



# Tourism and Hospitality

*Catalyste+ is a Canadian economic development organization. We collaborate with Indigenous businesses, governments and community organizations to strengthen capacity and advance inclusive economic growth.*

*Through a collaborative, consultative and coaching approach, our Catalyste+ Advisors share knowledge and expertise to assist our Indigenous clients in achieving their immediate and long-term goals.*

From accomplished hoteliers and restaurateurs to senior tourism directors, Catalyste+'s highly skilled experts help businesses and communities navigate the competitive landscape of the tourism and hospitality sector.

## Functional and Technical Expertise

- Business Development
- General Management
- Strategic Planning
- Financial Management
- Accounting and Audit
- Operations
- Tourism Development
- Sustainable Tourism Management
- Market Assessment and Development
- Parks Management
- Destination Marketing
- Supply Chain Management
- and more...

## Our Services

- Coaching and mentorship
- Training and workshops
- Project management advice
- Product and service development advice

## Our Clients

- Tribal and band councils
- Economic development officers
- Entrepreneurs
- Community leaders
- Government institutions

# Client Stories



## Enhancing market access for tourism operator

A young Inuit entrepreneur worked with a Catalyste+ tourism development Advisor who specializes in marketing and branding to develop business expansion strategies for his adventure travel company. The Catalyste+ Advisor guided him through developing a business plan, establishing regional networks and rebranding his company.

“Having a Catalyste+ expert to consult with about my goals and ideas saved me five years of work, and that’s only after talking with him for five hours.”

Kylik Kisoun Taylor  
Founder, Tundra North Tours and Catalyste+ client

## Improving business sustainability of a remote resort

A First Nations-owned hotsprings lodge and resort in a remote part of British Columbia closed due to high overhead costs and low profit in the off-season. The lodge is a critical source of employment and economic growth for the community.

A Catalyste+ Advisor with 35 years of experience in hotel management worked with the lodge’s staff to conduct a needs assessment and market analysis. The operational review led to recommendations on how the business could minimize off-season costs and improve marketing during the high season. As a result of these recommendations, the lodge was able to remain operational.

## Developing a tourism plan for a First Nations in the North

Through a Catalyste+ mentorship program developed in partnership with the Government of Northwest Territories, a newly appointed tourism officer worked with a Catalyste+ Advisor to develop a vibrant tourism industry for her community.

They drafted a business plan for funding applications and developed a marketing strategy, including tourism products and services tailored to local traditions. Months later, they opened a Visitor Information Centre and Tourism Operations headquarters.

## Why work with us?

Our volunteer experts and staff are ready to provide you with full-service support tailored to your needs and resources. We are committed to:

- Ensuring our services are affordable and accessible to communities and businesses
- Connecting you to our network of experts who are driven by passion and not profit
- Delivering high-quality projects from implementation to completion, including troubleshooting
- Promoting strong ethics and values of inclusion, accountability and service excellence

## Apply for expert advice

1-800-268-9052 ext. 4113 | [catalysteplus.org/our-work/programs/indigenous-and-northern-services](https://catalysteplus.org/our-work/programs/indigenous-and-northern-services)