

Alberta Development Day



2017 INTERNATIONAL
ABORIGINAL
TOURISM CONFERENCE

UPDATE ALBERTA



ABORIGINAL
TOURISM ASSOCIATION OF CANADA

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Results and Next Steps



Image Source: Edmonton Journal

TACTIC 1: Regional Forums

8 Forums completed from May 15 to June 2

- 135+ participants
- Presentations from ATAC, ACT, Travel AB, local DMO and an Aboriginal Capital Corp.'s

Location		Date	Time
Fort McMurray	Best Western Plus Sawridge Suites	May 15	10 am - 2:30 pm
Fort Chipewyan	location to be determined	May 16	10 am - 2:30 pm
Enoch	River Cree Resort	May 18	10 am - 2:30 pm
Lac La Biche	Lac La Biche Canadian Native Friendship Centre	May 24	10 am - 2:30 pm
Slave Lake	Holiday Inn	May 25	10 am - 2:30 pm
Hinton	Holiday Inn	May 30	10 am - 2:30 pm
Blackfoot Crossing Historical Park	Board Room	June 1	10 am - 2:30 pm
Lethbridge	Sandman Hotel	June 2	10 am - 2:30 pm

TACTIC 1: Regional Forums

Collected research and feedback 3 ways:

- 1) Discussions during the regional forums
- 2) Feedback forms filled out by the forum participants
- 3) Online follow-up survey

Over 130 responses collected from Indigenous entrepreneurs and community representatives

from the north, central and south regions of Alberta



Research Results

Most common discussion topics raised by forum participants:

- 1) Access to Capital
- 2) Training & Capacity Development
- 3) Commitment to Authenticity and Cultural Protocol
- 4) Partnerships – Indigenous and non-Indigenous
- 5) Marketing
- 6) Need for Leadership
- 7) Business Planning/ Start-Up
- 8) Understanding Tourism – need for education



Research Results

Forms of Support most often listed in the feedback forms (% of respondents):

- 1) Training, Education, Awareness – (31%)
- 2) Access to Capital/Financial Support – (18%)
- 3) Marketing of Indigenous Tourism – (18%)
- 4) Product Development and Business Planning – (14%)
- 5) Authenticity, Protocol and Cultural Respect – (13%)
- 6) Partnerships and Tourism Industry/Government Support – (10%)

(totals add up to >100% as respondents could supply more than one example)



Research Results

Indigenous Tourism Businesses who responded:

- ❁ 64% are privately owned, 18% are community owned
- ❁ 21% are not-for-profit society or association owned
- ❁ 81% of businesses have 51% or more Indigenous staff
- ❁ Supported 272 total jobs (full-time and part-time) to Aboriginal staff in 2016 (an average of 7 jobs per business)
- ❁ 63% of businesses have been active for over 5 years
- ❁ 67% indicated their recent business volume has been increasing or increasing significantly



Research Results

The top five most successful forms of Indigenous tourism offered are (in order):

- 1) Workshops and Cultural Training
- 2) Outdoor Adventure
- 3) Retail
- 4) Accommodations
- 5) Special Events & Festivals



Research Results

Of ALL respondents:



98% support the development of
an Indigenous tourism association
for Alberta that is led by Indigenous
tourism entrepreneurs

Research Results

The top five issues most often selected to consider when creating an Indigenous tourism organization for Alberta:

- ❁ Create close partnerships within industry and supporting organizations
- ❁ Establish a financially stable organization
- ❁ Develop policies and programs to protect cultural knowledge and art
- ❁ Association to develop a close relationship with Indigenous entrepreneurs
- ❁ Create a strategic plan for the organization
- ❁ Understand the opportunities/ challenges of Indigenous tourism (tied for fifth)

Identify Champions

Critical step: identifying Indigenous tourism champions

NORTHERN ALBERTA:

Ron Sturgess, Ft. McMurray; aurora, camping, ATV's/ snowmobiles

Robert Grandjambe, Fort Chipewyan; fishing/hunting guide

CENTRAL:

John Ritchie, Lac La Biche Native Friendship Centre

Charmaine Larsen, Sucker Creek FN, Business owner

Joe Urie, Jasper, hiking guide

Brenda Holder, Canmore, wilderness guide, cultural guide training

SOUTH:

Dion Redgun, Siksika Nation, tipis, hunting guide, cultural teachings

Hal Eagletail, Tsuut'ina Nation; tours, drum and dance, event Emcee

Tim Patterson, Accredited hiking and interpretive guide

Video – Indigenous Voices Alberta



INDIGENOUS VOICES

Blaire Russell - Photographer
Blood Tribe - Kainai First Nation



Next Steps

 Finalize the formation of an Indigenous tourism association for Alberta as an incorporated society

Why:

- 1) To develop and deliver specific strategy and tactics relevant to the prov./terr.
- 2) To partner with prov./terr. stakeholders to deliver support and growth to Indigenous tourism
- 3) To lead on behalf of the prov./terr. Indigenous tourism entrepreneurs and Indigenous tourism businesses

Next Steps


 Finalize the formation of an Indigenous tourism association for Alberta as an incorporated society

How:

- 1) Identify founding Board members as organization leaders
- 2) Complete necessary legal and administrative responsibilities
- 3) Begin developing strategic plan for organization in alignment with ATAC Five-Year Plan “The Path Forward”
- 4) Identify and confirm funding available
- 5) Begin developing business plan for organization

Funding Commitment

 Aboriginal Tourism Canada is committing to 3 years of support funding to an Alberta Indigenous tourism organization 2018-2021

 \$65,000 per year X 3 years = \$195,000

 Alberta will need more funding help from others



Discussion



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