



**ABORIGINAL**

**CANADA**



**AUTOCHTONE**

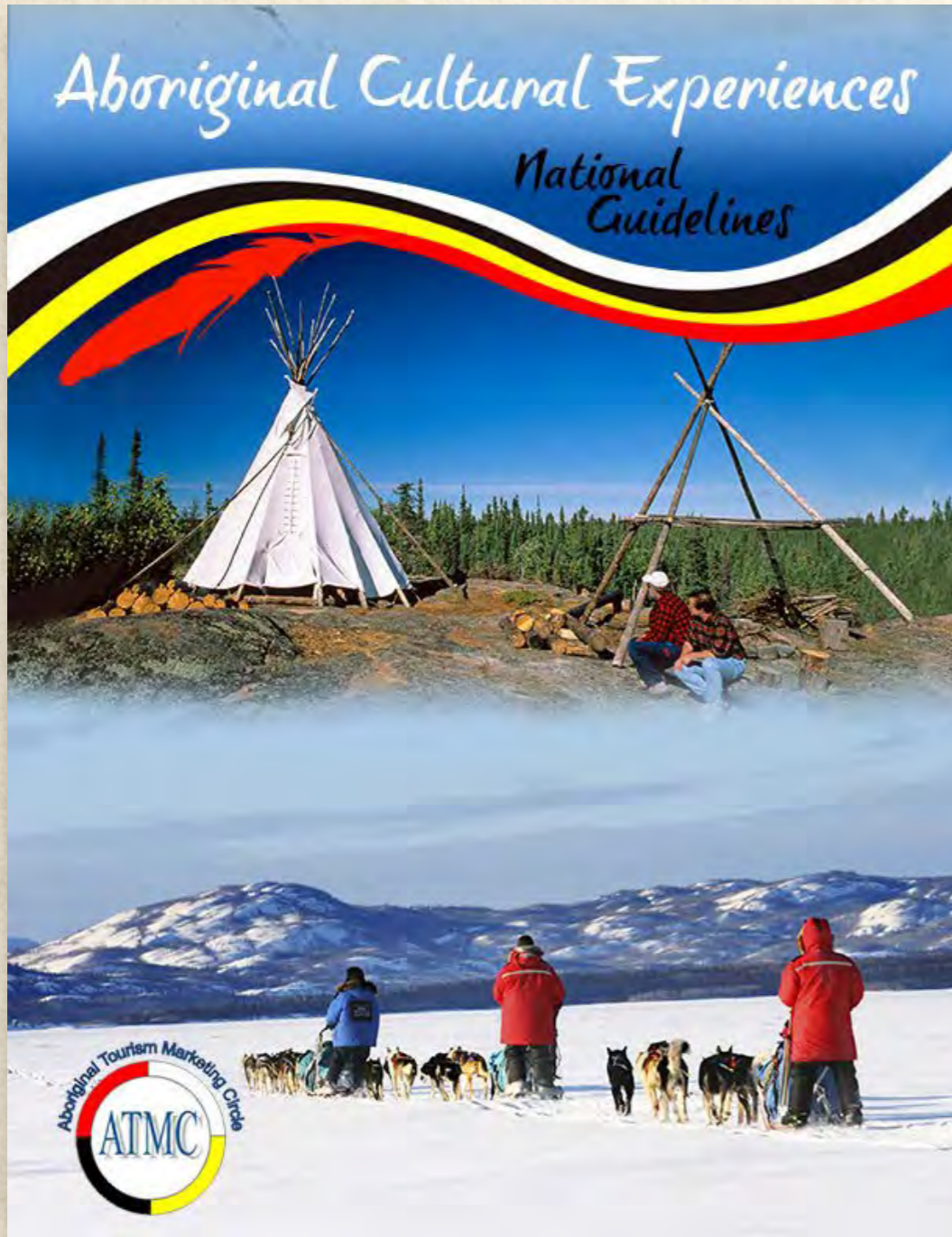
**CANADA**



2009



Achievement



# Aboriginal Cultural Experiences National Guidelines



Achievement



# Cruise Ship Opportunities

*CruiseShipOpportunities.ca*



Achievement



# Cruise Ship Opportunities

*CruiseShipOpportunities.ca*



Achievement



# Cruise Ship Opportunities

*CruiseShipOpportunities.ca*

**ABORIGINAL**  
CANADA



**AUTOCHTONE**  
CANADA

**Aboriginal Tourism Association of Canada  
Incorporates in 2015**

Aboriginal Tourism Association of Canada

# Board Members



**Lori Beaver**

**Consultant**

*Alberta*

# Board Members



# Carole Bellefleur

Tourisme Autochtone

*Québec*

Aboriginal Tourism Association of Canada

# Board Members



## Robert Bernard

Wagmatcook Culture & Heritage Centre

*Nova Scotia*

Aboriginal Tourism Association of Canada

# Board Members



# Teresa Doolittle

Six Nations Tourism Association

*Ontario*

# Board Members



**Patricia Dunnett**

Metepenagiag Heritage Park

*New Brunswick*

# Board Members



# Kevin Eshkawkogan

Great Spirit Circle Trail

*Ontario*

Aboriginal Tourism Association of Canada

# Board Members



## Dave Laveau

Tourisme Autochtone

*Québec*

Aboriginal Tourism Association of Canada

# Board Members



# Trina Mather-Simard

Aboriginal Experiences

*Ontario*

Aboriginal Tourism Association of Canada

# Board Members



# Robin McGinley

Cree Tourism

*Québec*

Aboriginal Tourism Association of Canada

# Board Members



## Jeff Provost

Eastside Aboriginal Sustainable Tourism Inc.

*Manitoba*

Aboriginal Tourism Association of Canada

# Board Members



**April Richardson**

Metepenagiag Heritage Park

*New Brunswick*

# Board Members



**Linda Sarazin**

Aboriginal Experiences

*Ontario*

# Board Members



**Dana Soonias**

Wanuskewin Heritage Park

*Saskatchewan*

Aboriginal Tourism Association of Canada

# Board Members



## Keith Henry

Aboriginal Tourism Association of British Columbia

*British Columbia*

# 4 Major Achievements in the Last Year

# 1 Branding

**ABORIGINAL**  
CANADA



**AUTOCHTONE**  
CANADA

# 1 Branding



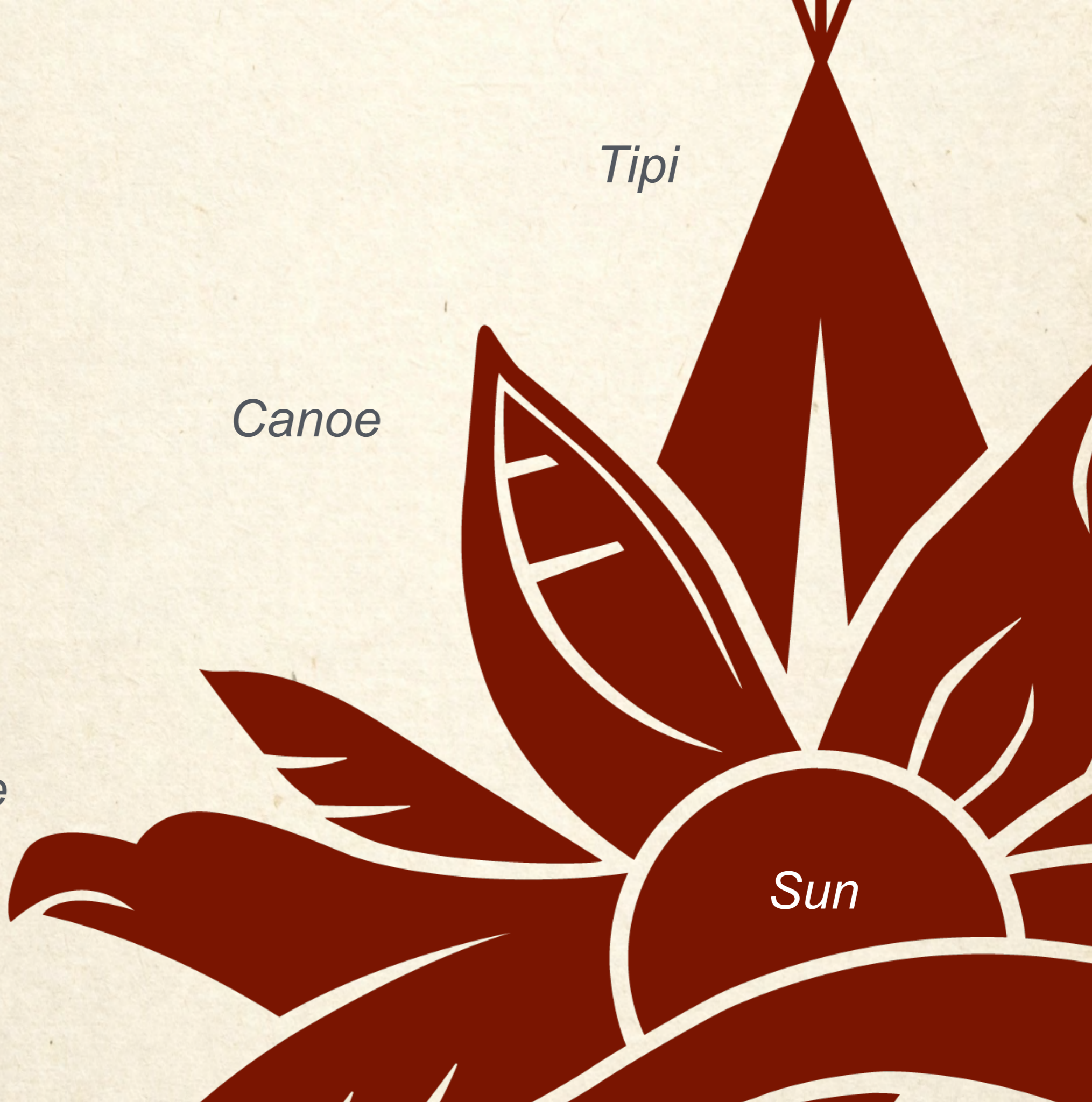
# 1 Branding

*Tipi*

*Canoe*

*Eagle*

*Sun*





*Whale*

**1** Branding

*Feather*

*Polar Bear*

*Métis Sash*

# 1 Branding



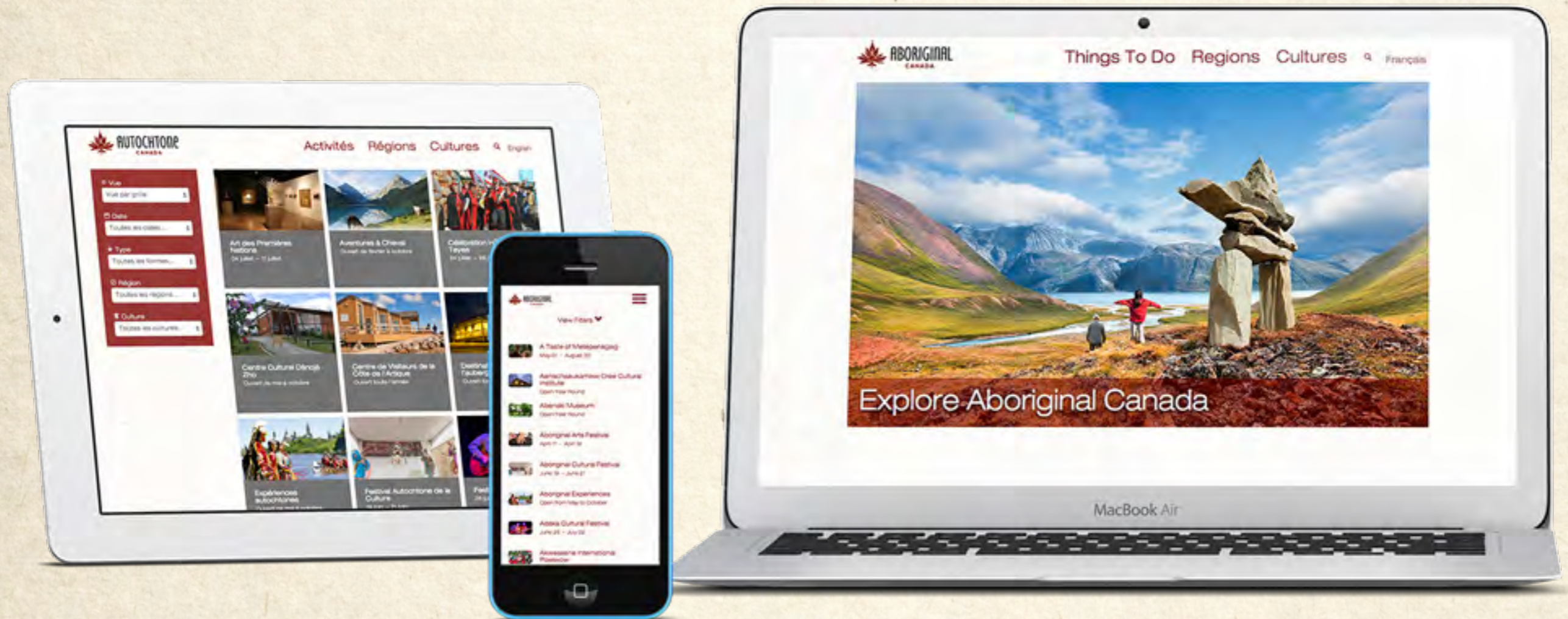
*RVC Canada 2015 Tradeshow Booths*

## 2 AboriginalCanada.ca



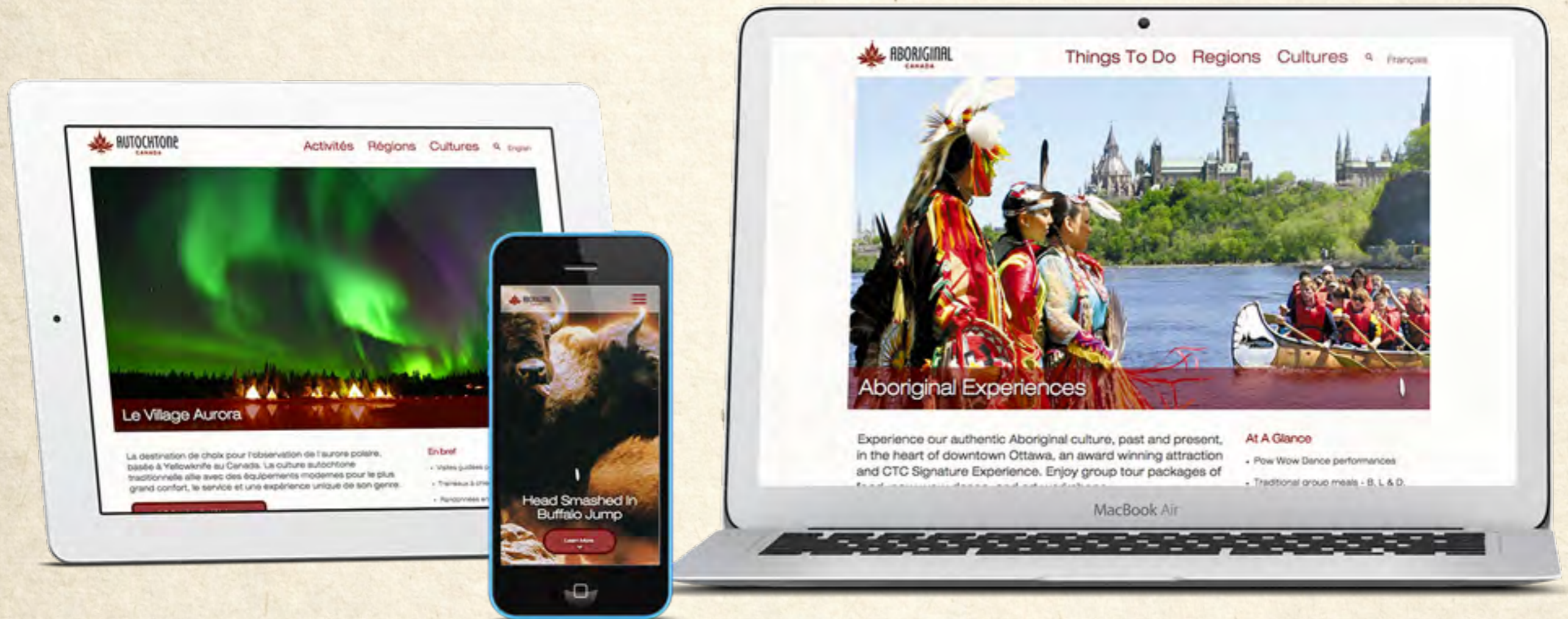
- *Bilingual*
- *Mobile Friendly*

## 2 AboriginalCanada.ca



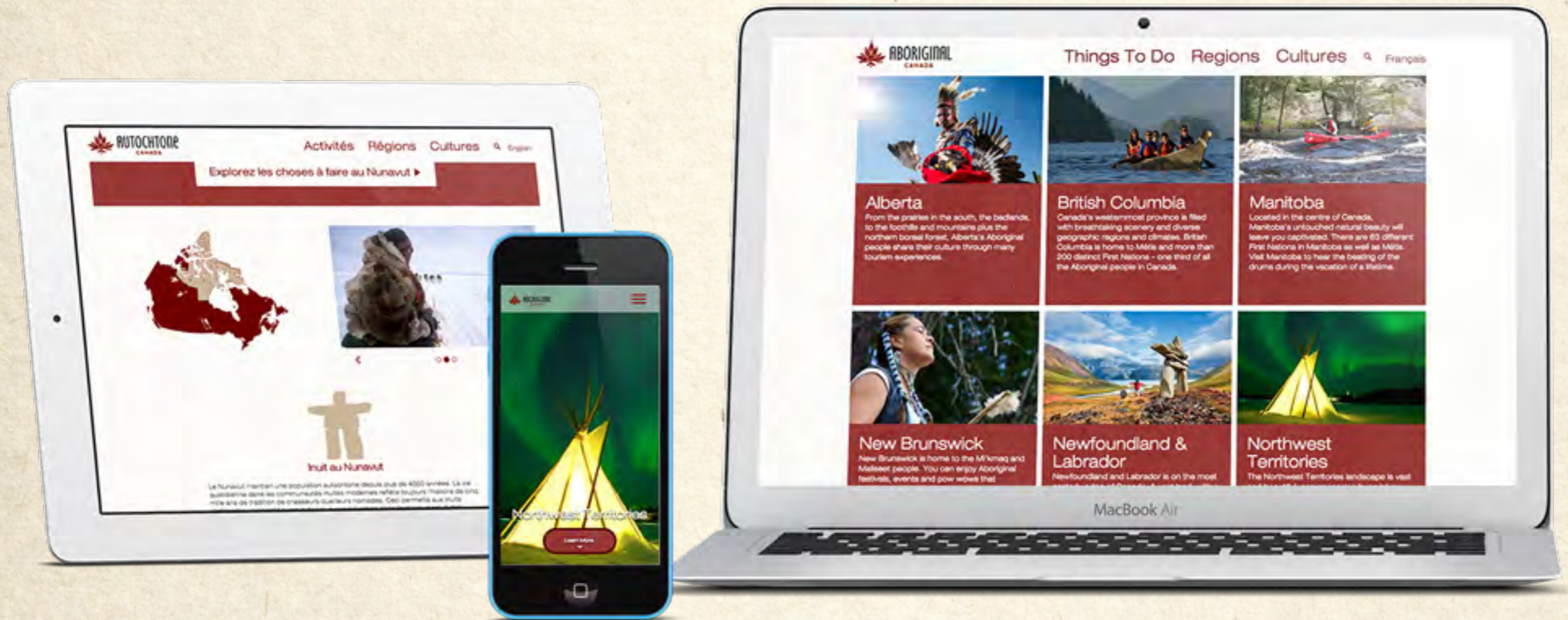
- *Aboriginal Operator & Event Directory*
- *Filterable by Region, Culture & Experience*

## 2 AboriginalCanada.ca



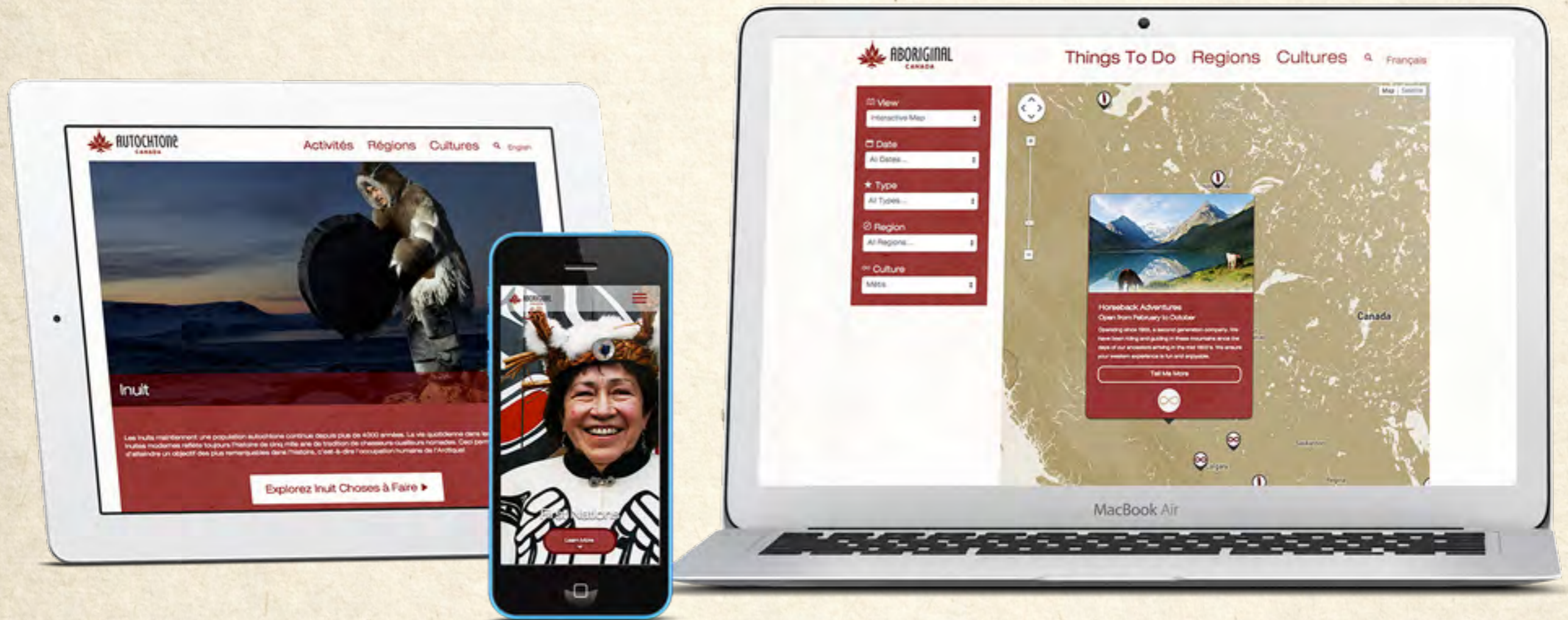
- *Operator Showcase*
- *Attractive Photos & Video*

## 2 AboriginalCanada.ca



- *Regional Showcase*
- *Educational Information*

## 2 AboriginalCanada.ca



- *Cultural Showcase*
- *Interactive Map*

## 3 National Research

**ATAC completed a national research project examining the impact of Aboriginal tourism within Canada.**

The first study of this kind since 2002.

## 3 National Research

### Approach

- *Inventory of **1,527** businesses*
- *Survey of **132** Aboriginal tourism operators*
- *Survey of **36** Travel Trade companies*
- *Examination of **169** secondary research documents*
- *Over **60** interviews*
- ***4** case studies*

## 3 National Research

### Economic Impact\*

- *Jobs: **39,156** (full-time equivalent)*
- *Output: **\$4,391 million***
- *GDP (value added): **\$2,462 million***
- *Wages and Salaries: **\$1,291 million***
- *Taxes: **\$142 million***

*\* Sampled data only includes the Provinces - not the Territories*

# 3 National Research

## Key Markets



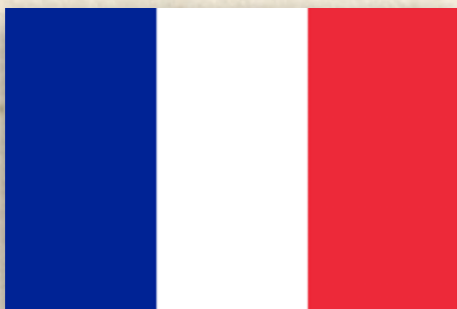
*USA*



*UK*



*Germany*



*France*



*Canada*



*Australia*

## 3 National Research

### Key Markets

- *Currently supply **129 million** visitors per year*
- *Potential to add an additional **57 million** visitors per year*

# 3 National Research

## Emerging Markets



*Japan*



*South Korea*



*Mexico*



*Brazil*



*China*

## 3 National Research

### Actions & Opportunities

- *Improve Competitiveness*
- *Strengthen Networks*
- *Expand Training & Development Programs*
- *Increase Awareness*
- *Improve the Experience*
- *Strengthen Regional Aboriginal Tourism Associations*
- *Increase Product Demand*

## Rendez-Vous Canada 2015

Rendez-vous Canada is Canada's premier international tourism marketplace.

The event reunites more than 1,500 international tourism professionals gathered over four days with the potential to generate hundreds of millions of dollars for Canadian tourism businesses.

# 4 RVC 2015



# 4 RVC 2015



# 4 RVC 2015



# 4 RVC 2015



# 4 RVC 2015



# 4 RVC 2015



# 4 RVC 2015



# 4 RVC 2015



# 3

## Strategies for Future Growth of Aboriginal Tourism in Canada

## Strategy #1

# Marketing in International Markets

- *Content and Online Marketing*
- *Travel Trade*
- *Travel Media*

## Strategy #2

# Partnership & Branding

- *Partnerships*
- *Branding*
- *Website Development*

## Strategy #3

# Business Development, Training & Governance

- *5 Year Plan*
- *New Aboriginal Experiences*
- *Market-Readiness*

*Thank You*

*Merci*

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[AboriginalCanada.ca](http://AboriginalCanada.ca)