

2016 IATC WORKSHOP MARKETING BEST PRACTICES

2016 International Aboriginal Tourism Conference

Dené Sinclair, ATAC Director of Marketing

December 12, 2016

AGENDA

1. Introductions
2. Definitions: What is tourism?
3. Tell me about you...
4. The Ideal Customer
5. ATAC: Who we are, what we do
6. ATAC Member Opportunities
7. ATAC Guidelines: Market Ready/Export Ready
8. Questions?





Who Are
you?

- Where are you from?
- Do you have a tourism business?
- What do you hope to get from this workshop?

TOURISM DEFINED:

- “Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.”

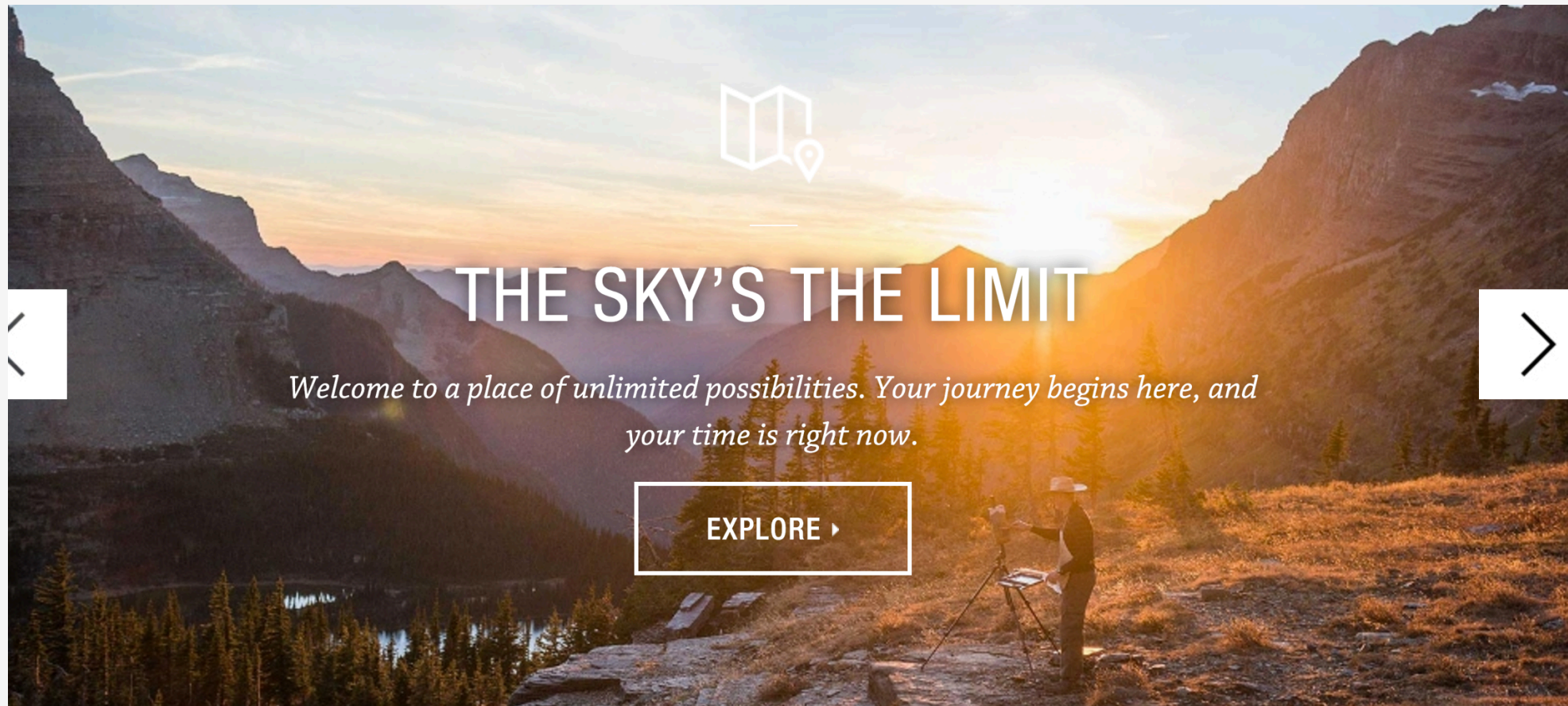
Source: The World Tourism Organization (UNWTO)



World Tourism Organization

UNWTO

TOURISM: CREATING A PLACE STORY



ABORIGINAL TOURISM: CREATES PLACE



Dahgáts'enehtän yéh gutie

"We are happy to see you" in the Kaska language.

INDIGENOUS (ABORIGINAL) TOURISM

Defined by the Aboriginal Tourism Association of Canada:

- **Aboriginal Tourism is defined as all tourism businesses majority owned, operated and/or controlled by First Nations, Métis or Inuit peoples that can demonstrate a connection and responsibility to the local Aboriginal community and traditional territory where the operation resides.**



YOUR TOURISM BUSINESS



- What are you doing right?
- What is not working?
- Who are your competitors?
- What are they doing right?

WHO IS YOUR COMPETITION?



CANADIAN SIGNATURE EXPERIENCE COLLECTION

New Brunswick

- “Roads to Sea” Guided Tours
- Village Historique Acadien
- Shediac Bay Cruises
- Hopewell Rocks
- Le Pays de la Sagouine
- Harvest Jazz and Blues Festival
- Fundy Tide Runners Whale Watching
- Baymount Outdoor Adventures Inc.
- Rossmount Inn
- Seascape Kayak Tours Inc.

Nova Scotia

- Cape Breton National Park
- Alexander Graham Bell Museum and National Historic Site
- Halifax Citadel National Historic Site of Canada
- FreeWheeling Adventures
- Celtic Colours International Festival
- Trout Point Lodge
- Fortress Louisbourg National Historic Site of Canada

Prince Edward Island

- Top Notch Charters Island Flavours
- Holland College Culinary Bootcamps
- Experience PEI/Red Shores
- Tranquility Cove Adventures

Newfoundland and Labrador

- Fogo Island Inn
- Linkum Tours
- Bon Tours
- Lighthouse Picnics

- L’Anse aux Meadows National Historic Site of Canada
- CapeRace Cultural Adventures Inc
- Twillingate Island Boat Tours Ltd.
- Iceberg Quest Ocean Tours
- Ocean Quest Inc.
- **Torngat Mountains Base Camp & Research Station**
- Stan Cook Sea Kayak Adventures

ATAC MARKETING MEMBERS

British Columbia

- Takaya Tours
- Quaaout Lodge
- I Hos Gallery
- HFN Hospitality
- Haida Style Expeditions
- Sea Wolf Adventures
- Haida Enterprise Corp
- Musqueam Cultural Centre

Alberta

- Horseback Adventures
- Head Smashed In Buffalo Jump
- Sawridge Inns & Conference Centres

Saskatchewan

- Wanuskewin Heritage Park

Manitoba

- EAST inc
- Wapusk Adventures

Ontario

- Great Spirit Circle Trail
- Ritchie Falls Resort
- Aboriginal Experiences

Quebec

- Tourism Wendake

Yukon

- Yukon First Nations Culture & Tourism

Northwest Territories

- Narwal Northern Adventures
- Tundra North Adventures
- B Dene Adventures

New Brunswick

- Metepanaglag Heritage Park

Nova Scotia

- Wagmatcook Centre
- Destination Membertou

Prince Edward Island

- Micmac Productions
- Indian Art & Crafts of North

ACTIVITY #1 – YOUR CURRENT CUSTOMER

1. Who is your current customer?
2. Where do they live?
3. How do they find you?



ACTIVITY #2 – YOUR IDEAL CUSTOMER

1. Who is your ideal customer?
2. Where do they live?
3. How do they find you?



ACTIVITY – YOUR IDEAL CUSTOMER (MORE QUESTIONS)

- Marital status? Age? Income? Age?
- Job? What do they love? What keeps them up at night?
- TV Shows? Magazines? Hobbies?
- Who do they travel with? Why do they travel? What questions do they have about travel?
- How do they buy travel? How far in advance do they book?

Targets



Measurable goals to achieve by 2021

1) Aboriginal tourism revenues:

🍁 \$300 million increase in annual Canadian GDP by 2021

2) Aboriginal tourism jobs:

🍁 40,233 total workers by 2021

3) Aboriginal tourism businesses:

🍁 50 additional export-ready experiences by 2021

4) Financial sustainability and stability of ATAC:

🍁 Average \$2.6 million annual funding from 2016 to 2021

Strategic Pillars



1) Product Development

- 🍁 Increase number of export-ready experiences
- 🍁 Education/ Training

2) Marketing

- 🍁 High-value, targeted marketing and sales efforts
- 🍁 Align and partner with Destination Canada (DC)

3) Leadership

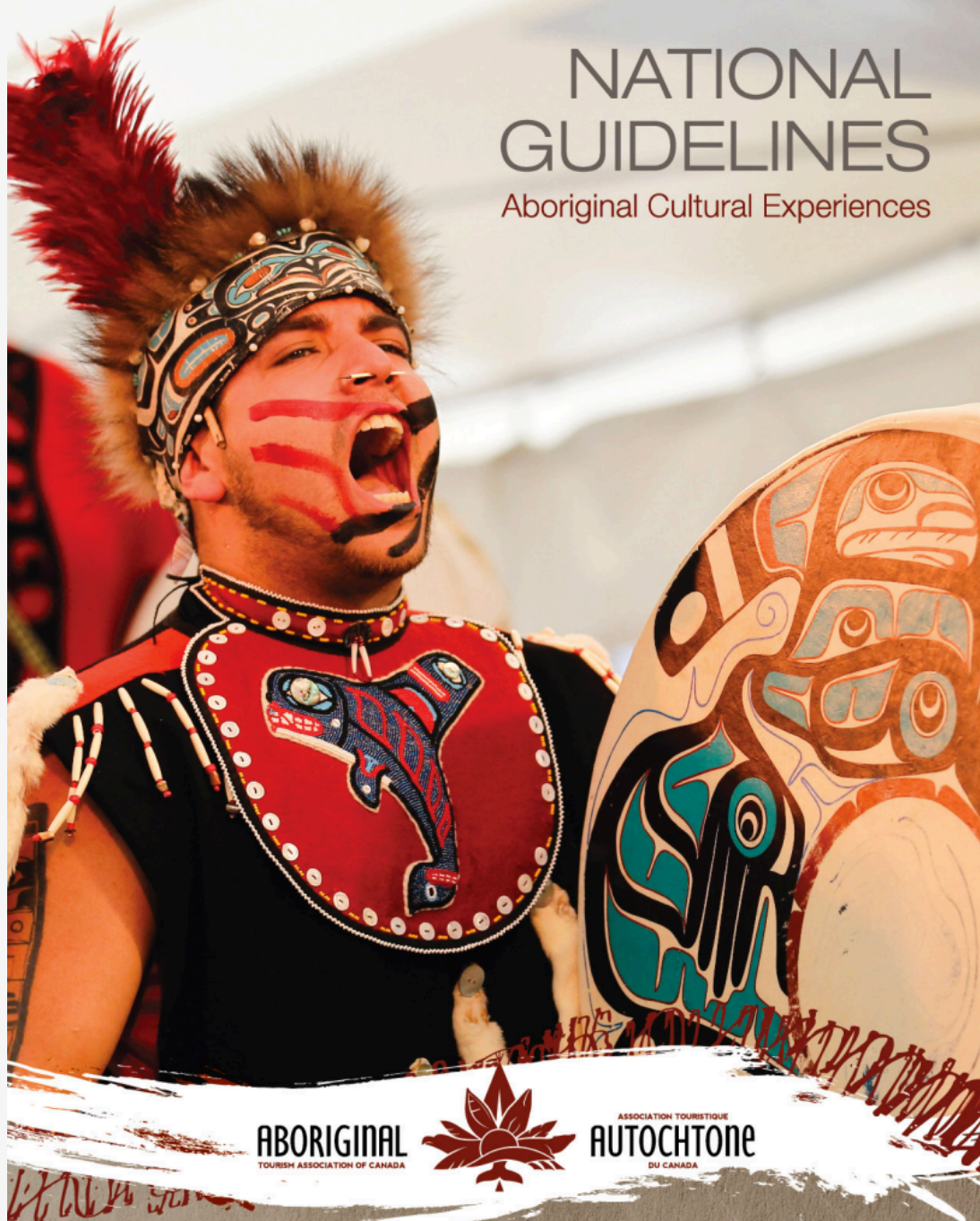
- 🍁 Representation and advocacy
- 🍁 Establish long-term financial sustainability of ATAC
- 🍁 Assist provincial & territorial Aboriginal tourism org's

4) Partnership

- 🍁 Develop long-term industry partnerships
- 🍁 Establish effective, broad networks with industry leaders
- 🍁 Build member engagement and support of ATAC

NATIONAL GUIDELINES

Aboriginal Cultural Experiences



ABORIGINAL
TOURISM ASSOCIATION OF CANADA



ASSOCIATION TOURISTIQUE
DU CANADA
AUTOCHTONE

Market Ready

Defining "Market Ready"

ATAC wants to support Aboriginal Cultural Tourism at all stages of development. We understand that some tourism experiences may be "market ready" for visitors and others "export ready" for international markets and have included industry expectations and best practices for both.

Market Ready

Aboriginal tourism businesses and experiences must first and foremost offer a quality tourism product that would meet market expectations, with or without the cultural element. Aboriginal cultural tourism is in itself a unique product, but with evolving changing tourism industry, it is no longer enough. Visitors are looking for a unique experience, that they cannot have anywhere else and once there, they are also expecting the experience to meet or exceed the basic industry standards for that sector.

Export Ready

"Travel Trade" means many things to many people in the tourism industry. A simple definition is: 'people and companies that resell travel product to the visitor which they have bought from other parties'. Travel trade is the distribution network for tourism products for both group (bus markets) as well as small group and individual travel (often called FIT markets). Selling through the travel trade adds a new dimension to any tourism business as they will sign contractual agreements with partners governed by strict laws that protect travelers in many countries – so you need to feel very confident to deliver what you are promising! This guidebook has been developed to help you determine if your tourism experience is ready to be promoted internationally to travel trade, making it "export ready" by industry standards.

The travel trade can be a very cost effective sales and distribution channel for your business because they have greater access to national and international markets and will sell on your behalf. For this reason, it's important to recognize that their commission structure covers the cost of their sales efforts that you, as the supplier, will not have to incur. To meet the standard industry expectations as an "export ready" tourism experience you must demonstrate a commitment to supporting the efforts of your potential trade partners through commissions.

INDUSTRY STANDARDS: MARKET READY

Refers to businesses or experiences that have all their licenses, permits and insurance in place in order to operate legally.

The business or experience also meets or exceeds industry expectations for their sector, communicates with potential visitors year-round, and is ready to accept advanced reservations.

ATAC MARKETING MEMBERSHIP (\$199)

1. In business for a minimum of 2 years Accessible to clients 24 hours a day, 365 days a year by phone, fax or email and returns calls within 24 hours during standard business days
2. Meet all health and safety standards for their tourism sector including all applicable business licenses and liability insurance
3. Offer a quality tourism experience and product that can be assessed or qualified through industry awards and recognition or visitor, trade, media and tourism association feedback

ATAC MARKETING MEMBERSHIP (CON'T)

4. Able to demonstrate that front line and management staff all have the necessary training, ability and skills to deliver a quality tourism experience.
5. Have published rates established at least 6 months in advance and are able to take advance reservations.
6. Accept debit and credit cards from visitors
7. Aware of the provincial/industry standards for their sector and are able to meet or exceed those expectations (for food and beverage service, accommodations, transportation, attraction etc.)

YUKON

- 1 **Yukon First Nations Culture & Tourism**
www.YFNCT.ca

Northern Vision Development
www.NVDLP.com

TERRITOIRES DU NORD-OUEST

- 2 **Narwal Northern Adventures**
www.Narwal.ca
- 3 **Tundra North Tours**
www.TundraNorthTours.com
- 4 **B. Dene Adventures**
www.bdene.com

Northwest Territories Tourism
www.tnospectaculaire.com

NUNAVUT

Nunavut Tourism
www.NunavutTourism.com

Parks Canada - Nunavut
www.pc.gc.ca/fra/index.aspx

COLOMBIE-BRITANNIQUE

- 5 **HFN Hospitality LP**
www.HFNdevelopmentlp.org
- 6 **I Hos Gallery**
www.ihosgallery.com
- 7 **Quaaout Lodge**
www.QuaaoutLodge.com
- 8 **Takaya Tours**
www.TakayaTours.com
- 9 **Musqueam Cultural Centre**
www.Musqueam.bc.ca
- 10 **Haida Style Expeditions**
www.HaidaStyle.com

- 11 **Sea Wolf Adventures**
www.SeaWolfAdventures.ca
- 12 **Haida Enterprise Corp.**
www.haico.ca

Aboriginal Tourism BC
www.AboriginalBC.com

Tzoonie Ventures Ltd.
www.Tzoonie.com

Canadian Inbound Tourism
Association (Asia Pacific)
www.citap.ca

Small Planet Consulting
www.SmallPlanet.Travel

Uncommon Canada Travel
Collection
www.UncommonCanada.com

Legacy Tourism Group
www.LegacyTourism.com

ALBERTA

- 13 **Horseback Adventures Ltd.**
www.Horseback-Adventures.com
- 14 **Sawridge Inns & Conference Centres**
www.Sawridge.com
- 15 **Head Smashed in Buffalo Jump**
www.HeadSmashedIn.org

Painted Warriors
www.PaintedWarriors.simplesite.com

Mahikan Trails
www.Mahikan.ca

Gunn Métis Local 55
www.lacsteannemetis.com

Lac La Biche Canadian Native
Friendship Centre Assoc.
www.llb.ca

SASKATCHEWAN

- 16 **Wanuskewin Heritage Park**
www.Wanuskewin.com

MANITOBA

- 17 **Eastside Aboriginal Sustainable Tourism Inc.**
www.eastinc.ca
- 18 **Wapusk Adventures**
www.WapuskAdventures.com

Travel Manitoba
www.fr.TravelManitoba.com

Canadian Ecotourism Services
www.cesclients.com

ONTARIO

- 19 **The Great Spirit Circle Trail**
www.CircleTrail.com
- 20 **Ritchie Falls Resort**
www.RitchieFalls.com
- 21 **Aboriginal Experiences**
www.AboriginalExperiences.com

Historic Saugeen Métis
www.SaugeenMetis.com

Ottawa Tourism
www.TourismeOttawa.ca

QUÉBEC

- 22 **Tourism Autochtone Quebec**
www.TourismeAutochtone.com
- 23 **Tourism Wendake**
www.TourismeWendake.ca



Cree Outfitting & Tourism Assoc.
www.CreeTourism.ca

Inuit Adventures
www.Aventuresinuit.ca

Canadian Executive Services
Organization
www.saco-ceso.com

NOUVEAU-BRUNSWICK

- 24 **Metepenaglag Heritage Park**
www.MetPark.ca/fr/

Roads To Sea Inc.
www.Roads2Sea.com

Ninen Productions Inc.

NOUVELLE-ÉCOSSE

- 25 **Destination Membertou**
www.DestinationMembertou.com
- 26 **Wagmatcook Centre**
www.WagmatcookCentre.com
- Eskasoni Cultural Journeys
www.EskasoniCulturalJourneys.ca

ÎLE DU PRINCE-ÉDOUARD

- 27 **Indian Art & Crafts of North America**
www.IndianArtPEI.com

28 **Micmac Productions**
Lennox Island Development Corp.
www.LennoxIsland.com

View

Grid Map

Filter Results By:

Date
All Dates...

Region
All Regions...

Type
All Types...

Culture

- First Nations
- Inuit
- Métis

Clear All Filters



A Taste of Metepenaglag
Open from May to August
New Brunswick



Aboriginal Experiences
Open from May to October
Ontario



B. Dene Adventures
Open Year Round
Northwest Territories



Destination Membertou
Open Year Round
Nova Scotia



Eastside Aboriginal Sustainable
Tourism Inc.
Open Year Round
Manitoba



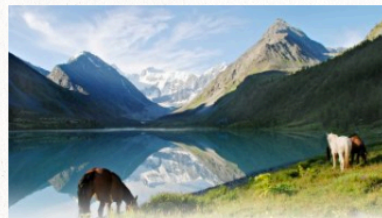
Great Spirit Circle Trail
Open from May to October
Ontario



Haida Style Expeditions
Open from April to September
British Columbia



Head Smashed In Buffalo Jump
Open Year Round
Alberta



Horseback Adventures
Open from February to October
Alberta



Programs, Projects and Achievements

Strategic Pillar: Marketing

April 2016: Canada Media Marketplace

- Destination Canada event for media in USA
- 20+ Meetings & Closing reception sponsorship



May 2016: Rendez-vous Canada

- Largest B2B travel marketplace in Canada
- ATAC luncheon sponsorship for 1,000+ delegates
- 25+ Aboriginal Tourism selling organizations in attendance

September 2016: Adventure Travel World Summit

- ATAC presented at Aboriginal tourism forum
- Leads include 13 tour operators, 6 agents and 33 media



Programs, Projects and Achievements

Strategic Pillar: Marketing



October 2016: GoMedia

- Destination Canada international media show
- Opening reception sponsorship for 275+ guests
- 1-on-1 appointments with 25+ global media

October 2016: Showcase Canada Asia

- Destination Canada B2B Trade Event in China
- 120+ qualified buyers
- 6 Aboriginal Tourism businesses as first time attendees



November 2016: World Travel Market London

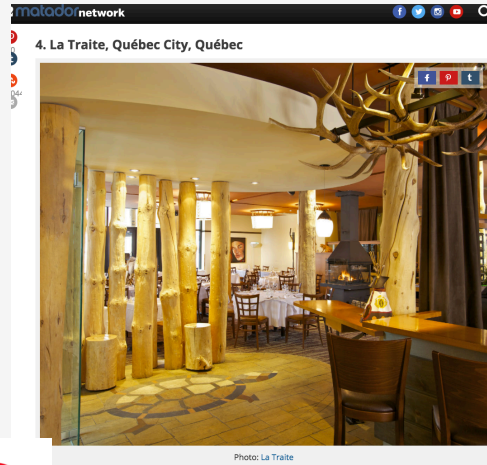
- Destination Canada stand at largest UK travel show.
- 15+ meetings showing high interest from UK specialist trade for Aboriginal tourism experiences

Programs, Projects and Achievements

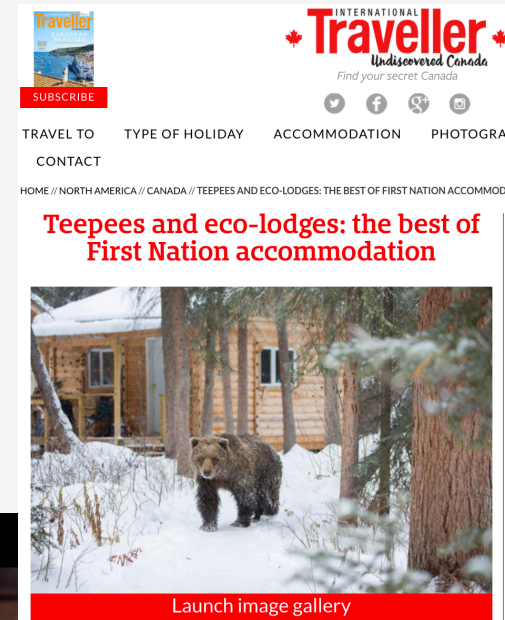
Strategic Pillar: Marketing



The Company Connecting Travelers with Canada's Indigenous Culture



otel-Musée Premières Nations in Wendake, an Amerindian village of the Huron-Wendat Nation, is La Traite. Located -minute drive from Québec City and run by Chef Martin Gagné, fourth generation Algonquin, La Traite honors First ons tradition with ingredients that have been hunted, fished, or gathered in Northern Québec. On the menu are



If you're after an authentic Canadian experience, start at the beginning. The country's rich Aboriginal history is preserved in attractions, events, and adventures, found in every province, from coast to coast.

Here are 12 immersive Aboriginal tourism experiences that will bring you closer to the culture and history of these ancient peoples.



Tous ces récits existent pour nous enseigner quelque chose, pour nous aider à comprendre.

Song and dance for native products



ABORIGINAL Tourism Association of Canada's Director of Marketing, Dené Sinclair, is looking forward to discussing at WTM the growing options in Aboriginal tourism.



2017 Rendezvous Canada Partnership Program: Call for Applications

Issued: Tuesday, November 29, 2016

Deadline: Tuesday, January 10th, 2017 – 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 ***2017 Rendezvous Canada Partnership Program***.

The ***2017 Rendezvous Canada Partnership Program*** is an initiative which aims to increase participation from qualified Aboriginal tourism providers at the upcoming Rendez-vous Canada travel tradeshow held May 9-12 in Calgary, Alberta.

Rendez-vous Canada (RVC) is Canada's premier international tourism marketplace, led by the Destination Canada (DC). RVC connects Canadian tourism business owners with international travel buyers from all over the world in a series of pre-scheduled appointments and networking events. RVC is largely considered to be the most important show for Canadian tourism businesses to attend to learn about and meet with the travel trade. <http://rendezvouscanada.travel>

There is a growing global demand for authentic Aboriginal cultural tourism, which prompted ATAC to

EXPORT READY

Refers to a business or experience that meets market ready standards, and...

1. Is prepared to market and partner with travel trade distribution sales channels. This includes understanding commission and net rate pricing plus agreeing to trade bookings and cancellation policies.
2. Your tourism experience should be adapted to the interests, language and expectations of the International market you will pursue.

[Home](#) > [Markets](#) > [Where we market Canada](#)

Where we market Canada

Destination Canada operates in 11 countries around the world. Our global marketing and sales teams provide expert knowledge and support to the local travel trade, conduct media relations and promotional activities, launch consumer advertising and promotional campaigns, and maintain a strong presence at consumer and trade shows. We are a vital resource for the Canadian tourism industry in international markets.

[Australia](#) [Read more >](#)

[Brazil](#) [Read more >](#)

[China](#) [Read more >](#)

[France](#) [Read more >](#)

[Germany](#) [Read more >](#)

[India](#) [Read more >](#)

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Featured Video: The Power of Aboriginal Tourism



[The Power of Aboriginal Tourism](#)

Nova Scotia Tourism Market Profile: Overseas

This bulletin summarizes research findings for the overseas visitor market from the 2010 Visitor Exit Survey, including new insights on the pleasure visitor segment. For additional information, please refer to the 2010 Visitor Exit Survey and the Facts and Figures Section of the Tourism Research website, available at www.gov.ns.ca/econ/tourism/research.

Market Highlights

NS Tourism Market: 2.1 million visitors

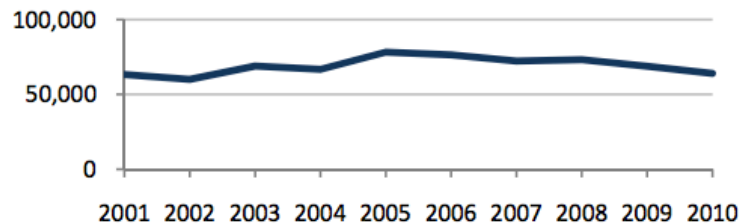
Overseas Market Share: 64,000 (2010); 3% of total visitation

Overseas Pleasure Travel Market Share: 42,200; 66% of the overseas visitor market (2010)

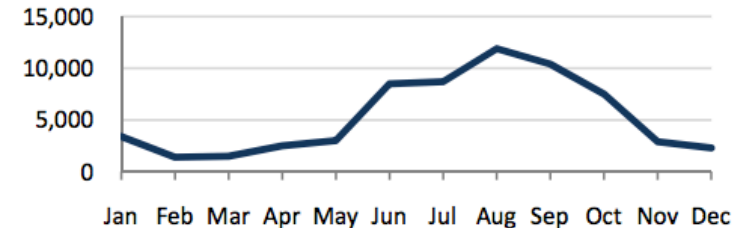
Ten-year Trend: Visitation is in slight decline after peaking in 2005. Activity from this market is influenced by economic and business conditions.

Visitation Charts

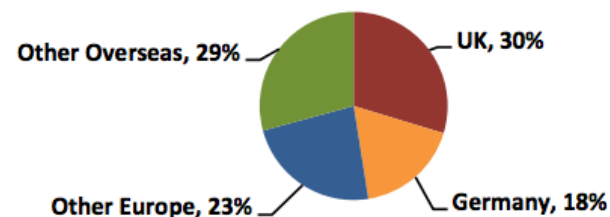
Overseas Visits to NS, 2001-2010



Monthly Visitation, 2010



Overseas Visitor Markets, 2010



SUMMARY

- 1. Get to know your business
- 2. Find partners who will help you meet your goal
- 3. Use the resources available

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THANK YOU, MERCI