



ABORIGINAL
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

2017-18 PERFORMANCE UPDATE – SEPT/17

Keith Henry – President & CEO
Aboriginal Tourism Assoc. of Canada

2017-18 UPDATE



ABORIGINAL
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DU CANADA

- **YEAR 2 OF 5 YEAR PLAN**
- **ANNUAL KPI'S WITHIN 4 PILLARS:**
 - 1. LEADERSHIP**
 - 2. PARTNERSHIP**
 - 3. MARKETING**
 - 4. DEVELOPMENT**
- **5 YEAR TARGETS:**
 - 1. 40,233 JOBS**
 - 2. 50 NEW EXPORT-READY BUSINESSES**
 - 1. \$300 MILLION GDP INCREASE**



Results: DEVELOPMENT

2017-18 Project / Program	Key Performance Indicator
<p>Deliver product development support funding</p>	<p>Provide product development support funding to no fewer than 30 Aboriginal tourism businesses in Canada leading them to market and export-ready status</p>

Update as of September, 2017

- Launched application window in mid Sept.
- Maximum \$10,000/business
- Investigating opportunity for individual prov./terr. support organizations to co-fund program to expand investment and impact.



**New
Tradeshaw
Booth**

**New
Website**

Results: DEVELOPMENT

2017-18 Project / Program	Key Performance Indicator
Plan & Deliver IATC 2017	Deliver 2017 IATC in Calgary, Alberta, in partnership with Tsuut'ina First Nation

Update as of September, 2017

- Website-registration launched
- Agenda and speaker list confirmed
- Sponsorship goals exceeded
- Cultural Tours and Awards Gala
- Pre-conference Alberta Development Day
- Post-conference ATAC - AGM

Venue – Grey Eagle Resort



2017 INTERNATIONAL ABORIGINAL TOURISM CONFERENCE
NOVEMBER 7-8 CALGARY, ALBERTA

Declanast'ada, the Tsuut'ina Nation people invite you to attend the 2017 IATC, hosted on their traditional land in Treaty 7 territory.

REGISTER NOW AT IATC-CANADA.CA

For early bird pricing, register for 2017 IATC by September 15, 2017.

Non-ATAC Member \$595	ATAC Members \$495	Elder & Youth \$350
Early Bird Pricing \$465	Early Bird Pricing \$395	Early Bird Pricing \$300

The inspiration for the 2017 IATC conference logo is the Grey Eagle, a symbol that holds significant meaning to the Tsuut'ina People because of its connection to the story of the local people. Despite hardships, the Tsuut'ina people have not only survived, but have thrived and like the Grey Eagle into a bold economic community.

HOSTED BY: **ABORIGINAL | AUTOCHTOON CENTRE**

WITH THE SUPPORT OF THE FOLLOWING EVENT PARTNERS:

2017 INTERNATIONAL ABORIGINAL TOURISM CONFERENCE
NOVEMBER 7-8 CALGARY, ALBERTA

2017 IATC Cultural Tours

Cultural tours are included in our 2017 registration fees, upon the use of your choice during the registration process. Please see the event brochure attached to the email sent to register your tour. Tours have been shared about the tour options at iatic.ca for more detailed descriptions of the cultural tours.

Register Now

Always recommend to add-on, select a tour from the iatic.ca website, and register for your tour cultural tour fee.

If you have questions please email info@iatic.ca.

Personal Markets Kiosk

There is a diverse level of items will feature including the contemporary goods of various artisans ready for a variety of cultural tours and activities to experience the rich and true history, story of life.

Spotted Elk Cultural Centre

Take part in an outdoor cultural event that showcases the art of life of the Tsuut'ina people. This event includes to enjoy the live music, a dance show, and a traditional dance performance.

Tsuut'ina Nation Culture Museum

Here is a chance of your pre-registered business dinner for the day. It is a great evening event at the Grey Eagle Resort. The museum is a great place to learn about the history and culture of the Tsuut'ina Nation. The museum is a great place to learn about the history and culture of the Tsuut'ina Nation.

Talking Circle: Networking Event

A free and unique evening event at the Grey Eagle Resort. This event highlights various traditional arts and crafts, including weaving and woodwork, and along with performances from the Tsuut'ina and Métis dancers and their music.

Register today for the 2017 International Aboriginal Tourism Conference

Results: DEVELOPMENT

2017-18 Project / Program	Key Performance Indicator
Network of regional ATAC representatives	Hire 3 regional tourism coordinators who will deliver and support development work in regions

Update as of September, 2017

4 regional coordinators hired:

- Alberta – Apr/17 to Dec/17
- Atlantic Canada – Aug/17 to Mar/18
- North – Sep/17 to Mar/18
- Central – Sep/17 to Mar/18



Teresa Ryder
Project Manager



Lori Beaver
Alberta



Trina Mather-Simard
Atlantic



Ron Ostrom
North



Jessica Dumas
Central

MARKETING: Research



DESTINATION
CANADA



ABORIGINAL
TOURISM ASSOCIATION OF CANADA

Aboriginal Tourism
US Qualitative Research
Summary of Findings and Considerations

Canada

MARKETING: Online & Social Media



Things To Do

2017 Pow Wow Listings

August 14, 2017 [Events](#), [Pow Wows](#)



We've compiled an ultimate guide to Pow Wows taking place across Canada this summer. Take a look at the dates in your area, or plan your next road trip for a unique Canadian experience!

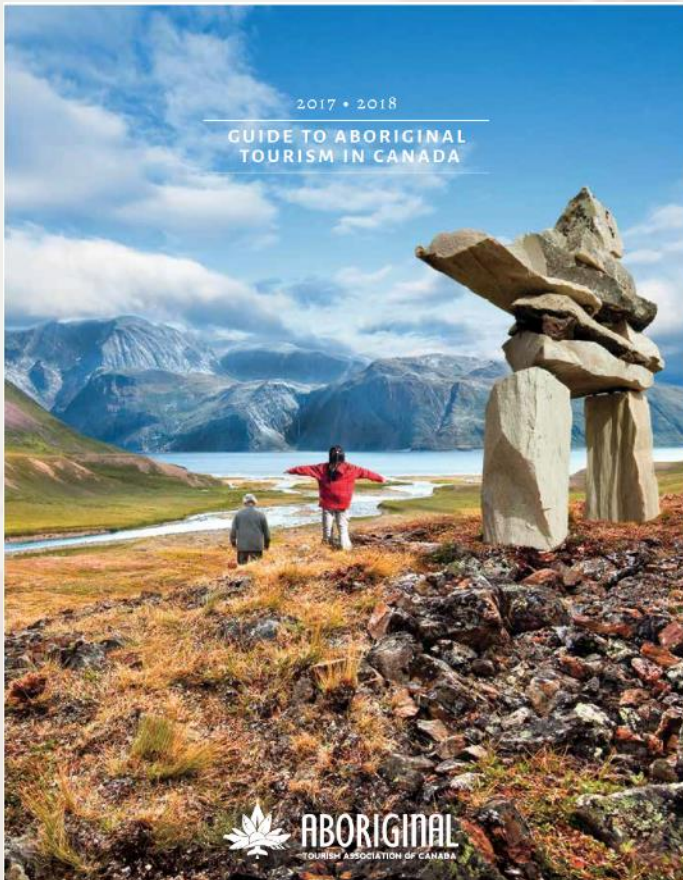
Pow Wows are ceremonial celebrations of cultural pride for all ages. These dynamic events showcase the music, dance, regalia, food and crafts of our Indigenous peoples. Pow Wows are typically hosted by First Nations communities, with Métis and Inuit also participating in contemporary powwows.

Pow Wows are a welcoming space and to ensure a wonderful experience for everyone, please be aware of Pow Wow Etiquette. Guidelines may vary between provinces and regions, so check with the MC, Arena Director or Head Singer if you're unsure of expectations and they will be happy to help answer questions.

**New blog on website
for rich media and
story delivery**



MARKETING: Print assets



2017 - 2018 GUIDE TO ABORIGINAL TOURISM IN CANADA

ONTARIO

Six Nations Tourism, Ohsweken ON

Six Nations of the Grand River—situated along a Canadian Heritage River—is a fascinating place to learn about the Haudenosaunee. You'll find lacrosse arenas, language immersion schools, community attractions and more. "We're not a culture that's under glass in a museum," says Janis Monture, director of tourism and cultural initiatives. "A lot of our traditions have stayed with us and continue to be practised today."

Six Nations is also home to two historic sites, one being the beautiful Her Majesty's Royal Mohawk Chapel dating back to 1785, one of the first buildings on the historic Mohawk Village site. The other is Chiefwood National Historic Site, childhood home of legendary Mohawk poet Pauline Johnson; you can still see the desk where she wrote.

Events and sites typically run from the May long weekend through to Labour Day, but special requests from groups are accommodated year-round; programming varies, depending on your interests and the time of year. And educational experiences for schools includes a discussion about Haudenosaunee history and contemporary culture in Canada. Students get to participate in Haudenosaunee dancing and try cornbread and strawberry juice.

"We address the stereotypes," says tourism manager Constance Jamieson, also known as Kanierkehala. "And we talk about who we are as a people."

SIX NATIONS TOURISM
2498 Chiefwood Road, PO Box 509
Ohsweken, ON N0A 1M0
866-343-3001 or 519-251-5444
www.sixnations-tourism.ca
alongboat@sixnations-tourism.ca

Spirit Island Adventures, M'Chigeeng ON

There must be millions of stars hanging in the sky over your head, more than you'll ever see in the city. You watch as a falling star shoots by. And then, another.

Soon it's time for bed. A fluffy, warm duvet on a comfortable mattress awaits. Unlike your bed at home, however, you're sleeping in a cosy canvas teepee tonight. You're "glamping"—camping, in comfort and style—with thanks to the team at Spirit Island Adventures.

"You'll get one of the best sleeps you'll ever have when you're sleeping outdoors," says Kevin Eshkawkogan, a partner in Spirit Island Adventures. "You're still camping but we try to make everything as comfortable as possible." Located on Manitoulin Island in Lake Huron, in the town of M'Chigeeng, Ontario, Spirit Island Adventures was started by Eshkawkogan and his wife Melissa Biedermann after they realized more accommodation was needed in their region.

Biedermann grew up sleeping in tents in the summer with her family and saw the importance of offering a similar experience to non-Aboriginal travellers. Open fires in the teepees aren't possible for safety reasons, but tent-safe fireplaces are being added for chilly nights and winter camping. Those looking to try First Nations crafts, canoeing or more on their vacation should contact The Great Spirit Circle Trail (see page 22). "People come from all over—southern Ontario, Europe, you name it," says Eshkawkogan. "It's a neat experience, for sure."

SPIRIT ISLAND ADVENTURES
M'Chigeeng location
5905 Highway 540
M'Chigeeng, ON P0P 1G0
1-877-710-9211
(The Great Spirit Circle Trail)
www.spiritislandadventures.com
info@spiritislandadventures.com

MARKETING: International



Aboriginal Tourism BC, Quebec Aboriginal Tourism & ATAC attending ITB Berlin in partnership

Update as of September, 2017

- Market investments aligned with DC (UK, France, Germany, China & Japan) and include trade & media.



**Aboriginal Tourism Showcase 2017
Showcase Canada Asia Call for Applications**

© MAY 17, 2017

Issued: Wednesday, May 17th, 2017

Deadline: Wednesday, June 7th, 2017 – 4:00 PM PST

**Expanded Aboriginal Canada showcase
planned for China, Oct 2017**

MARKETING: Storytelling

NADYA'S VISION

We, as Indigenous people, are often portrayed in history books as Nations once great; in museums as Nations frozen stoic; in the media as Nations forever troubled. These images can be despairing; however, my goal seeks to steer the positive course. If our history is a shadow, let this moment serve as light. We are musicians, lawyers, doctors, mothers and sons. We are activists, scholars, dreamers, fathers and daughters. Let us claim ourselves now and see that we are, and will always be great, thriving, balanced civilizations capable of carrying ourselves into that bright new day.



Update as of September, 2017

- Partner with Destination Canada
- Asset develop plan has Indigenous voices telling Indigenous stories

MARKETING: Media Relations

Home Opinion World Canada Politics Business Health Entertainment Technology & Science Video

Canada Edmonton

Province helps Indigenous tourism lift off in Alberta

Entrepreneurs encouraged to offer cultural experiences, traditional learning

By Gareth Hampshire, CBC News | Posted: May 19, 2017 5:00 AM MT | Last Updated: May 19, 2017 9:50 AM MT



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Brenda Holder demonstrating scraping a deer hide as part of her business Mahikan Trails near Canmore. (Supplied)

ABITIBI-TÉMISCAMINGUE L'ÉTÉ INDIEN

Les vastes forêts du Far West québécois sont, depuis plus de huit siècles, les terres ancestrales du peuple algonquin. Tous les étés, le cœur de cette contrée de trappeurs et de mineurs obscuris bat au rythme des grands rassemblements.

PAR CHRISTOPHE NICOLAI POUR LE FIGARO MAGAZINE (TEXTES ET PHOTOS)



52 LE FIGARO MAGAZINE - 7 JUILLET 2017

Update as of September, 2017

- ATAC media relations have reached 3M viewers, readers, and listeners
- Valued at \$2.3M (Cdn)

Figaro Magazine (Quebec Aboriginal Tourism Feature), July 2017

Results: PARTNERSHIPS

2017-18 Project / Program	Key Performance Indicator
<p>Expand partnership agreements and explore new partnership agreements</p>	<p>Expand partnership agreements with</p> <ul style="list-style-type: none"> • Destination Canada Agreement (year 2 of 3) • TIAC (year 1 of 3) <p>Explore partnership agreements with:</p> <ul style="list-style-type: none"> • Parks Canada • Adventure Travel Trade Association • AIANTA • Canadian Council of Aboriginal Business • Futurepreneur

Update as of September, 2017

- Alberta Culture & Tourism – Apr/17
- TIAC – Signed June 1, 2017
- Travel Manitoba – finalized Aug/17 (3 yrs)
- AIANTA – signing event Sept 7-17 in Wash. DC
- Parks Canada – in final stages before signing



QAT/ATAC Agreement



TIAC and ATAC Announce Strategic Partnership Agreement

TIAC/ATAC Agreement

Results: PARTNERSHIPS

2017-18 Project / Program	Key Performance Indicator
Increase ATAC membership	Increase ATAC membership: Total = 140, Voting members = 90, Upgraded = 65

Update as of September 2017

- 2017 membership:
Total = 144 (100%+)
Voting = 85 (94%)
Upgraded = 63 (97%)
- IATC package offer will boost 2018 memberships
- Agreement with QAT includes 140+ members

Active Member List - Summary			
Aboriginal Tourism Association of Canada			
Province - Territory	Non-Voting Members	Voting Members	Marketing Partner Upgrades
Alberta	8	8	5
British Columbia	9	22	17
Manitoba	3	4	3
New Brunswick	5	3	3
Newfoundland and Labrador	1	8	4
Nova Scotia	8	5	3
Northwest Territories	5	7	6
Nunavut	4	2	2
Ontario	8	9	8
Prince Edward Island	1	3	2
Quebec	3	10	7
Saskatchewan	1	1	1
Yukon	3	3	2
TOTALS	59	85	63

Results: PARTNERSHIPS

2017-18 Project / Program	Key Performance Indicator
Increase e-mail subscribers with regular and meaningful content	Produce 52 email newsletters of ATAC activities and 15 news updates to the website and social media channels.

Update as of September, 2017

- 39 email newsletters sent (75%)
- 27 news updates to website and social media channels (100%+)

E-mail newsletter



Indigenous Tourism Working Group in Nova Scotia Established

The Aboriginal Tourism Association of Canada has established the Indigenous Tourism Association of Nova Scotia Working Group as part of their [five-year plan](#) to set up provincial and territorial organizations that drive progress and leadership in Indigenous tourism.

"Visitors to Atlantic Canada are excited to explore our coast and experience the rich landscapes that we're proud to call home," says Robert Bernard, ATAC board chair. "This is Nova Scotia's time to showcase its unique and developing tourism industry. The new Nova Scotia Working Group will provide guidance and direction on the long-term success of Indigenous tourism in Nova Scotia."

Read the full press release on our website at the link below.

[READ MORE](#)



ATAC and Destination Canada Bring Industry to Torngats

© AUGUST 17, 2017

Aboriginal Tourism Association of Canada (ATAC) and partner Destination Canada continued building Canada as the world's premier destination for authentic Indigenous tourism experiences this week with an Inuit cultural industry tour of the Torngats in Northern Labrador with the Nunatsiavut Government and their Torngats Base Camp.



LinkedIn Post

Website News Update



Facebook Post



Travel Alberta Major Event Sponsor of 2017 International Aboriginal Tourism Conference

The Aboriginal Tourism Association of Canada is pleased to share that [Travel Alberta](#) has partnered with us as a major event sponsor for the 2017 International Aboriginal Tourism

Results: LEADERSHIP

2017-18 Project / Program	Key Performance Indicator
Partner with provinces and territories to grow/establish Aboriginal tourism associations	Alberta to have framework of association by November 2017. First meetings of Atlantic group in Spring 2017. Establish agreements with P/T governments

Update as of September 2017

- AB on-going, 8 forums completed, survey underway, champions being identified, strategic priorities being identified, association being developed
- Atlantic Working Group formed, two meetings completed, survey design finalized, next meeting Oct./17
- Quebec Aboriginal Tourism – signed Aug/17
- Yukon First Nations Culture & Tourism – Sep/17
- NS, NB, NL & PE: Agreements – Sep/17
- Two SK meetings complete, strong and wide-spread support to move forward
- MB 3-Year Agreement – Sep/17



ATAC Delivers Eight Indigenous Tourism Forums in Alberta

Alberta Forum - Enoch

Results: LEADERSHIP

2017-18 Project / Program	Key Performance Indicator
<p>ATAC leadership active in Aboriginal communities and the tourism industry</p>	<p>ATAC to attend no less than 20 community events across country</p>

Update as of September 2017

- 10+ - community events/forums/gatherings, industry events
- 20+ - meetings and private sessions with partners
- Developing tracking and recording system for ATAC in-market meetings attended by staff/Board

Keith Henry is with Carmen Hancock and 4 others at Nunatsiavut Government.
 Wednesday at 5:21 PM · 🌐

It was another important meeting last week with partners building Aboriginal tourism in Newfoundland Labrador.

Thank you Nunatsiavut Government Tourism staff Jillian Larkham, Parks Canada staff Kim Curly Thompson and many others.

Planning underway!



With Nunatsiavut Gov't

Keith Henry is with Robert Bernard and 5 others.
 Tuesday at 2:18 PM · Burnaby, BC · 🌐

It was an honour to meet with MKO Grand Chief (north Manitoba Grand Chief for 30 First Nation communities) Sheila North Wilson today.

Exploring Aboriginal tourism potential for Manitoba!

Thank you Grand Chief!



MKO Grand Chief - MB

Keith Henry added 6 new photos — with Dené Sinclair at Canadian Museum for Human Rights.
 July 26 · Winnipeg, MB · 🌐

#AboriginalCanada Aboriginal Tourism Association of Canada (ATAC) proud to support updated national Destination Canada marketing strategy in meetings today.

This is part of the initiative entitled NorthStar22.

Growing sales for Canada through tourism together! ... See More



Destination Canada



Attended traditional canoe launch with member, Chase BC

Results: LEADERSHIP

Organization Name Change - Announcement

Indigenous Tourism Association of Canada

- ATAC member survey from April 2017 indicates that 80% of responses prefer the organization use “Indigenous” instead of “Aboriginal”
- This change reflects and responds to the growing international awareness of Indigenous tourism in Canada
- Aligns with Government and funding partners across Canada creating language policy and renaming departments
- Responds to Destination Canada research findings from US market intelligence surveys and focus groups
- Differentiates and clarifies Indigenous Canada’s tourism product for visitors from competing destinations, such as Australia

Logo Graphic
Remains



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French Wording
Remains



How can you help?

Prov./Terr. Support for Association Development

- **Why?** Organizes & grows delivery of industry support
- **Examples:** Alberta, Manitoba, Saskatchewan (BC, QU, YK)
- **How:** Partner with ATAC & prov. support agencies

Training Programs Support

- **Why?** Capacity development required to develop-deliver
- **Examples:**
 - NS - Edge of the Wedge – Entrepreneurial
 - QU – Cruise Industry Development
 - AB – Market Readiness Workshop
- **How:** Financial partnership for training

Marketing Programs Support

- **Why?** Demand exists, gap in awareness
- **Examples:** Dest. CAN, Travel Alberta, Travel Manitoba
- **How:** PMO / DMO partnerships with ATAC marketing

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AboriginalCanada.ca

info@aboriginalcanada.ca | **300-3665 Kingsway Vancouver, BC V5R 5W2**
k.henry@aboriginalcanada.ca | **1-604-639-4408**