



KAHNAWÀ:KE TOURISM?

Happy New Year!

Happy New Year from the Kahnawà:ke Tourism team! We hope that you all have a prosperous year filled with joy. As we move forward into another year, let us reflect on the past and use those experiences to propel us towards a brighter future. May you achieve all of your goals and aspirations, and may you find happiness in the journey.

At Kahnawà:ke Tourism, we are dedicated to providing exceptional experiences for all visitors to our beautiful community. We look forward to assisting in coordinating visits and encouraging shopping and dining at some of our fine restaurants. Cheers to a wonderful year ahead!

IN THIS NEWSLETTER

Maple Social Enterprise Feasibility	2
Benchmarking Study	3
Podcast & Visitor Stats	4
Upcoming Events	5



Maple Social Enterprise Feasibility

In our efforts to keep with our mandate of offering sustainable and culturally informed tourist attractions, members of Kahnawà:ke Tourism have spoken at length with locals over the years about our maple syrup industry and its importance to our people. Many Kahnawa'kehró:non are tapping trees and even making their own maple syrup once again. Orontákeri (maple sap), has such a huge significance ceremonially and for our peoples' livelihood as it is the first medicine given to us by Mother Earth in the late winter and early springtime. This is why we are incredibly fortunate to have been successful candidates chosen to receive funding from Indigenous Tourism Québec which has been used to conduct an exploratory study on how we could best incorporate wáhta (maple) into our tourism services. In February 2023, PlanIt Consulting began the process in the form of the Maple Feasibility Study on behalf of Kahnawà:ke Tourism. This research will help determine the community's wants, needs, and hopes for the maple syrup production as a tourism attraction in Kahnawà:ke.

In March 2023, partnering with Kahnawà:ke Survival School (KSS), the Maple Food Festival Sugar Shack Brunch hosted 256 people as a fundraiser for that year's graduating class.



2023 Sugar Shack Brunch

The event featured a showcase of the campus' on site Maple Sugar Shack and guided tours of the surrounding forest of maple trees where guests could see the sap collection and evaporation processes and learn about the history of maple syrup for our people.



The project is ongoing, and we are facilitating discussions with students, staff, parents and alumni allowing for constructive feedback to be given at each step and to gain a clear view of support for the project. We attended the focus groups conducted by PlanIt Consulting where the idea initially sprung forth and created a spark within participants and the tourism team to get the ball rolling on a work-study program for the students. This ideally would entail gainful employment for students at one of our tourism facilities (whether it be new or existing – to be determined through the PlanIt Consultations), and allowing the community to share our version of maple tapping from the Kanien'kehá:ka perspective and history. We are so excited to see where this project goes, how many partnerships within the community we can create, and how we can benefit our youth with an amazing, educational, cultural and fun activity for all! Keep your eyes and ears open for a session to participate and this year's Maple Food Fest Sugar Shack Brunch date!

Benchmarking Study

A benchmarking study is where an organization compares its existing products and services against the practices of leaders in a respective field to learn how best to improve. This study was funded through the economic development tourism relief fund in 2023. Our team worked with PAR Conseils consulting firm in interviewing various Indigenous tourism experts and their successful tourism experiences and especially looked at small town tourism. With this research, we hope to present the data to the community in the next few months, providing a glance at the current tourism industry and what the evolution of Kahnawà:ke Tourism could look like in the coming years. We understand that tourism is an old and new topic for many Kahnawa'kehró:non – we all have our own opinions, experiences and knowledge in the matter. With this study, we hope to be able to incorporate some of this insight into Kahnawà:ke Tourism offerings. The findings will also serve as good criteria for our new tourism advisory committee which we will soon be recruiting members.

The organizations contacted based on the criteria for selecting comparable (community/companies near a major urban center, innovation and commercial success), a basic list of organizations was provided to us by Indigenous Tourism Association of Canada (ITAC).

Organizations that participated in the Benchmarking Study:

- NWAC Center - Gatineau/Native Women association of Canada
nwac.ca/knowledge-centre

- Tourisme Wendake (Québec)
tourismewendake.ca/en
- Squamish Lil'Wat cultural Centre (Whistler, BC)
slcc.ca
- Tourisme Saint-Raymond (Québec)
tourismesaintraymond.com
- Kohutapu Lodge (New Zealand)
kohutapulodge.co.nz/index.php
- Gespeg community (Québec)
micmacgespeg.ca/en
- Woodland Cultural Center (Brantford, Ontario)
woodlandculturalcentre.ca
- Skwachays Hôtel (Vancouver, BC)
skwachays.com/about
- Quaaout Lodge & Spa , (Chase, BC)
quaaoutlodge.com/

Only Tourisme Saint-Raymond is not Indigenously owned. This town of 10,000 residents near Québec City was selected because 20 years ago there was little tourism and thanks to certain developments including the Vallée-Bras-du-Nord cooperative, tourism has revitalized the area.

We want to thank the industry experts for giving their time and participating in our study.

Niawenhkó:wa!
Thank you!



UPCOMING PODCAST TOPIC BENCHMARKING STUDY

The next episode of Kwakaratón:ni will be focused on the Benchmarking Study; Indigenous tourism best practices and example sets for possible tourism growth, how-to's and what not to do. Kimberly Cross, Kahnawà:ke Tourism Development Manager, will discuss the study results with consultant Jean Michel Perron. His team conducted the study over a 6 month period interviewing key players in the Indigenous tourism industry across Canada. Stay tuned for the next episode!

Follow us on social media at Kahnawà:ke Tourism for updates.



PREVIOUS EPISODES

EPISODE 1

Welcome To Kahnawà:ke Tourism

EPISODE 2

Meet Our Tour Guides

EPISODE 3

Being Conscious Of Our Community

EPISODE 4

Autumn Events

EPISODE 5

Tourism and the New Cultural Arts Center

EPISODE 6

Mohawk Artists in Brussels

DECEMBER TOURS

Kahnawà:ke Tourism welcomed one tour group in December from The Archive of the Jesuits in Canada. The eight (8) visitors enjoyed a cultural tour of Kahnawà:ke, and the Language and Cultural Center. The group also visited Saint Francis Xavier Mission followed by lunch at Naked Greens and visiting local boutiques.

VISITORS STATS

In December, the Kahnawà:ke Welcome Center had 18 visitors! 16 came from Canada and two (2) came from Australia!

Even though December is a relatively quiet time of year, it's great to see that people are still interested in learning about the history and culture of this vibrant community. The fact that the majority of visitors came from within Canada shows that there is a strong interest in local tourism and that people are eager to learn about Kahnawà:ke. It's also exciting to see visitors from far-away places like Australia, as it demonstrates the appeal of the Kahnawà:ke Welcome Center. We hope all of these visitors left with a deeper appreciation for the rich cultural of this special community.



Visitors from December 2023

Upcoming Events Night Market

Kahnawà:ke Tourism will be in attendance at The Night Market hosted by the Kahnawà:ke Youth Center on Wednesday, February 7th, 2024 from 5 to 9 PM. It will be held at the Kahnawà:ke Town Rink on River Road. In addition, we'll be joined by several other vendors such as Berry-Licious Catering, Naked Greens, Rooted, 392 Pepper CO., Kel Tech Gear, Beaver Tails, Au Palais Des Mini Beignes, and many more!

This is a great opportunity to showcase the vibrant community of Kahnawà:ke and its local & surrounding talented entrepreneurs. The Night Market is a festive event to enjoy with family and friends. There will be something for everyone at this event, from delicious food to fun games and more. Make sure to stop by the Kahnawà:ke Tourism booth to learn more about tourism in Kahnawà:ke and events happening in the area. We can't wait to see you there!



Maple Food Fest

Get ready for the 2024 Maple Food Fest! Don't miss out on the annual Maple Food Fest, a month-long event celebrating all things maple. The food fest aims to showcase community culinary creations with a maple twist. Previous years' items included Zesty Maple Popcorn from Kahnawà:ke Corn Poppers, Maple Glazed Salmon at Two 0 Seven Steak and Seafood, French Toast Latte from Tóta Ma's Café, and much more! Join us once again as we gear up for the 2024 Maple Food Fest!



KAHNAWÀ:KE WELCOME CENTER HOURS

HOURS	
MON	8:30AM - 4:00PM
TUES	8:30AM - 4:00PM
WED	8:30AM - 4:00PM
THU	8:30AM - 4:00PM
FRI	8:30AM - 4:00PM

SAT & SUN	CLOSED



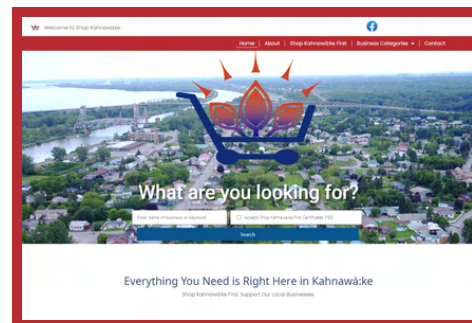
The Kahnawà:ke Welcome Center is open from Monday to Friday from 8:30am to 4:00pm. Our visitor center is located on 1 River Road, Kahnawà:ke QC, J0L1B0.

[CLICK HERE TO BOOK A TOUR!](#)

SHOP KAHNAWÀ:KE

Shop Kahnawà:ke Gift Certificates are now available for purchase at the Welcome Center! Gift certificates can be given as a gift for that special occasion and can be redeemed in over 100 business locations in Kahnawà:ke. Visit the Shop Kahnawà:ke Facebook page and website for more information.

Visit our NEW Shop Kahnawà:ke website!
www.shopkahnawake.com



CHECK OUT OUR VIRTUAL TOURS ONLINE



www.kahnawaketourism.com/pages/virtual-tour 🔍

[Kahnawake Tourism](#)

[Kahnawake Tourism](#)

[SUBSCRIBE TO OUR NEWSLETTER](#)