



Rendez-vous Canada Partnership Program: Call for Applications

Issued: Friday, January 9

Deadline: Thursday, January 22, 2015 – 4:00 PM PST

The Aboriginal Tourism Association of Canada (ATAC) is pleased to issue the following **CALL FOR APPLICATIONS** to qualified Aboriginal tourism businesses and Aboriginal Tourism Marketing Organizations to participate as sellers in the ***Rendez-vous Canada Partnership Program*** in May 2015.

ATAC created the ***Rendez-vous Canada Partnership Program*** initiative to increase participation from qualified Aboriginal tourism providers in the upcoming Rendez-vous Canada travel tradeshow being held May 26 - 29, 2015 at the Scotiabank Convention Center in Niagara Falls, Ontario.

Rendez-vous Canada is Canada's premier international tourism marketplace, led by the Canadian Tourism Commission (CTC), connecting international tourism buyers with sellers of Canadian tourism experiences and products. The event reunites more than 1,500 international tourism professionals gathered over four days for a series of 12-minute appointments to promote and discover unique Canadian tourism experiences. RVC is an important industry-trade platform for Canadian and Aboriginal communities to generate hundreds of millions of dollars for tourism products and experiences.
<http://rendezvouscanada.travel/welcome/>.

There is a growing global demand for authentic Aboriginal cultural tourism, prompting ATAC to unveil the inaugural national Aboriginal tourism section on the tradeshow floor during RVC. This showcase is designed to feature authentic Aboriginal tourism experiences, while facilitating productive business connections with domestic and international buyers.

Aboriginal tourism businesses or Aboriginal Tourism Marketing Organizations must submit a letter of interest (two pages maximum) to provide information about their business or marketing organization in order to participate in the ***Rendez-vous Canada Partnership Program***.

Please also include number of delegates (max. two delegates per business or organization), and address the letter by email or fax to:

Keith Henry - Chair
Aboriginal Tourism Association of Canada
707 – 100 Park Royal South
West Vancouver, BC V7T 1A2
Phone: (604) 921-1070
Fax: (604) 921-1072
Email: khenry@aboriginalbc.com





The deadline for submissions is **Thursday, January 22, 2015 at 4:00 PM PST**. ATAC will then review submissions and confirm successful applicants on or before January 26, 2015.

ATAC is working with RVC contractors to facilitate registration and associated registration costs. Successful applicants will be eligible for a subsidy for one delegate, which includes a shared booth space for appointments to attend the ***Rendez-vous Canada Partnership Program***.

The total registration cost for one delegate and booth space is \$500. This opportunity provides a savings of approximately \$1,500. The registration fee of \$500 will be immediately payable to the Aboriginal Tourism Association of British Columbia (AtBC), which currently serves as the administrative organization for ATAC. *Please note: An additional delegate will cost \$975. Successful applicants will be responsible for their own travel and accommodations.*

In order to qualify, Aboriginal tourism businesses or Aboriginal Tourism Marketing Organizations must meet the requirements in accordance with the criteria provided in Appendix A.

Space is limited.



ABORIGINAL
TOURISM ASSOCIATION OF CANADA

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Appendix A – Selection Criteria

Selection Criteria for Aboriginal tourism businesses

Aboriginal tourism businesses must be “Market-Ready” to ensure the following:

- Has been operating in a safe and professional manner for at least one year
- Carries adequate insurance totalling no less than \$2 million in liability
- Has current business and operating licenses, registrations and permits
- Has a website that honestly and accurately represents an Aboriginal tourism business
- Accepts credit cards and debit cards as means of payment
- Handles reservations/inquiries by telephone, fax and email on a year-round basis
- Handles and is able to provide confirmation of booking arrangements within 24 hours
- Has a product that is of interest to tourists, both domestic and international

In addition, Aboriginal tourism businesses must also ensure the following “Export-Ready” criteria are also met:

- Demonstrate an adequate budget and marketing plan
- Understand the roles played by receptive tour operators, tour operators, travel wholesalers, and retail travel agents and understand rack or retail pricing, agent commissions and wholesale net rates at each level
- Be willing to include receptive tour operators in the marketing and sales plan and provide contracted wholesale net rates to receptive tour operators
- Provide detailed pricing and program information to tour operators and wholesalers at least one year in advance of selling season
- Be prepared to set up billing arrangements with the tour operator, wholesale agency or receptive tour operator
- If planning to pursue group business, ensure ability to accommodate and adapt to the needs of the market (e.g. tour bus access and parking, washroom facilities, maximum group size, group pricing, and frontline staff that speak the language of target markets)
- Carry adequate insurance (receptive tour operator can sometimes add suppliers to their existing policies at nominal cost)
- Provide support (free or reduced rates) for international media and travel trade familiarization tours
- Offer currency exchange rates consistent with industry norms





Selection criteria for Aboriginal Tourism Marketing Organizations

Aboriginal Tourism Marketing Organizations are organizations or committees that represent a specific provincial, territorial, or regional Aboriginal tourism destination. They serve as the “official” contact point for the destination for tour operators, individual visitors or meeting professionals.

Aboriginal Tourism Marketing Organizations registering as sellers must:

- Represent Aboriginal tourism destinations
- Have an international marketing plan and represent market ready/export ready Aboriginal tourism businesses

