



ABORIGINAL
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

2017 International Aboriginal Tourism Conference

The Path Forward: 2017-2018

Keith Henry – President & CEO

Aboriginal Tourism Association of Canada

ABORIGINAL TOURISM ASSOC. OF CANADA AT WORK

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AboriginalCanada.ca

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ABORIGINAL TOURISM ASSOC. OF CANADA AT WORK

Pre-Conference Event: Alberta Day at #2017IATC



VIDEO - POWER OF ABORIGINAL TOURISM: THE NORTH





Progress completed to date for year two of our five-year plan The Path Forward 2016-2021



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DEVELOPMENT

DEVELOPMENT



Lori Beaver
Alberta
April 2017 - December 2017



Jessica Dumas
Central
September 2017 - March 2018

DEVELOPMENT



Trina Mather-Simard
Atlantic
August 2017 - March 2018



Ron Ostrom
North
September 2017 - March 2018

DEVELOPMENT



Market-readiness training program was delivered in Calgary, Alberta with ten businesses participating in a two-day workshop.

Tourism **HR**
Canada



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MARKETING

MARKETING - SOCIAL MEDIA +120%

Aboriginal Canada
@AboriginalCAN

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Posts

Aboriginal Canada
18 hrs · 🌐

Dog sled adventures are in full swing at Wapusk Adventures! Visit the Wapusk team in Churchill, Manitoba for an introduction to dog sledding from the experts.
www.WapuskAdventures.com... See More

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28

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Write a comment...

Aboriginal Canada
October 25 at 1:46pm · 🌐

Have you heard of the New Constellations Tour? This Nation(s) wide tour is bringing together an interstellar lineup of Indigenous and non-Indigenous artists for a celebration of music & arts this Nov-Dec. Check out the artist lineup & tour dates at: www.NewConstellations.ca... See More

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Aboriginal Canada

25 Followers 30 Following
aboriginalcanada.ca
Canada

Boards Pins

Totem Poles Canada 12 Pins Follow
Canada's Northern Light 9 Pins Follow
Aboriginal Canoes 12 Pins Follow
Pow Wow Canada 12 Pins Follow

Aboriginal Tipi Canada 6 Pins Follow
Modern Aboriginal Cul... 11 Pins Follow
Traditional Aboriginal ... 2 Pins Follow
Aboriginal Art 10 Pins Follow

Big House 3 Pins Follow
Canadian Wildlife 6 Pins Follow
Inuit 2 Pins Follow
Inukshuk 3 Pins Follow

Northern Adventures 4 Pins Follow
Aboriginal Regalia 0 Pins Follow

Privacy

MARKETING - SOCIAL MEDIA +120%

The screenshot shows the Instagram profile for 'aboriginalcanada'. The profile name is 'aboriginalcanada' with a 'Follow' button. It has 129 posts, 1,759 followers, and 153 following. The bio reads: 'Aboriginal Canada Experience the diversity & power of Aboriginal-owned tourism in Canada! Connect with Inuit, First Nations & Métis cultures at #AboriginalCanada AboriginalCanada.com'. The profile picture is a red maple leaf logo. The main feed displays a grid of 12 images: a group of people on a boat, a white dog on a rocky shore, a man in traditional Indigenous attire, a museum interior, a person with a dog in a snowy landscape, a large wooden totem pole, a modern building at night, the Aurora Borealis, a person in a canoe, a museum interior with a large screen, a display of traditional clothing, and a person holding a traditional drum.

The screenshot shows the Twitter profile for 'Aboriginal Canada' (@AboriginalCAN). The profile picture is the same red maple leaf logo. The bio states: 'Connect with Aboriginal culture in Canada. Experience Inuit, First Nations & Métis culture through stories, art, events & wildlife. Share your #AboriginalCanada'. The profile shows 1,371 tweets, 584 following, 1,153 followers, and 3,363 likes. The main feed displays several tweets: a tweet about the 'The #InuitNations Holiday Craft Fair Events' on Saturday, November 4th; a tweet about 'Men's Traditional to Grass Dance Styles' at the Ojibwe Cultural Foundation on Tuesday, November 7th; and a tweet about a cultural journey north of 60 with #FromTheNorth. The right sidebar shows 'New to Twitter?' with a 'Sign up' button and 'Worldwide trends' including #LibertadPresoPolicial, #JuntosPorMexico, #MVTaPrision, and #DonaBrazil.

MARKETING - GUIDE TO ABORIGINAL TOURISM IN CANADA



river BC

...plication of an ocean-going First Nations canoe. Sing traditional
...old pictographs on the surrounding cliffs. Leave the
...ge behind and head into a lush rainforest fjord that is the
...re drumming in the wilderness, storytelling of myths and
...sked salmon, wild rice and bannock on a remote beach.

...rial band's desire to create an economically and environmentally
...op youth leadership skills and provide greater understanding of
...ancouver area. "We are especially engaged with elementary, high
...as youth and social support programs. They make up 60 per cent
...member of the Tsleil-Waututh First Nation. "We're excited that local
...orts and are learning about reconciliation in an authentic way."

... and the company's cultural canoe and kayak expeditions
...explored on mostly half-day tours. The operator offers team-
...amping trips that take in the full 29-kilometre length of Indian
...its — a spiritual bathing site. "We teach paddling as well as living
...t. "One heart, one mind, one spirit"

TAKAYA TOURS

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PHOTO CREDIT //

- 1 Photo by Phil Charles courtesy Spirit Bear Lodge
- 2 Photo courtesy Squamish Life West Cultural Centre
- 3 Photo courtesy Takaya Tours

arkets itself as 'Super, Natural British Columbia,' which is fitting.
...a pull towards the energies that live in our territories. We even
...ame for supernatural in my language, in Kwa k'wala, which
...ala.' We have so much wilderness: old-growth trees, wolves,
...s, humpbacks and orcas. As diverse First Nations peoples, we
...needed to these life forms. They are reflected in our art and our
...I invite you to come and experience Nawala for yourself."

Willie, ATAC Board Member for British Columbia



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PARTNERSHIPS

PARTNERSHIPS



← ATAC announces MOU with
Tourism Industry
Association of New
Brunswick

Travel Manitoba and ATAC →
sign MOU to foster growth



PARTNERSHIPS

ATAC signs a MOU with the American Indian Alaska Native Tourism Association →



← ATAC solidifies relationship with Tourisme Autochtone Québec / Quebec Aboriginal Tourism through formal MOU

PARTNERSHIPS

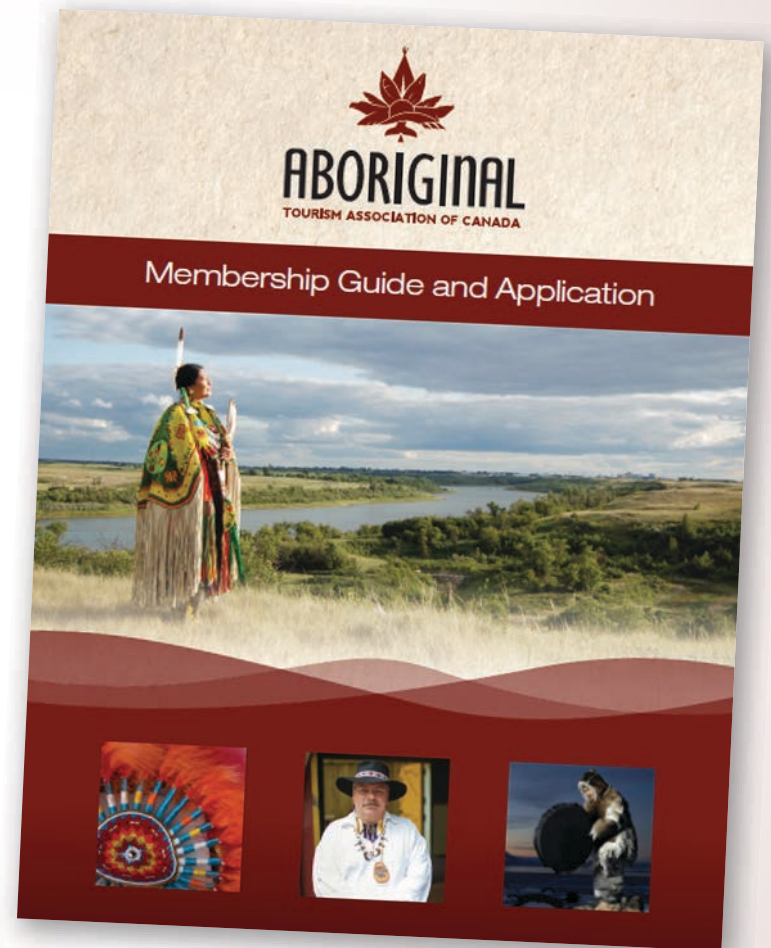
ATAC & Destination Canada sponsored visit to the Torngat Mountains Base Camp



PARTNERSHIPS

2017 membership as of September 30:

- Total = 164 (100%+)
- Voting = 92 (100%+)
- Upgraded = 65 (100%)



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LEADERSHIP

LEADERSHIP



← Indigenous
Tourism Working
Group
established in
Nova Scotia

Monday 6 November 2017

Northern Sea Wolf sets sail for B.C.

By BCShippingNews
November 2 2017



Vessel will arrive this fall for service beginning in summer 2018

BC Ferries' Northern Sea Wolf, the vessel acquired for the new route from Port Hardy – Bella Coola, and named through a community engagement process, is on its way to British Columbia. The vessel departed from the port of Piraeus in Athens, Greece, on Nov. 3 for the 10,097 nautical mile journey to its new home in British Columbia.

BC SHIPPING NEWS

BC Ferries
announcement:

← Directly as a result
of ATAC's advocacy
and involvement

LEADERSHIP

Presentation to the Canadian Council of Tourism Ministers



LEADERSHIP



← ATAC delivers eight Indigenous Tourism Forums in Alberta

Indigenous tourism forum in Lac La Biche, AB →



PARTNERSHIPS

Indigenous tourism forum
participant being interviewed →
by CBC Radio in Hinton, AB



← Indigenous tourism forum at
Blackfoot Crossing
Historical Park, AB

THE PATH FORWARD:

Announcement

MEMBERSHIP SURVEY

- Research findings in 2017 showed that international visitors have very low understanding of Aboriginal as a term.
- ATAC Membership survey results – 80% of members indicated a desire for organizational name change

INDIGENOUS
TOURISM ASSOCIATION OF CANADA



ASSOCIATION TOURISTIQUE
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NEW VIDEO SERIES: INDIGENOUS VOICES



NEW VIDEO SERIES: INDIGENOUS VOICES



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