for opportunities with ITO and various partners;
Business Support Brokers Network

1. Complete a thorough business profiles for all Indigenous business members.
2. Assist businesses in completing and/or reviewing their ITAC Stimulus Fund application.
3. Identify and guide the business through two other business support programs.
4. Review and complete ITAC Market and/or Export Ready ITAC checklist(s) – if applicable.
5. Identify and connect the business owners to a minimum of 3 possible marketing opportunities.
6. Introduce the ITO Three Phase approach to Recovery.
7. Submit a “Business Rescue Activity Report” to each Business Owner
ITAC STIMULUS FUND HIGHLIGHTS

$14.5 M
In Requests to ITAC

$2.5 M
Available for Disbursement from ITAC

604
Total National Applications
ITAC STIMULUS FUND – ONTARIO HIGHLIGHTS

~$3.4 M

In Requests to ITAC

141

Total Applications
ITAC STIMULUS FUND – N. ONTARIO HIGHLIGHTS

~$2.4 M

In Requests to ITAC

92

Applications
ITAC STIMULUS FUND – S. ONTARIO HIGHLIGHTS

~$1.0 M

In Requests to ITAC

49

Applications
Restart: Phase 2

1. Establish Virtual and a Virtual Reality Tours presence and revenue sharing model to benefit Businesses, Cultural Entrepreneurs and Knowledge Keepers.


3. Continue to align with marketing and training initiatives offered by ITO, ITAC, and all other partners.
Recover: Phase 3

1. Support a more sustainable and financially viable Indigenous tourism industry throughout Ontario that is respectful and aligns more closely with the philosophies of Indigenous people.

2. Continue to utilize the Indigenous Tourism Industry as a means of Cultural celebration and Economic Reconciliation by continuing to support Indigenous tourism businesses in a meaningful way.

3. Continue to develop and showcase the Ontario Indigenous tourism sector to the world through collaboration and working in a mutually beneficial manner with partners.
#Miigwetch

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