



Jill Larkham - Chair

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# WAS CREATED

## Indigenous Tourism GAPS

- Low market awareness →
- Lack of alignment →
- Lack of capacity →
- Inconsistencies →

## NLITA

- Opportunity to use a focused Indigenous marketing lens
- Opportunity to align past, present, and future indigenous tourism assets
- Opportunity to remove barriers and accelerate growth for indigenous tourism businesses, regardless of affiliation
- Opportunity for all indigenous entrepreneurs, businesses, and groups to gain industry specific assistance

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**The Indigenous Tourism Industry is  
GROWING**

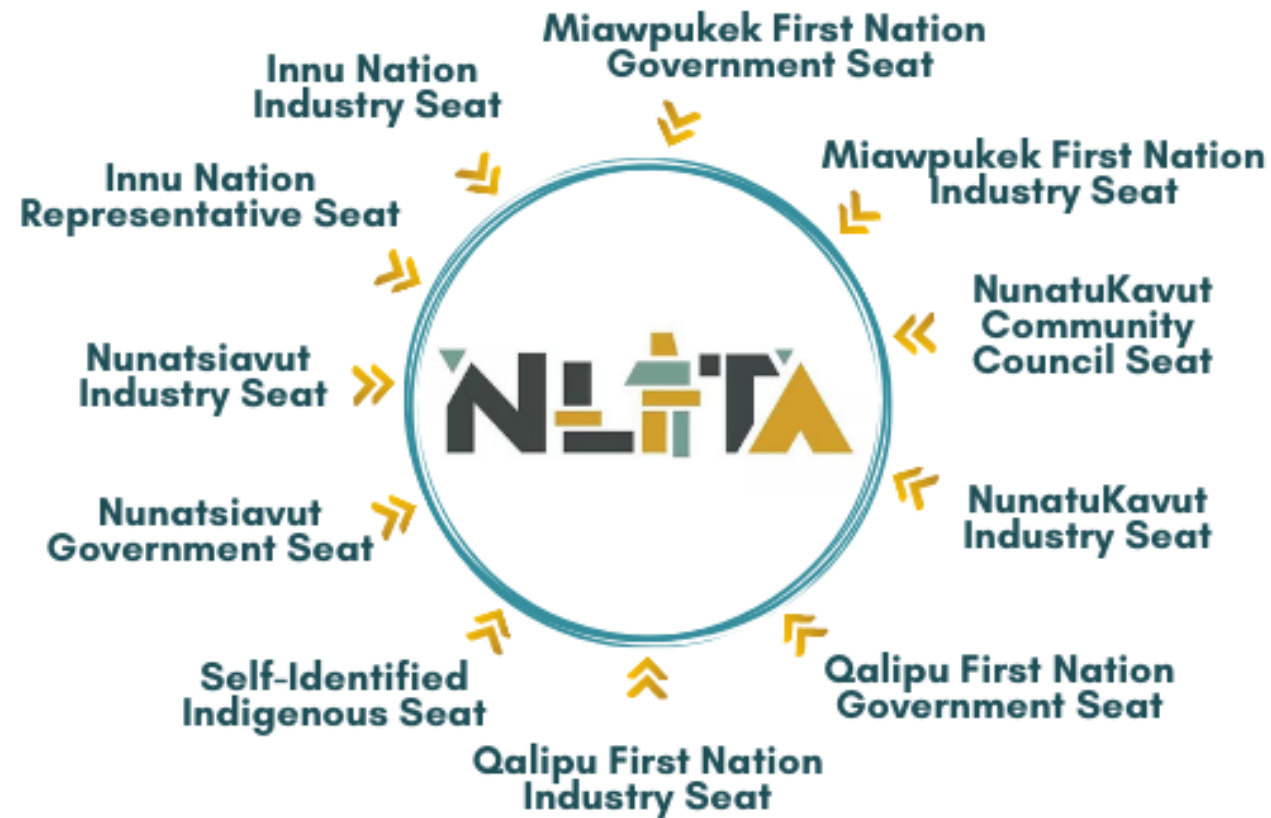


WAS CREATED BY INDIGENOUS PEOPLE  
FOR INDIGENOUS PEOPLE

- Networking with Indigenous Tourism Association of Canada (ITAC) and Indigenous Groups throughout NL
- 2018 Indigenous Tourism Forum
- 2019 Working Committee & created 5 year Strategic Plan
- 2020 Incorporation as Non-Profit Indigenous Tourism Association
- 2021 First official AGM and Welcomed Indigenous Tourism Members
- 2022 Hired Staff and Formalized Partnerships

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# BOARD OF DIRECTORS





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# NLTA 2023 BOARD OF DIRECTORS



Jill Larkham



Colleen  
Lambert



Niki Greeley



Kellie Kerpan



Pete Barrett



Benita  
Penney



Gordon  
Rendell



Daphne  
March



Susan  
Quann





# STAFF



Executive Director



Experience Coordinator



Marketing Coordinator



Office Assistant

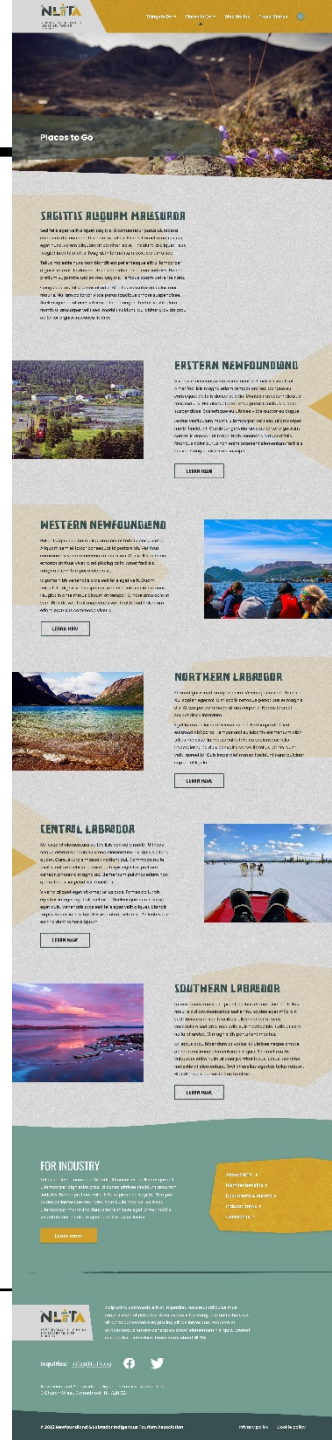
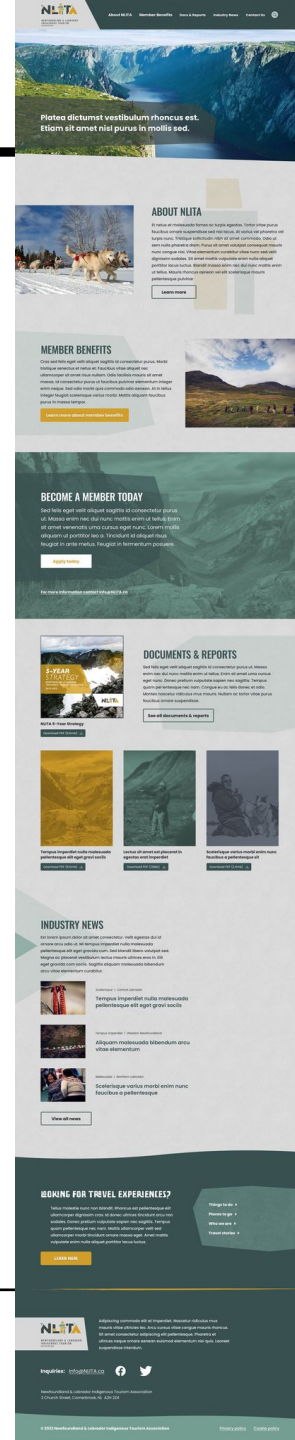
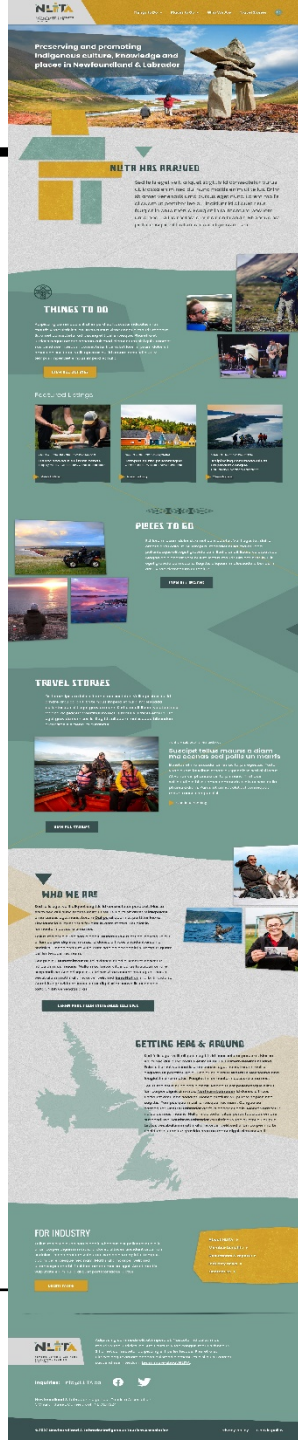


Events Coordinator





# WEBSITE





## Indigenous Tourism Network NL

 Public group · 226 members

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[Discussion](#)

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[Topics](#)

[Events](#)

[Media](#)

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## AIMS TO CONNECT THE DO

- Direct visitors
- Increase sales
- Increase employment opportunities
- Inspire product development
- Empower indigenous marketing
- Grow the Indigenous Destination
  - Enhance Indigenous Communities



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