



IMPACT TOURISM: Giving Time, Talent, & Treasure

A World Tourism Day Forum

Community Perspectives

K'odi Nelson (Chief Mawiyalidzi)



Center for Responsible Travel



OAS

More rights
for more people



KWAKWAKA'WAKW TERRITORY

WAKEMAN SOUND

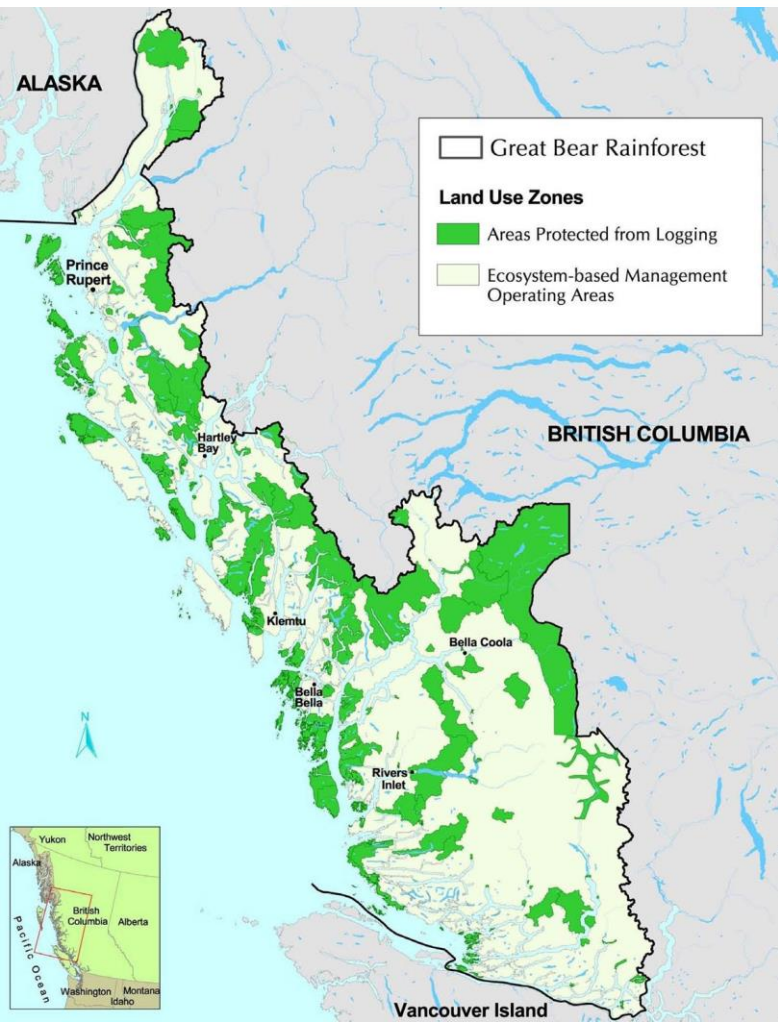
KINGCOME INLET

BOND SOUND

THOMPSON SOUND

ALERT
BAY





Our Strength: The Potlatch



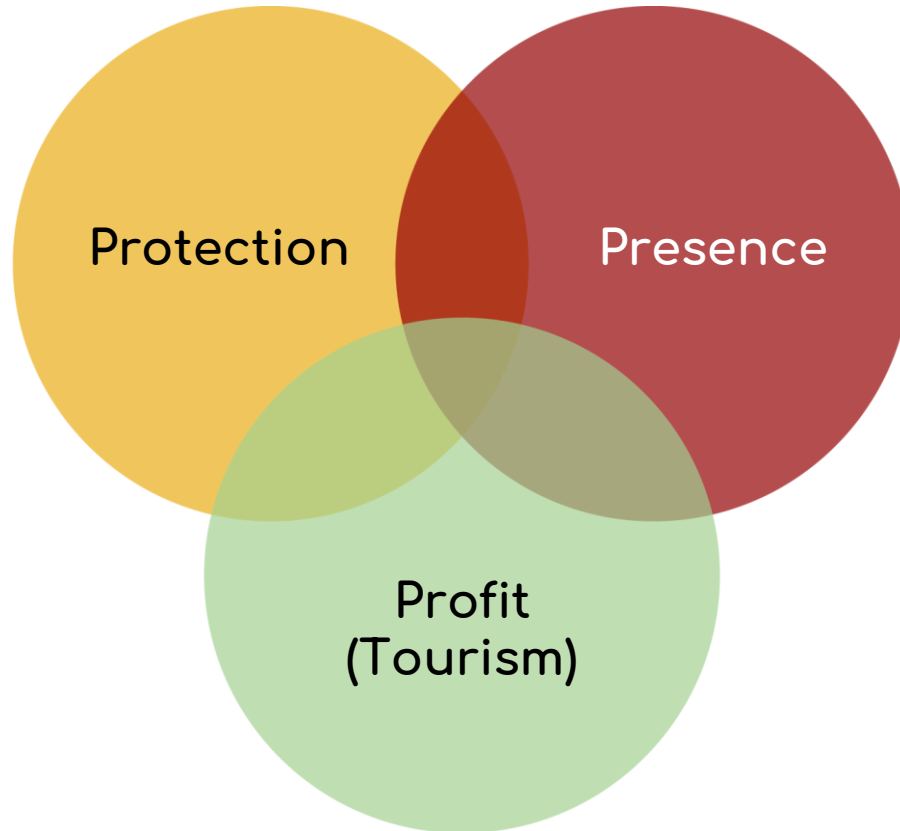
Healing Lodge and Cultural Education Centre



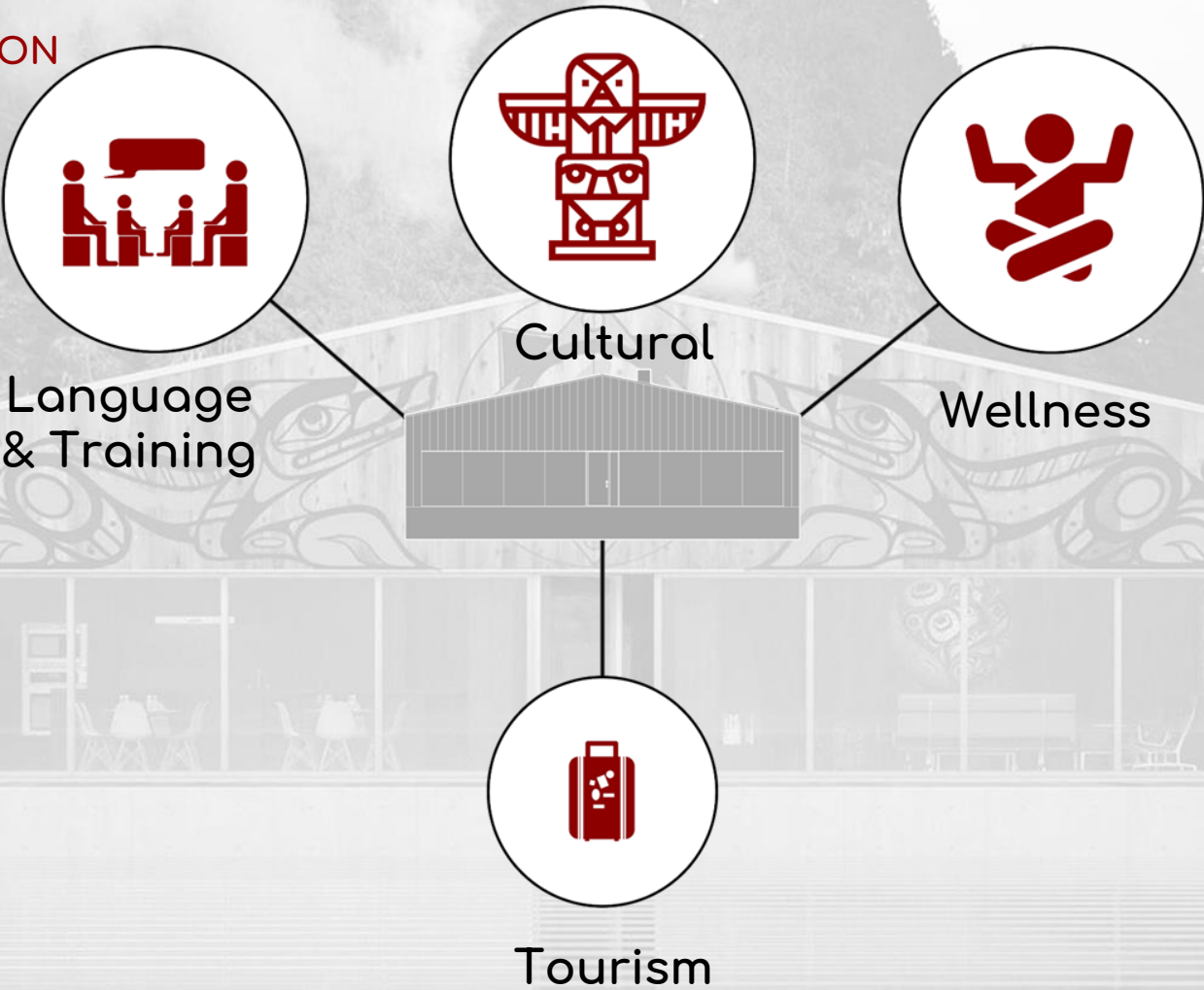
Nawalakw
Healing Society



THE APPROACH: Impact Tourism



VALUE CREATION
SERVICES



BUSINESS MODEL

Nawalakw Corp.

Eco-Tourism

Nine room high-end lodge to capitalize on the fastest growing segments within a thriving tourism sector in British Columbia and Canada — adventure travel, eco- and Indigenous tourism, offering custom-tailored experiences at premium pricing.

Estimated revenue: \$3 million+

Estimated profits: \$800k+

Nawalakw Healing Society

Language and Training

Camp and kitchen facilities. Set up to offer multi-day immersive language programs for students and elders, wellness programming for community members as well as serving as a training and certification facility for Indigenous tourism programs.

- *More than a half million hours of wellness programming over the next decade*
- *Cultural and language fluency for 1700 Youth*

Infrastructure and Staff Housing

Profits















Gilakasta



Nawalakw
Healing Society

Healing Lodge and
Cultural Education Centre