

Westjet and Indigenous Tourism Association of Canada announce nine 2020/2021 grant recipients

"In the last five years, Indigenous tourism had seen such positive growth. Beyond the economic opportunities, what I loved seeing the most was the social-cultural impacts. People being proud of who they are and realizing their story is important, that their lives and culture matter in the fabric of our country."

- Keith Henry, President and CEO
Indigenous Tourism Association of Canada

Indigenous tourism

directly supports 1,800 businesses and 40,000 jobs

\$ **1.9** billion

From 2014 to 2017, Indigenous tourism grew 23.2% - Canada's overall tourism grew 14.5%.

Pre-COVID estimated 2019 GDP

