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Destination Greater Victoria to sponsor International Indigenous Tourism Conference in 2019, 2020, 2021

VICTORIA, B.C. – Destination Greater Victoria and Indigenous Tourism Association of Canada have signed a memorandum-of-understanding (MoU) for Destination Greater Victoria to sponsor the International Indigenous Tourism Conference (IITC) in 2019, 2020 and 2021, both organizations announced today.

The IITC is a three-day conference with presentations focused on inspiring communities and entrepreneurs to explore Indigenous tourism as an economic driver. The 2019 conference will be held in Kelowna, BC from November 12-14 in the traditional territory of the Syilx Nation and in partnership with the Nlakapamux and Secwepemc Nations, Tourism Kelowna, Thompson Okanagan Tourism Association, and Indigenous Tourism BC. Destination Greater Victoria also sponsored the IITC in 2017 and 2018.

“There is enormous potential in Indigenous tourism – both in Greater Victoria and across BC” said Paul Nursey, CEO of Destination Greater Victoria. “Our organization is prioritizing partnership with Indigenous communities in Greater Victoria and supporting them as they develop their visitor economies. Sponsoring the IITC is in line with our strategic vision as well as our values.”

“I would like to thank Paul Nursey and the team at Destination Greater Victoria for their sponsorship of the International Indigenous Tourism Conference” said Keith Henry, President and CEO of Indigenous Tourism Association of Canada. “The conference will create a robust discussion on the future of Indigenous tourism and will allow delegates to share best practices in Indigenous destination development, management and promotion.”

Under the terms of the partnership, Indigenous Tourism Association of Canada will receive from Destination Greater Victoria a total of \$15,000 for Destination Greater Victoria’s sponsorship of the IITC - \$5,000 a year in each of the three years. Destination Greater Victoria also commits staff resources and expertise to support marketing and promotion of the IITC.

The MoU strengthens the relationship between Destination Greater Victoria and Indigenous Tourism Association of Canada. The two organizations have worked as key strategic partners on previous events such as IMPACT Travel & Tourism Sustainability Conference. The MoU also continues Destination Greater Victoria’s commitment to Indigenous tourism following involvement in events such as the Victoria Indigenous Cultural Festival.

Destination Greater Victoria (Greater Victoria Visitors and Convention Bureau) is our region’s official, not-for-profit destination marketing organization working in partnership with nearly 1,000 businesses and municipalities in Greater Victoria.

Indigenous Tourism Association of Canada seeks to improve the socio-economic situation of Indigenous people within the ten provinces and three territories in Canada through economic development advisory services, conferences and professional development training and other services to tourism operators.

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