



Power of Aboriginal Tourism Featured at RVC in Montreal

For Immediate Release

Via Website

Wednesday, April 27th, 2016 (Mohawk Territory, Montreal, Que.) – The Aboriginal Tourism Association of Canada (ATAC) launched the “Power of Aboriginal Tourism” campaign during the Aboriginal showcase yesterday held during Rendez Vous Canada (RVC) in Montreal, Quebec. RVC is an annual tourism industry event in Canada that brings together hundreds of travel industry partners from many countries seeking to build new business relationships to market, promote and sell tourism in Canada. Destination Canada and ATAC continued partnership marketing work this week by supporting the second National Aboriginal Tourism Showcase in the trade show as well as a lunchtime Aboriginal showcase building on the “Power of Aboriginal Tourism”. The lunchtime showcase was a major success during RVC and ATAC showcased a collection of Aboriginal cultural tourism demonstrations featuring the Cree of Quebec, Inuit of Nunavik in Northern Quebec and the Wendake.

Keith Henry, ATAC Chair/CEO stated, “The tourism industry continues to embrace Aboriginal tourism and the importance of our experiences to market and promote Canada. Our partnership with Destination Canada once again demonstrated how we can successfully work together through the National Showcase and lunchtime activation. Thank you to our Aboriginal partners from Quebec Aboriginal Tourism, Tourism Wendake, Nunavik, Tourism Association, and Eeyou Istchee Baie-James for the financial and in-kind resources as well.”

ATAC was proud to release the new “Power of Aboriginal Tourism” video which is now on the ATAC website. This is the first video in a series in development which showcased Wendake culture.

ATAC is posting a number of images and the Power of Aboriginal Tourism video on the website.

For more information about ATAC visit www.AboriginalCanada.ca.

About Aboriginal Tourism Association of Canada

Originally formed as the Aboriginal Tourism Marketing Circle, in 2015 the Aboriginal Tourism Association of Canada (ATAC) was formally established as a national non-profit Aboriginal tourism industry organization. Today ATAC includes representation from 15 Aboriginal tourism industry representatives and organizations. 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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