Paula Amos [1]

Chief Marketing and Development Officer, Indigenous Tourism British Columbia
North Vancouver, British Columbia, Canada

Paula Amos is of Hesquiaht and Squamish Nation descent, born and raised in the Nuu-chah-nulth territory on the west coast of Vancouver Island. She has worked in leadership roles in the tourism industry for 20+ years.

Paula has worked for the Indigenous Tourism Association of BC for the past 19 years and has been a part of the industry growth and success by driving results in experience development, partnerships and implementing strategies for marketing for businesses and organizations. The overall Indigenous tourism industry has grown by over 80% since the launch of the Aboriginal Tourism Blueprint Strategy in 2007.

Paula sat on the steering committee for the groundbreaking Blueprint Strategy for Indigenous tourism in British Columbia. The Blueprint was the catalyst for developing Indigenous tourism in BC in 2006. She was also involved with the 2010 Aboriginal Tourism Working Group for the 2010 Winter Olympics, in partnership with the 2010 Bid Corporation. Paula views the development of the Indigenous cultural tourism industry as not only economic development and job potential but is also a driver for cultural pride, reconciliation and new generation of entrepreneurs.

Paula Amos is a leader for Indigenous tourism community development and works in the important areas of collaboration and partnerships. She is passionate about creating opportunities and mentorship for youth and reconciliation for Indigenous peoples in Canada.
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