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For Immediate Release

2014-2015 Activity Report Sets Foundation for Industry Moving Forward

Coast Salish Territory (Vancouver, BC) – The Aboriginal Tourism Association of Canada (ATAC) continues to advance the Aboriginal tourism industry in Canada. This past fiscal year (April 1st, 2015 – March 31st, 2105) ATAC completed a number of projects and initiatives. Today ATAC is pleased to release an Activity Report that provides a summary of the industry accomplishments.

“The activity report showcases the progress our industry is making to increase marketing and awareness of the Aboriginal tourism industry in Canada” says ATAC chairperson Keith Henry. “The report demonstrates our ability to use very modest resources but create a large marketing impact.”

“The ATAC activity report also sets the stage for our priorities as industry in 2015-2016,” says Henry. “Our main priorities for 2015-2016 Marketing in International Markets, Partnerships and Branding, Business Development, Training and Governance.”

“ATAC continues to appreciate the partnerships with Aboriginal communities, Aboriginal tourism partners, the tourism industry and the Federal Government, especially Aboriginal Affairs and Northern Development Canada (AANDC) and Industry Canada.”

About the Aboriginal Tourism Association of Canada:

Originally formed as the Aboriginal Tourism Marketing Circle, in 2014 the Aboriginal Tourism Association was formally established. Over 20 Aboriginal tourism industry organizations and government representatives from across Canada are represented with ATAC. Through a unified Aboriginal tourism industry voice, ATAC focuses on creating partnerships between associations, organizations, government departments and industry leaders from across Canada to support the growth of Aboriginal tourism in Canada.

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Media contact:

Brian Cant, Tartan Group: 250-592-3838, 250-888-8729 (cell) or brian@tartangroup.ca
Keith Henry, Chair, ATAC: 778-388-5013 or khenry@aboriginalbc.com

