



WHAT'S YOUR NEW TOURISM IDEA?



Indigenous Tourism Ontario (ITO) and the Tourism Innovation Lab have launched the 2nd edition of the Skode Program, an initiative to spark new Indigenous tourism ideas and experiences that authentically represent, celebrate, and promote Indigenous culture, heritage, language, cuisine and communities in Ontario.

The program matches selected applicants with a mentor and provides a \$5,000 non-repayable contribution to advance their new tourism ideas to the next level of development. **Applications are being accepted until March 4th.** Following a review by a jury of Indigenous tourism leaders, entrepreneurs and partner representatives, finalists will be invited to a virtual pitch session being held on March 29th where three winners will be selected.

Learn more at www.tourisminnovation.ca/ITO