



Tourism & Hospitality



CESO works with Indigenous businesses and communities to build capacity and foster economic growth. For over 50 years, we have been matching highly skilled experts with entrepreneurs, communities and businesses to achieve their immediate and long-term goals.

CESO's highly skilled experts share their knowledge and expertise with clients in a collaborative, advisory and coaching framework.

From accomplished hoteliers and restaurateurs to senior tourism directors, CESO's highly skilled experts help businesses and communities navigate the competitive landscape of the tourism and hospitality sector.

Functional and Technical Expertise

- Business Development
- General Management
- Strategic Planning
- Financial Management
- Accounting and Audit
- Operations
- Tourism Development
- Sustainable Tourism Management
- Market Assessment and Development
- Parks Management
- Destination Marketing
- Supply Chain Management
- *and more*

Our Services

- Coaching and mentorship
- Training and workshops
- Project management advice
- Product and service development advice

Our Clients

- Tribal and band councils
- Economic development officers
- Entrepreneurs
- Community leaders
- Government institutions

SUCCESS STORIES



Enhancing market access for tourism operator

A young Inuit entrepreneur worked with a CESO tourism development advisor who specializes in marketing and branding, to develop business expansion strategies for his adventure travel company. The CESO expert guided him through the development of a business plan, establishing regional networks, and rebranding his company.

“Having a CESO expert to consult with about my goals and ideas saved me five years of work, and that’s only after talking with him for five hours.”

Kylik Kisoun Taylor
Founder, Tundra North Tours
CESO client

Improving business sustainability of a remote resort

A First Nations-owned hot springs lodge and resort located in a remote part of British Columbia closed due to high overhead costs and low profit in the off-season. The lodge is a critical source of employment and economic growth for the community.

A CESO expert with over 35 years of experience in managing hotels worked with the lodge’s administration and staff to conduct an extensive needs assessment and market analysis. The comprehensive operational review led to recommendations on how the business could minimize off-season costs and improve marketing during the high season. As a result of these recommendations, the hot springs lodge and resort is able to remain operational.

Developing a tourism plan for a First Nations in the North

Through a CESO mentorship program developed in partnership with the Government of Northwest Territories, a newly appointed tourism officer worked with a CESO expert to develop a vibrant tourism industry for her community.

Together they drafted an initial business plan for funding applications and developed a comprehensive marketing strategy, including tourism products and services tailored to local traditions. Several months after the initial visit, they opened a Visitor Information Centre and Tourism Operations headquarters.



WHY WORK WITH CESO?

We are dedicated to your success. Our volunteer experts and staff are ready to provide you with full-service support tailored to your needs and resources. As a not-for-profit organization, we are committed to:

- Ensuring our services are affordable and accessible to communities and businesses
- Connecting you to our network of experts who are driven by passion and not profit
- Delivering high-quality projects from implementation to completion, helping you troubleshoot along the way
- Promoting strong ethics and values of inclusion, accountability and service excellence

APPLY FOR EXPERT ADVICE

Take the first step to growing your business today. Visit ceso-saco.com/canada or call **1-800-268-9052** to apply for our services.

Canada

CESO gratefully acknowledges financial contribution from Indigenous Services Canada.