



KAHNAWÀ:KE TOURISM

KAHNAWÀ:KE TOURISM CELEBRATES 10 YEARS!

Celebrating
— 10 YEARS —

Did you know that the Kahnawà:ke Tourism Development Project began in 2012? Basing the research and ambitions around the canonization of Saint Kateri Tekakwitha, community members, organization leaders and council chiefs came together to create a plan of action to bring back tourism in Kahnawà:ke. At that time, the market results were to focus on religious, aboriginal, cultural, heritage and educational tourism segments.

The Kahnawà:ke Welcome Center building opened in December 2013, with the hiring of the Tourism Development Agent. The grand opening to the public was held on June 26, 2014. There were many vendors, tours of the building, trivia and discussion about how tourism would grow here in Kahnawà:ke. The goals of the Tourism Development Initiative were to foster a center for artisans to display

their work, generate and oversee multi-year tourism strategies, increase and elaborate on Kahnawà:ke's tourism product/service offering, assist in further enriching the product/service offerings, and to form relationships with regional, provincial and national tourism associations.

Currently, the Kahnawà:ke Welcome Center welcome visitors to our community, directing them to key destinations, assist in coordinating visits and encouraging shopping and dining at some of our fine restaurants. Over the years, signage was created and installed, leading to the Welcome Center for all their information needs.



Kahnawà:ke Tourism Celebrates 10 Years!

In the past 10 years, our office has welcomed approximately 9,864 visitors. The tourism team has developed many guided tour options including the Saint Kateri Tekakwitha Shrine, the Kanien'kehá:ka Onkwawén:na Raotitíóhkwa Language and Cultural Center, a tour of the community, dance shows, traditional meals, and craft workshops.



The Kahnawà:ke Welcome Center has coordinated 509 tours since creating the tour options. The center has employed a roster of 20+ local tour guides and currently employs 5 full-time & 3 part-time employees. In our 8th year we developed our first strategic plan, and did a comprehensive community survey; setting the tone for how Kahnawà:ke wanted tourism to develop.

Community Partnerships are so important to our team, working together to increase the tourism offering as well as to create a more tourism market-ready environment. In doing this, we participate in many activities, committees, events, and multimedia publications (Shop Kahnawà:ke Map [print & digital], Tourism Guide, Brochures, art on sale by consignment, special events, tourism website & tour app [2022]). As well as leading 4 food festivals a year with a cultural flare: the Maple Food Festival, Strawberry Food

Festival, Corn Fest and Harvest Food Festival. These are geared for local businesses to increase traffic flow, shopping locally, and to offer more traditional foods throughout the year to our visitors. Our team also sits on many local boards ensuring we are helping our community thrive.



Partnerships with The Saint Lawrence River Shrines tour circuit, the What's your story marketing campaign, the Musical Park Project, app project, longhouse project, and celebrating the 300th anniversary of settling in Kahnawà:ke are all other notable projects worthy of mention. We must not forget the guidance and mentorship from Indigenous Tourism Quebec and the Indigenous Tourism Association of Canada.



Our team has been fortunate to travel to the Rendez-Vous Canada and Bienvenue Quebec marketplaces, many powwows, cultural events such as KWE, and many others, all while representing our community.



Kahnawà:ke Tourism Celebrates 10 Years!

Moving forward, we are collaborating with our local businesses to create new tourism products and hope to offer free tours to our school children in fall 2024. We are seeing the tail-end of our 3 year strategic plan, which includes creating the Tourism Advisory Board, a junior tour guide program, completing special projects transitioning to a new plan with Tewatohnhi'saktha for the next 5 years. Kahnawà:ke Tourism will be a part of the new Cultural Arts Center, primarily running the welcome kiosk, leading and organizing the guided tours, supplying the tour guides and coordinating special events.

A few photos from the past 10 years!



Tourism Development Manager resumes her role after two-year leave of absence

Kimberly Kaniehténhawe Cross-Zacharie has returned to once again lead Kahnawà:ke Tourism’s plans and initiatives. Kimberly undertook two years of immersion learning at the Ratiwennahní:rats Adult Immersion Program so that she could prioritize the Kanien’kéha language while raising her young family.

“We are so proud of all that she has accomplished by fulfilling her long-term goal of becoming a fluent speaker”, says Allison Jacobs, Director of Marketing and Tourism. “Kimberly is the driving force behind all that has been developed through Tourism since 2012 and we are very happy to have her back with the team. She is a role model for other young people who may have the same dream of someday becoming fluent in our language.”



Kahnawà:ke Tourism is nearing the end of its 3 year strategic plan and it is perfect timing that Kimberly is back to lead the direction for the new strategic plan that will take place this summer within Tewatohnhi’saktha, Kahnawà:ke’s Economic Development Commission.

Niawenhkó:wa

We would like to give recognition to our current and past employees, who helped us reach our milestone!

Allison Jacobs, *Director of Marketing & Tourism*

Kimberly Cross, *Tourism Development Manager*

Jordan Diabo, *Tours Coordinator*

Bronwyn Johns, *Events Coordinator, Tour Guide*

Lacey Paul, *Administrative Clerk, KWC Reception*

Kiva Williams, *Tourism Clerk*

Harley Delaronde, *Tour Guide*

Dwayne Stacey, *Tour Guide*

Brian Williams, *Social Media Coordinator*

Bria Cross, *Graphic Designer*

Annie Marquis, *Communication Generalist*

Brice Stacey, *Social & Digital Media Assistant*

Davis Rice, *Tour Guide*

Dale Jacobs, *Tour Guide*

Kyle Zacharie, *Tour Guide*

Skanaiea Deer, *Tour Guide*

Danny Stacey, *Tour Guide*

Tammy Delaronde, *Executive Director*

Terri Thomas, *On Call Receptionist*

Emmitt Hamelin, *former Junior Communications Officer*

Tiawentí:non Canadian, *former Tourism Development Assistant*

Julie Delisle, *former Tourism Clerk*

Cynthia Cassabon, *former Stage Student*

Dillon Rice, *former Tourism Development Assistant*

Kathleen Gilbert, *former Tourism Development Assistant*

LaceyJo Canadian, *former Administrative Clerk*

Laura Jacobs, *former Administrative Stage Student*

Ravyn Regis, *former Administrative Clerk*

Reece Horne, *former Virtual Tours and Events Coordinator*

Trevor Diabo, *former Tour Guide and Interim Tourism Development Agent*

Kim Delormier, *former Interim Tourism Development Agent*

Katsistohkwí:io Jacco, *former Tourism Development Assistant*

Wakenhnhiihstha Montour, *former Tourism Development Assistant*

Kyah Montour, *former Public Relations Officer*

Marianne Testulat, *former Stage Student*

Kathy Hart, *former On Call Receptionist*

Kaitlyn Patterson, *former Projects Coordinator*

Gail Taylor, *former On Call Receptionist*

Wendy Cross, *former Tour Guide*

Herb Rice, *former Tour Guide*

Eric Pouliot, *former Tour Guide*

Sabrina Coronado, *former Stage Student*

Nancy Jacobs, *On Call Receptionist*

Emma Ouimet, *former Tourism Development Assistant*

Evan Meloche, *former Tourism Clerk*

Eli Hamelin, *former Tourism Clerk*

Rahnienhawe McComber, *former Jr Communications*

Glenn Phillips, *former Tourism Clerk*

Jarrett Jacobs, *former Junior Communications*

Barbara McComber, *former Director of Business*

Services, former CEO Tewatohnhi'saktha

Neil McComber, *former Executive Director*

Tewatohnhi'saktha



2024 Summer Student



Meet our New KSSEP Summer Student Kiva Williams the new Tourism Clerk for the summer of 2024. Kiva is currently enrolled at Dawson College in Social Change and Solidarity and will be returning in Fall 2024.

As the Tourism Clerk, Kiva is responsible for assisting in the everyday activities at the Kahnawà:ke Welcome Center: welcoming guests and tour groups, answering phones, managing daily tour bookings, administration, and assisting with special event planning.

Kiva will be in office from Monday to Wednesday at the Kahnawà:ke Welcome Center and will be running our business operations during our new Summer Hours on Saturday and Sunday from 9am to 3pm.

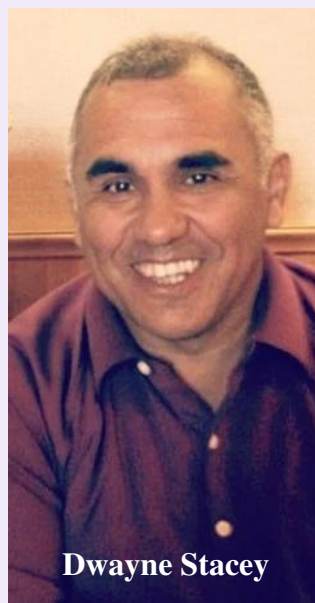
We look forward to the upcoming weeks getting to know Kiva and watching her grow into her position.

Tour Guides

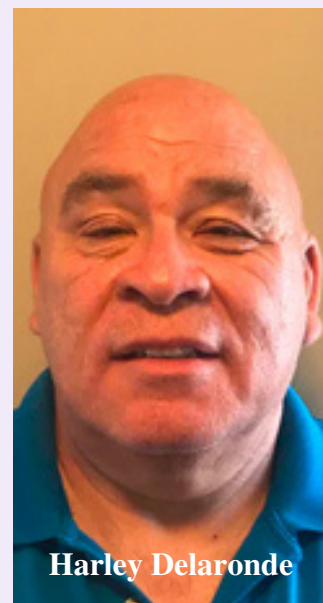
Introducing our in-house Tour Guides for the summer. Stop in and say “Kwé!” to Dwayne Stacey who will be working out of the Kahnawà:ke Welcome Center offering our daily guided tours of Kahnawà:ke for walk-ins and to Harley Delaronde who will be working out of the Language and Cultural Center offering our daily guided tours of the museum.

Both Dwayne and Harley have been working as on-call tour guides for Kahnawà:ke Tourism the past 10 years, bringing their experience and expertise as local teachers to the position.

Dwayne and Harley are ready to greet you and provide you with information of our history and culture. If interested in booking your visit in advance, please scan the QR code.



Dwayne Stacey



Harley Delaronde

BOOK YOUR TOUR

Kahnawaketourism.com/book-your-tour



Tour Stats

By Jordan Diabo

Hello Summer & Hello Tours Season! In June, Kahnawà:ke Tourism greeted nine (9) groups.

On June 5th, tourism welcomed the EMSB EB Elementary School. Twenty-nine (29) Students and teachers enjoyed an educational tour of the historic village area before picnicking behind Saint Francis Xavier Mission on the tourism picnic tables.

June 11th, the welcome center staff greeted Dawson College. Fourteen (14) students enjoyed an educational tour of Kahnawà:ke before walking over to Iron Horse boutique for some local shopping.



June 12th, the Kahnawà:ke Tourism team welcomed Concordia University where two of our staff are alumni, greeted 20 students who participated in a tour of Kahnawà:ke before staying in the community to journal about their experience and what they learned on our picnic tables in the greenspace behind the church.

June 17th, our bilingual tour guide greeted the Canada Energy Regulator group (10) before they embarked on their historical tour of Kahnawà:ke and their visit of Saint Francis Xavier Mission and Kateri Shrine.

June 20th, tourism greeted the Huntington Adult Education and Community Center from NFSB where the students (33) enjoyed a tour of Saint Francis Xavier Mission, tour of Kahnawà:ke and a visit of the Language and Cultural Center before returning to picnic behind the church.

June 26th, teachers (8) enjoyed a tour of Kahnawà:ke and a visit to the language and cultural center before returning to their school. The teachers embarked on the tour to get better acquainted with indigenous people and culture to better understand their students.

June 27th, our tour guides greeted Cegep Sorel-Tracy for a French tour of Kahnawà:ke before making their way to Iron Horse Boutique before heading back on the long drive to school.

June 27th, Kimberly, Tourism Development Manager, conducted a familiarization Tour for Avisaio Business plan consultants for the New Cultural Arts Center.

June 28th, Kahnawà:ke Tourism and Saint Francis Xavier Mission greeted a group from VDM Global tour operator group. The group originated from the United States where they enjoyed a religious tour of the SFXM and Kateri Interpretive Center.

Tourisme
Kahnawà:ke
Tourism 

Tour REVIEWS



Excellent experience for a large university group (20 people)

“I’ve just finished teaching a one-week intensive graduate course at Concordia University in the Department of Applied Human Sciences.

Last week the students and I went to Kahnawà:ke and took part in the Tour of Kahnawà:ke as part of the course, which focuses on systems change. As all of us live on unceded Kanien’kehá:ka land, and it is the land on which we work/aim to work, we wanted to deepen our understanding of the land, history and culture.

Our guide was Davis and he shared of himself and his time so generously, answering our many questions even after the time for the tour to end had come and gone. In our class

conversation the next day, one of the students commented on how powerful the experience had been and how it is one thing to read about a place and culture in a text book and an entirely different thing to stand in that place and hear some of its history and stories from someone in the community. We were deeply touched by the experience. Another student said that these stories and experiences would stay with them for a long time.

On a personal note, I will definitely repeat this experience the next time I teach this course and will seek out opportunities to repeat it in other contexts as well. I see how every visit will be different and there is so much to learn.”

“ Review on Facebook

I am the teacher of this group. Bronwyn Johns and Jordan Diabo did a wonderful job. All the students from AEC TES Formation continue du Cégep de Sorel-Tracy gave a great feedback. We are grateful for this great learning moment. We thank you for sharing this afternoon with us. Níá:wen!

June Visitor Stats

There was a total of 107 visitors in the month of June. We had visitors from France, Mexico, Across Canada, United States, Germany, England, Spain, Brazil, Portugal, Kenya, and Australia!



KWE Festival

By Bronwyn Johns

The annual Kwe Festival was held in Quebec City from June 14th-16th. It was a beautiful weekend weatherwise, as we were lucky to have the sun the whole weekend! I was told that it was the first time since the festival existence that it didn't rain! There were so many wonderful Indigenous people that were there to represent their nations with various demonstrations of arts and crafts as well as sharing dances and songs. The 11 nations of the province were represented. There were so many people that were very interested to learn more about each nation and ask how to support us on our journey of sovereignty.

I was joined by our local beader, Phyllis Fazio-Mayo, of Tota Ma's Creations. She demonstrated on-site and sold in the boutique.

We were given delicious food choices at the Kwe food stand where they served traditional fusion meals. My personal favorites were the warrior potatoes and the salad with cranberries from a First Nations community in Ontario. The whole event was a success and helped to promote our new museum and cultural center. Many eager visitors are awaiting the opening so they can discover and learn more about our proud people.



Community Picnic

The K103.7 Kahnawà:ke Family picnic was held on Thursday, June 20th, and Bronwyn Johns attended. She remarked that it was another beautiful day for an event. The tourism tent was set up with Tewatohnhi'saktha. They had a spin the wheel trivia game set up with cultural, historical, and fun facts about Kahnawà:ke! It was a hit with the crowd! We had a lineup of children and adults waiting to get their chance to test their knowledge. It was awesome to see the interest from the community to learn more from Kahnawà:ke Tourism. Free vouchers were given for tours of the community to participants as well as choices of Tewatohnhi'saktha promotional items.



Night Market

We co-hosted the Assembly of First Nations with the Mohawk Council of Kahnawà:ke and The Kanien'kehá:ka Onkwawén:na Raotitíóhkwa Language and Cultural Center on July 9th at the Golden Age Club for a Night Market and an evening of showcasing the foods and culture of Kanien'kehá:ka people. We offered tours to the visitors to the community on that evening.



Akwasne Art Market

Bronwyn Johns, Events Coordinator, attended the Akwasne Art market and Juried show the 6th of July at Generations Park. “It was very exciting to see all the beautiful work our confederacy has to offer. There was live demonstrations and special singing performances by Bear Fox”. Smoke dancers and hoop dancers were on-site for performances. There were demonstrations of black ash log pounding for basket making, traditional lacrosse stick stringing, food sovereignty discussions, and live music provided by Crosswinds.



32nd annual Echoes of a Proud Nation Pow-Wow!

We are always reminded at this time of year, of the strength and resilience of our people. The Echoes of a Proud Nation Pow-Wow, held on the second weekend of July, always falls on or around the date of the anniversary of the 1990 crisis, where Kahnawà:ke stood together in solidarity with Kanehsatà:ke, collectively protecting the land. Powwows are a time of coming together, of sharing stories and dances, of laughter, friendship, and of course – food. It is a time to renew old connections and forge new ones.

We hope that each and every one of you can be a part of this special occasion; come with your family, maybe you're a dancer, artist, chef, or just enjoy the festivities. Visit our website to buy tickets online!



Don't miss out on the upcoming 32nd annual Pow Wow on July 13th and 14th! Secure your tickets online for quick and convenient entry at kahnawakepowwow.com

Admission:

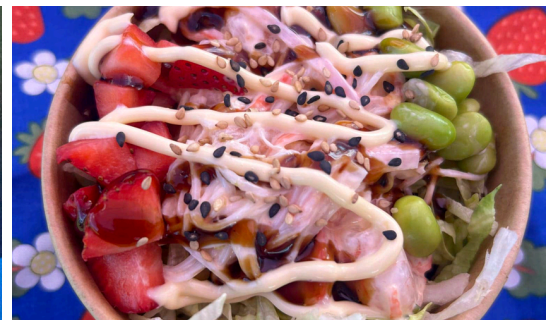
- General \$10.00
- Seniors 65+ \$5.00
- 5 & Under Free



Strawberry Fest

The annual Strawberry Fest was held at the Kahnawà:ke Sports Complex green space on June 30th, 2024. It was a perfect day with the beautiful weather. We had 16 vendors for the event. All vendors were asked to bring strawberry products for this day. Lotus and Sage had a nice Strawberry body butter and Strawberry bath salts. There were beautiful seal skin strawberry jewelry pieces made by Inuit Artist Kilia Art as well several beautiful pieces made by Deborah Ratt from Eeyou-Istchee Baie-James. We had vendors from different nations with jewelry, others with collectibles, natural body products made from plants, candy vendors, as well as food vendors. Some to mention is the strawberry lemonade

from Rezican food truck, strawberry poke bowls and strawberry bobs from the Sushi tent. Kahnawà:ke Tourism gave out free strawberry juice and strawberries to guests for spinning when they played our trivia wheel. A face painting station was set up with a nonstop lineup the whole day, even the lacrosse teams were asking if she could paint war paint for their game! There were fun bounces for the kids as well as the splash pad to cooldown. It was an awesome day for every age group to come out and enjoy the wonderful gifts of strawberries that mother nature gives us every year. We can't wait for next year's festivities. Approximately 350 visitors attended this event.



SUMMER 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	9:00AM - 3:00PM

The Kahnawà:ke Welcome Center is open from Monday to Friday from 8:30am to 4:00pm. We are NOW open on weekends from 9 am to 3 pm. Our visitor center is located on 1 River Road, Kahnawà:ke QC, J0L1B0.

BOOK A TOUR
KAHNAWAKETOURISM.COM/BOOK-YOUR-TOUR

CHECK OUT OUR VIRTUAL TOURS ONLINE



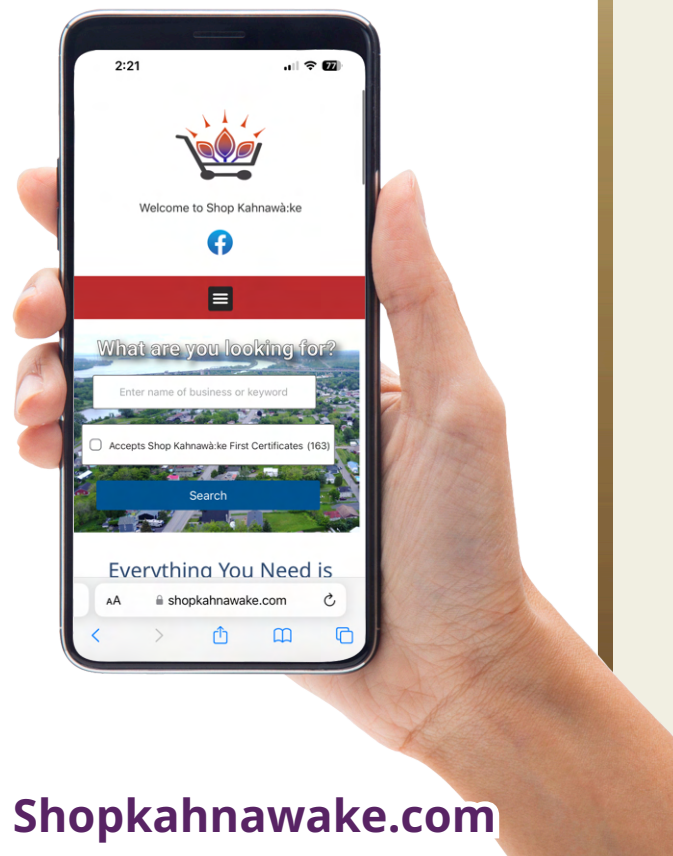
kahnawaketourism.com/virtual-tours

  **Kahnawake Tourism**



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.



Shopkahnawake.com



Daily GUIDED TOURS

Monday • Wednesday • Friday

10:30 AM to 11:30 AM

Tour of Kahnawà:ke

1:30 PM to 2:30 PM

Tour of the Language
and Cultural Center

Tuesday • Thursday

10:30 AM to 11:30 AM

Tour of the Language
and Cultural Center

1:30 PM to 2:30 PM

Tour of Kahnawà:ke

Kahnawaketourism.com

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