

**ABORIGINAL**  
TOURISM ASSOCIATION OF CANADA



ASSOCIATION TOURISTIQUE  
**AUTOCHTONE**  
DU CANADA

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# 2015-16

# Year-End Report

Summary of Activities, Programs and Progress

**Date:** May 24, 2016

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### Supporting Documents and Content

- 🌸 The Path Forward: Five-Year Strategic Plan 2016-2021 ([link](#))
- 🌸 ATAC Membership Guide and Application ([link](#))
- 🌸 ATAC Aboriginal Experiences Guide – RVC2016 ([link](#))
- 🌸 ATAC Presentation to Annual Assembly of First Nations – July 12, 2015 ([video link](#))
- 🌸 “The Power of Aboriginal Tourism” in partnership with Destination Canada ([video link](#))

### Links to ATAC press releases between Apr. 1, 2015 and Mar. 31, 2016:

- Tourism HR Canada and Aboriginal Tourism Association of Canada Announce Partnership ([link](#))
- Canada’s Authentic Aboriginal Travel Experiences Worth \$1.4 billion Annually ([link](#))
- First Nations and Rural Communities Present New Tourism Vision for Central Coast & North Island Region of BC ([link](#))
- ATAC Board Meeting Finalizes New National Five Year Plan ([link](#))
- RVC Will Feature Most Significant Presence of Aboriginal Tourism from throughout Canada ([link](#))
- Aboriginal Tourism Continues Priority for Federal and Provincial Governments ([link](#))
- Aboriginal Tourism Excellence Celebrated at 2015 Canadian Tourism Awards ([link](#))
- Aboriginal Tourism Partnership Announced ([link](#))
- Yukon First Nations Celebrating Success – Sharing Our Stories ([link](#))
- ATAC Capitalizes on Rendezvous Canada Networking to Achieve National Coverage ([link](#))
- ATAC Continues to Build Partnerships – AFN Annual Assembly ([link](#))
- 2014-2015 Activity Report Sets Foundation for Industry Moving Forward ([link](#))
- Rendez-vous Canada Success ([link](#))
- National Aboriginal Tourism Research Report 2015 ([link](#))

## Executive Summary

ATAC activated key projects in 2015-16 to grow the Aboriginal tourism industry in Canada and made significant progress in achieving organizational stability, fostering industry awareness and supporting Aboriginal tourism development while formalizing critical industry partnerships.

### 2015-16 Achievements within ATAC Four Key Strategic Pillars

ATAC's Five-Year Strategic Plan established four strategic pillars to guide ATAC's actions and annual operations planning. In 2015-16, ATAC key achievements within each of the four strategic pillars:

Leadership	Partnerships
<ul style="list-style-type: none"> <li>✿ Completed ATAC Five Year Strategic Plan</li> <li>✿ Established Administrative Operations</li> <li>✿ Built Support and Awareness</li> <li>✿ Earned Funding and Partnerships</li> <li>✿ Actively Advocated</li> </ul>	<ul style="list-style-type: none"> <li>✿ Formalized multiple new partnership agreements</li> <li>✿ Expanded and solidified ATAC's industry networks</li> <li>✿ Produced Member Communications</li> <li>✿ Demonstrated Value and Expertise</li> </ul>
Development	Marketing
<ul style="list-style-type: none"> <li>✿ Shared Mentorship and Guidance</li> <li>✿ Assistance through Sales and Marketing Materials</li> <li>✿ Provided Advocacy and Industry Relations</li> </ul>	<ul style="list-style-type: none"> <li>✿ Travel Trade Sales &amp; Marketing Programs</li> <li>✿ Delivered Consumer Marketing</li> <li>✿ Destination Canada (DC) Partnership</li> <li>✿ Provided Media Relations</li> </ul>

### The progress plan for 2016-17 will focus on:

- ✿ Operational growth and funding stability of ATAC
- ✿ Formalize and grow partnerships
- ✿ Expand ATAC membership
- ✿ Assist the process of establishing regional Aboriginal tourism associations
- ✿ Support the further development of new market-ready Aboriginal experiences
- ✿ Maximize the marketing, promotion and sales of Aboriginal tourism experiences
- ✿ Advocate on behalf of ATAC and Aboriginal tourism experiences

## Message from CEO & Board Chair

Aboriginal tourism in Canada plays a critical role in the future of tourism and provides new business and job opportunities for many Aboriginal communities and entrepreneurs throughout the country.

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.

ATAC's progress in 2015-16 in growing the Aboriginal tourism industry across Canada was significant. The extremely positive welcome ATAC has received from national tourism organizations including Destination Canada (DC) and the Tourism Industry Association of Canada (TIAC) demonstrates our value to growing Canada's tourism success. The key will be to ensure ATAC guides that industry welcome towards mutually beneficial collaboration and partnerships.

The national research report entitled: "Economic Impact of Aboriginal Tourism in Canada" recommends that Canada finds a way to address the lack of leading organizations with a coordinated industry approach to provide support and mentorship for new Aboriginal tourism businesses and associations. ATAC is directly answering that recommendation with its mission to provide leadership in the development and marketing of authentic Aboriginal tourism experiences through innovative partnerships.

The completion of ATAC's first Five-Year Strategic Plan is an important step forward for the organization and it takes significant direction from extensive national research to provide focus and priority for the Strategic Plan.

ATAC's targets are important goals for Canada's Aboriginal tourism industry: increase revenues, grow jobs and expand the number of successful businesses.

The activities in 2015-16 were designed to overcome barriers and maximize opportunities listed in the national research to allow Aboriginal tourism industry stakeholders and operators achieve their targets and further establish Aboriginal tourism as a differentiating and prosperous segment of Canada's growing tourism industry.

Keith Henry  
CEO and Board Chair  
Aboriginal Tourism Association of Canada



## ATAC Organizational Overview

Under the previous title as the Aboriginal Tourism Marketing Circle (ATMC), efforts and planning supported a number of key initiatives to build the Aboriginal tourism industry including developing consistent and impactful leadership for the Aboriginal tourism industry with a national approach to market/export readiness, marketing strategies, and maximizing key partners such as the Government of Canada, Tourism Industry Association of Canada, and the Canadian Tourism Commission (now Destination Canada).

The Aboriginal Tourism Association of Canada (ATAC) was incorporated in 2015 as a not-for-profit society. The ATAC Board consists of 15 Board members from across Canada.

Through a unified Aboriginal tourism industry voice, ATAC focuses on marketing, product development support, and partnerships between associations, organizations, government departments and industry leaders from across Canada to support the growth of Aboriginal tourism in Canada.

### ATAC Guiding Principles

1. Work to enable collective support, promotion and marketing of authentic Aboriginal tourism businesses in a respecting protocol.
2. Support the improvement of the socio-economic situation of Aboriginal people through tourism growth within the 10 provinces and 3 territories of Canada via provision of:
  - a. economic development and marketing programs
  - b. professional development including training, education and conferences, industry research, trends, best practices and market expectations
  - c. advocacy, leadership and representation
  - d. meaningful and effective long-term partnerships
3. Maximize the opportunity to inspire excellence in Aboriginal tourism across Canada.
4. Demonstrate ATAC's important contribution to the federal economy.
5. Support the authority of each Aboriginal community to determine their own cultural protocols and boundaries and recognize all of the diverse values and beliefs of our First Nations, Métis and Inuit members.
6. Encourage authentic experiences involving Aboriginal people in the development and delivery of the experience.
7. Partner and collaborate with multi-level destination marketing organizations, individual tourism businesses, sector tourism organizations and government agencies.
8. Develop and deliver strategic priorities based on recent research and tourism market intelligence in Canada from multiple and highly informed sources.
9. Foster collaboration through efforts to unite the Aboriginal tourism industry in Canada.



## OUR MISSION

**To provide leadership in the development and marketing of authentic Aboriginal tourism experiences through innovative partnerships.**

## OUR VISION

**A thriving Aboriginal tourism economy sharing authentic, memorable and enriching experiences.**

## 2015-16 Achievements within the Four Strategic Pillars

### Leadership

#### Key Actions, Activities and Projects in 2015-16:

**Completed ATAC Five Year Strategic Plan** – Using a thorough process of input from and review with the ATAC Board, a Five-Year Strategic Plan was completed along with a summary presentation to facilitate a clear outline of ATAC and its mission to various audiences and stakeholder groups.

**Established Administrative Operations** – Established a full-time yet affordable office space for ATAC in Vancouver which permits a close proximity to a very key partner, Destination Canada. Also finalized the incorporation process for the ATAC not-for-profit society and completed multiple Board meetings.

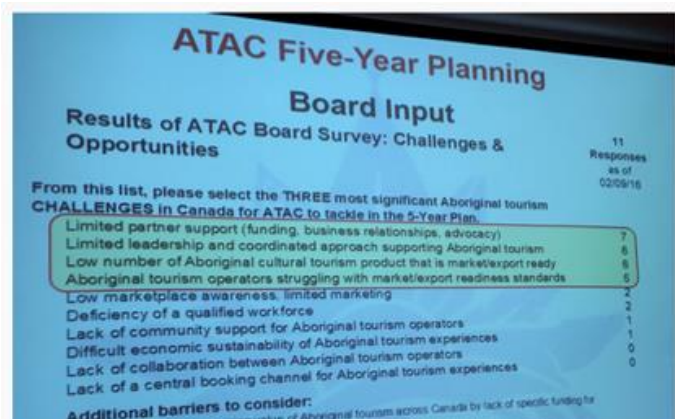
**Built Support and Awareness** – Presented ATAC overview as well as summary of Five-Year Strategic Plan to numerous groups in many locations across Canada including PEI, Nova Scotia, New Brunswick, Ontario (Ottawa), Manitoba and Yukon. Key audiences were the Canadian Council of Tourism Ministers and the Assembly of First Nations.

**Earned Funding and Partnerships** – Through regular, meaningful contact and proposals, further developed long-term relationships and funding support partnerships with Indigenous and Northern Affairs Canada (INAC) and Destination Canada.

**Actively Advocated** – Through efforts in multiple provinces/territories, advocated for increased priority for regional aboriginal tourism associations to be established and/or receive increased funding support (i.e.: Yukon, Saskatchewan, Ontario, Manitoba, Atlantic region). The ATAC CEO represented ATAC as the co-chair of the Mid-Coast B.C. Ferry Working Group to review and resolve transportation challenges of ferry services on BC’s mid-coast to support First Nations communities and their tourism growth and development aspirations (i.e. Heiltsuk and Nuxalk First Nations).



ATAC CEO with Minister Chagger, Charolette Bell (President/CEO TIAC) and David Goldstein (CEO Destination Canada)



ATAC Board Meeting Finalizes New National Five Year Plan

FEBRUARY 15, 2016

## 2015-16 Achievements within the Four Strategic Pillars

<b>LEADERSHIP: Strategic Priorities</b>	<b>2015/16 Achievements</b>
Representation with a national mandate, support regional/provincial/territorial initiatives and associations as appropriate	<ul style="list-style-type: none"> <li>◆ Series of Board meetings, in-person meetings and follow-up with reg/prov/terr org's</li> <li>◆ Sponsored Nat'l Aboriginal Cultural Tourism Award</li> <li>◆ Co-Chair of Mid-Coast B.C. Ferry Working Group</li> </ul>
Develop advocacy key messaging and delivery channels to achieve maximum impact	Presentations delivered: <ul style="list-style-type: none"> <li>◆ ATAC Strategic Overview</li> <li>◆ ATAC Five-Year Strategy</li> </ul>
Build support for Aboriginal tourism within the leadership of local communities to grow their commitment to training and development	<ul style="list-style-type: none"> <li>◆ Meetings in many communities across Canada</li> <li>◆ Presentation at Assembly of First Nations Annual Assembly</li> </ul>
Establish systems and techniques for long-term financial sustainability of ATAC	Developing long term support: <ul style="list-style-type: none"> <li>◆ INAC</li> <li>◆ Destination Canada</li> </ul> Established internal operations: <ul style="list-style-type: none"> <li>◆ regular Board meetings</li> <li>◆ financial systems, full-time office</li> </ul>
Assist with establishing and evolving provincial and territorial Aboriginal tourism organizations where possible	Working with: <ul style="list-style-type: none"> <li>◆ Yukon (increased funding)</li> <li>◆ Manitoba, Saskatchewan</li> <li>◆ Ontario</li> <li>◆ Atlantic Canada</li> </ul>
Deliver five-year organizational plan for ATAC staff and contracted support to fulfill key tactics, programs and actions to drive key performance indicators	Completed Five-Year Strategy involving multiple stages of Board input and review



**2014-2015 Activity Report Sets Foundation for Industry Moving Forward**

© JUNE 22, 2015



**Yukon First Nations Celebrating Success – Sharing Our Stories**

© NOVEMBER 23, 2015

## 2015-16 Achievements within the Four Strategic Pillars

### Development

#### Key Actions, Activities and Projects in 2015-16:

**Shared Mentorship and Guidance** – Using efforts that include webinar, conference calls and face-to-face meetings, Aboriginal experiences in Canada received important guidance and professional support from ATAC. The webinar, for example, was presented with Destination Canada to ATAC partners attending Rendezvous2016 to help operators better understand “How to Rendezvous”.

**Assistance through Sales and Marketing Materials** – Primarily intended to be used with travel trade meetings, the materials also assisted Aboriginal experience providers get more closely involved with the process of assembling key information and visuals to promote their experience in partnership with other experiences. It also demonstrated the quality and professionalism required when working with travel the trade. These materials included an ATAC Experience Guide (printed and on-line) as well as trade show back-drops and travel media story starters.

**Provided Advocacy and Industry Relations** – Through numerous meetings in person and by phone, ATAC promoted and advocated for development support in multiple regions across Canada. In Yukon, for example, advocacy with the territory funding agency resulted in significantly more funding for 2016 for the Yukon First Nations Culture & Tourism Association. The ATAC CEO also advocated for the development and growth of Aboriginal tourism experiences as the Co-Chair of the Mid-Coast B.C. Ferry Working Group.



**Aboriginal Tourism Excellence Celebrated at 2015 Canadian Tourism Awards**

© DECEMBER 3, 2015



**Aboriginal Tourism Association of Canada Launches Membership Program**

© APRIL 18, 2016

## 2015-16 Achievements within the Four Strategic Pillars

DEVELOPMENT – Strategic Priorities	2015/16 Achievements
<b>Increase number of export-ready experiences ‘certified authentic’ by ATAC</b>	
Include annual recertification to assure consumers and travel trade that standards are being met and respected	Membership Guide
Provide assistance and support for workshops and advisory services for Aboriginal tourism businesses to attain and maintain export-ready status	<ul style="list-style-type: none"> <li>◆ ‘How to RVC’ webinar</li> <li>◆ Membership Guide</li> <li>◆ Sales trade show materials</li> </ul>
Provide incentive to achieve export-ready status (i.e.: marketing support)	<ul style="list-style-type: none"> <li>◆ Aboriginal Experiences Guide</li> <li>◆ Access to RVC participation</li> </ul>
Where possible, connect Aboriginal business owners to business capital	Advocacy & industry relations with fed/prov/terr orgs to increase funding
<b>Education/ Training</b>	
Guidelines, tool-kits & standards, best practices & case studies	<ul style="list-style-type: none"> <li>◆ Membership Guide with standards</li> </ul>
Partner with provinces/ territories on systems including guides, ‘train the trainer’ workshops, conferences & B2B mentoring support	Series of in-person meetings and follow-up with provinces/territories
Connect members to: staff capacity development services, meaningful research	Signed partnership agreement with Tourism HR Canada
Concentrate on leadership and business skills, customer service, tourism industry knowledge, and cultural protocols	Developing training components with Tourism HR Canada
Foster an adequate supply of skills and labour to enhance visitor experiences through quality service and hospitality	Developing labour strategy with Tourism HR Canada



**National Aboriginal Tourism Research Report 2015**

© APRIL 30, 2015



**Minister Chagger speaks with Aboriginal tourism operator at RVC**

## 2015-16 Achievements within the Four Strategic Pillars

### Marketing

#### Key Actions, Activities and Projects in 2015-16:

**Travel Trade Sales & Marketing Programs** – Primarily through high-profile, large-scale travel trade events, ATAC formally met directly with well over 150 travel trade representatives to promote Aboriginal experiences in Canada. Expanded industry awareness through sponsorship of the National Aboriginal Cultural Tourism Award and industry events at travel trade shows.

**Delivered Consumer Marketing** – ATAC actively produced a consumer website promoting Canadian Aboriginal experiences. Consumers also became more aware of Aboriginal experiences in Canada through frequent Aboriginal tourism media coverage (local, regional as well as National) along with partnered consumer promotions with Destination Canada.

**Destination Canada (DC) Partnership** – On December 1, 2015 ATAC signed a formalized agreement with DC to leverage the strengths of both organizations and support the continued growth of the Aboriginal tourism industry across Canada. Three key components:

- ✿ Sharing of research, market intelligence, industry knowledge and expertise
- ✿ Work towards increasing export capacity of Aboriginal tourism experiences
- ✿ Cooperate in marketing programs in targeted international markets.

**Provided Media Relations** – ATAC produces regular press releases throughout the year to ensure the industry remains well informed of ATAC’s projects and accomplishments. ATAC also works directly with travel media as well as expert travel media relations advisors (in partnership with DC) to ensure travel media report on Aboriginal experiences and the Aboriginal tourism industry in Canada.



**RVC Will Feature Most Significant Presence of Aboriginal Tourism from throughout Canada**

© FEBRUARY 1, 2016

## THE GLOBE AND MAIL

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TRAVEL  
**Canada’s aboriginal tourism: It doesn't get much more traditional than this**

**KAT TANCOCK**  
 WENDAKE, QUE. — Special to The Globe and Mail  
 Published Monday, Oct. 26, 2015 12:40PM EDT  
 Last updated Monday, Oct. 26, 2015 10:27PM EDT

## 2015-16 Achievements within the Four Strategic Pillars

<b>MARKETING – Strategic Priorities</b>	<b>2015/16 Achievements</b>
Focus on high-value, targeted marketing and sales efforts in core and emerging markets	<ul style="list-style-type: none"> <li>◆ RVC (travel trade buyers)</li> <li>◆ Travel media relations</li> <li>◆ Aboriginal Experiences Guide</li> <li>◆ Sponsorship of key events with industry and travel trade</li> </ul>
Advance awareness with consumers, travel trade and key tourism organizations	<ul style="list-style-type: none"> <li>◆ Website (consumers and stakeholders)</li> <li>◆ RVC (travel trade buyers)</li> <li>◆ Aboriginal Experiences Guide</li> <li>◆ Membership guide (stakeholders)</li> <li>◆ Outreach and advocacy</li> <li>◆ Sponsorship of National Aboriginal Cultural Tourism Award</li> </ul>
Align and partner with Destination Canada (DC) including: media and marketing, target markets, research, co-op programs, industry events, travel trade, digital assets and digital channels	<ul style="list-style-type: none"> <li>◆ RVC (travel trade buyers)</li> <li>◆ ATAC presentation to senior staff</li> <li>◆ Co-sponsors of key trade events</li> <li>◆ CMM (US travel media)</li> <li>◆ Power of Aboriginal Tourism video</li> </ul>
Develop and deliver marketing communications with messaging relating to positive community and cultural impacts of Aboriginal tourism	<ul style="list-style-type: none"> <li>◆ CMM (US travel media)</li> <li>◆ Press Releases with Tartan</li> <li>◆ Numerous media stories – CTV, Globe &amp; Mail, regional publications, websites</li> </ul>



Canada's Authentic Aboriginal Travel Experiences Worth \$1.4 billion Annually

© MARCH 29, 2016



ATAC Capitalizes on Rendezvous Canada Networking to Achieve National Coverage

© JULY 24, 2015

## 2015-16 Achievements within the Four Strategic Pillars

### Partnerships

#### Key Actions, Activities and Projects in 2015-16:

**Formalized multiple new partnership agreements** – Announced signed agreements with Destination Canada (Dec. 1, 2015) and Tourism HR Canada (Mar. 30, 2016). Also expanded collaboration with the Tourism Industry Association of Canada and INAC, continued talks with Parks Canada as well as working relationships with regional/provincial/territorial Aboriginal tourism associations.

**Expanded and solidified ATAC’s industry networks** – Through individual meetings as well as several key industry events, ATAC’s active network of key industry connections and supporters was expanded in 2015-16. ATAC was highlighted through trade show event sponsorships creating positive awareness and a clearer understanding of the ‘Power of Aboriginal Tourism’ with industry leaders.

**Produced Member Communications** – To create positive member engagement, a formal ATAC Membership Guide was produced (online & print) explaining membership benefits, options and industry standards. The Aboriginal Experiences Guide demonstrated the value of ATAC’s programs for members.

**Demonstrated Value and Expertise** – With successful activation of sponsored events at high-profile trade shows and industry gatherings as well as numerous ATAC presentations to key audiences, ATAC effectively demonstrated who ATAC is, what it strives to achieve and why others (both potential members and industry partners) should collaborate and partner with ATAC.



**ATAC Continues to Build Partnerships – AFN Annual Assembly**

© JULY 10, 2015



**Aboriginal Tourism Partnership Announced**

© DECEMBER 1, 2015

## 2015-16 Achievements within the Four Strategic Pillars

<b>PARTNERSHIPS - Strategic Priorities</b>	<b>2015/16 Achievements</b>
Develop and solidify mutually beneficial long-term industry partnerships with: Other non-Aboriginal tourism businesses Tourism associations (federal, provincial, sector) Government ministries and agencies	<ul style="list-style-type: none"> <li>♦ Formal signed agreements with: Destination Canada, Tourism HR Can.</li> <li>♦ Expanded collaborations with multiple org.'s such as TIAC, INAC, Parks Can.</li> </ul>
Establish effective and broad networks with industry leaders using regular opportunities for communications and sharing through networking events, committees, boards, memberships, and working together	<ul style="list-style-type: none"> <li>♦ PAITC – ATAC CEO participation</li> <li>♦ Mid-Coast Working Group (BC Ferries)</li> <li>♦ Presentations to:                Dest. Can. Sr. staff, CDN Council of Tourism Ministers, Assembly of First Nations</li> <li>♦ Sponsorship of Nat'l Aboriginal Cultural Tourism Award &amp; events at RVC-CMM</li> </ul>
Establish member engagement and support of ATAC using a provincial/territorial/regional approach	<ul style="list-style-type: none"> <li>♦ Membership Guide</li> <li>♦ 'How to' webinar with RVC participants</li> <li>♦ Creation of Ab. Experiences Guide</li> </ul>
Foster collaboration amongst ATAC members to share, learn and partner	Frequent emails and conference calls with RVC participants to encourage collaboration
Demonstrate value to: Aboriginal tourism entrepreneurs, provinces and territories and partners/ funders	<ul style="list-style-type: none"> <li>♦ Successful activation of RVC-CMM events</li> <li>♦ Professional marketing/sales materials produced for members and partners</li> <li>♦ Finalized Five-Year Strategic Plan</li> <li>♦ Presentations to high profile audiences (i.e.: Council of Canadian Tourism Ministers, DC senior staff, AFN)</li> </ul>



**Tourism HR Canada and Aboriginal Tourism Association of Canada Announce Partnership**

© MARCH 31, 2016



**Aboriginal Affairs and Northern Development Canada**

## 2015-16 Financials

### STATEMENT OF OPERATIONS

		Budget	Budget	Budget	Budget	Actual
		Apr 01/2015 - Apr 30/2016	Project #1 5 Year Plan	Project #2 RVC 2016	Project #3 CMM 2016	Apr 01/2015 - Apr 30/2016
<b>Revenues</b>	<b>FUNDERS</b>					
	Destination Canada	\$40,000	\$0	\$40,000	\$0	\$40,000
	INAC - 5 Year Plan	\$120,000	\$120,000	\$0	\$0	\$120,000
	INAC - RVC	\$85,000	\$0	\$85,000	\$0	\$85,000
	RVC Registrations	\$35,000	\$0	\$35,000	\$0	\$35,000
	Sponsorships	\$23,000	\$0	\$5,000	\$18,000	\$23,000
	<b>Total Contributions</b>	<b>\$303,000</b>	<b>\$120,000</b>	<b>\$165,000</b>	<b>\$18,000</b>	<b>\$303,000</b>
<b>Project #1</b>	<b>5 Year Plan</b>					
1	Development of the Plan	\$30,000	\$30,000	\$0	\$0	\$30,000
2	Design, Translation and Website services	\$20,000	\$20,000	\$0	\$0	\$20,520
3	Governance, Action Plan, and Industry Relations	\$33,000	\$33,000	\$0	\$0	\$33,000
4	Marketing and Aboriginal Tourism Award	\$8,000	\$8,000	\$0	\$0	\$6,280
5	Travel	\$25,000	\$25,000	\$0	\$0	\$26,095
6	Administration	\$4,000	\$4,000	\$0	\$0	\$4,238
		<b>\$120,000</b>	<b>\$120,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$120,133</b>
<b>Project #2</b>	<b>Rendez-vous Canada</b>					
7	Booths and Delegates	\$63,000	\$0	\$63,000	\$0	\$67,584
8	Lunch Sponsorship Activation	\$50,000	\$0	\$50,000	\$0	\$43,105
9	Media event	\$0	\$0	\$0	\$0	\$0
10	Prepare/print flat sheet	\$7,000	\$0	\$7,000	\$0	\$5,350
11	Marketing booth branding	\$15,000	\$0	\$15,000	\$0	\$16,985
12	Travel	\$15,000	\$0	\$15,000	\$0	\$19,393
13	Event Coordination	\$15,000	\$0	\$15,000	\$0	\$15,000
		<b>\$165,000</b>	<b>\$0</b>	<b>\$165,000</b>	<b>\$0</b>	<b>\$167,418</b>
<b>Project #3</b>	<b>Canada Media Marketplace</b>					
14	Dinner Sponsorship Activation	\$8,000	\$0	\$0	\$5,000	\$5,320
15	Performance and Entertainment	\$10,000	\$0	\$0	\$13,000	\$22,326
		<b>\$18,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$18,000</b>	<b>\$27,646</b>
	<b>Total Project &amp; Admin Expenses</b>	<b>\$303,000</b>	<b>\$120,000</b>	<b>\$165,000</b>	<b>\$18,000</b>	<b>\$315,198</b>
	<b>Net Profit</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>-\$12,198</b>

## Progress Path for 2016-17

**ATAC will move forward, with strategic guidance from ATAC's Five-Year Plan, in the following ways:**

- ✿ Establish operational growth and funding stability of ATAC
- ✿ Formalize and grow partnerships
  - Tourism HR Canada
  - Destination Canada
  - INAC
  - Tourism organizations such as:
    - TIAC
    - Parks Canada
- ✿ Expand and solidify ATAC membership
- ✿ Build support and assist the process of establishing regional Aboriginal tourism associations as well as continue to advocate for greater support of those already operating in Canada
- ✿ Support the further development of new market-ready Aboriginal experiences and assisting to maintain market-ready status as well as growth to export-readiness:
  - Guidelines, tool-kits & standards
  - Provide assistance and support for workshops and advisory services
  - Provide incentive to achieve export-ready status (i.e.: marketing support and, where possible, business development capital)
- ✿ Maximize the marketing, promotion and sales of Aboriginal tourism experiences in Canada through high-yield, targeted and partnered efforts including:
  - Rendezvous 2017
  - Canada's Media Marketplace
  - Go Media
  - Sales missions to trade shows in top target markets (Canada, US, Europe, Asia)
  - Expanding marketing support materials
- ✿ Continue to regularly and tirelessly advocate on behalf of ATAC and Aboriginal tourism experiences to grow awareness, inspire support for development, expand membership commitments and build mutually valuable partnerships.

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