

# ALBERTA INDIGENOUS TOURISM PLANNING DAY

November 6, 2017

Grey Eagle Resort & Casino – Calgary, Alberta

In May and June, 2017 ATAC conducted regional public forums to inform communities and entrepreneurs about the Indigenous tourism opportunity in Alberta. The Alberta Development Day is designed to continue this momentum and explore next steps for Indigenous tourism industry development in the province.

Tourism is an  
**\$8.3<sub>B</sub>**  
 industry in Alberta  
 and creates more than  
**127,000 JOBS**  
 in the province.

## AGENDA

| TIME    | TOPIC  | PRESENTER   |
|---------|--|---|
| 8:30am  | <b>OPENING PRAYER</b><br>Welcome & Opening Prayer  | <b>Hal Eagletail</b> , Tsuut'ina Nation Representative  |
| 8:45am  | <b>WELCOME ADDRESS</b>   | <b>Robert Bernard</b> , Chair – Nova Scotia, Aboriginal Tourism Association of Canada / <b>Brenda Holder</b> , Director – Alberta, Aboriginal Tourism Association of Canada / <b>Keith Henry</b> , President & CEO, Aboriginal Tourism Association of Canada / <b>Alberta Culture &amp; Tourism</b> / <b>Travel Alberta</b> |
| 9:00am  | <b>KEYNOTE</b><br><b>Indigenous Tourism in Alberta</b><br>Highlighting the Opportunities for Indigenous Tourism in Canada with a focus on Alberta: What does the landscape look like and what have we done so far?   | <b>Aboriginal Tourism Association of Canada</b>   |
| 10:00am | <b>BREAK</b><br>Nutrition Break & Networking   |   |
| 10:30am | <b>CONCURRENT SESSIONS</b><br>Looking at specific development opportunities, what programs and services are available to support growth in:<br><ul style="list-style-type: none"> <li>Community Development: What makes a community inviting to visitors &amp; how can your community support entrepreneur &amp; small business development?</li> <li>Entrepreneur Development: General business readiness practices and a discussion about the unique aspects of tourism incl. seasonality, staffing, funding challenges</li> </ul> | <b>Alberta Culture &amp; Tourism</b> / <b>Sebastien Desnoyers</b> , Wendake / <b>Brenda Holder</b> , Mahikan Trails   |
| 11:30am | <b>ARTISAN DEVELOPMENT</b><br>An overview of how an artist program can support not only the small business owners but can also support community goals of creating economy.  | <b>Nordina Newton</b> , Nations Creations - Stó:lō Nation   |
| 12:00pm | <b>LUNCH</b>   |   |

| TIME   | TOPIC   | PRESENTER   |
|--------|---|---|
| 1:00pm | <b>TOURISM MARKETING &amp; EXPERIENCE DEVELOPMENT</b><br>What is the Indigenous tourism opportunity in Alberta? How can you access information & research about key markets? Looking at experiential travel development to increase your tourism offering.  | <b>Travel Alberta</b> / <b>Tracy Klett</b> , Painted Warriors   |
| 2:00pm | <b>PARTNERING FOR TOURISM GROWTH</b><br>Highlighting partnership examples and programs for experience development and marketing. Using real life examples of businesses who have developed through ACT/TA/ATAC programming.<br>Indigenous Works, Research project –Hospitality Sector (Alberta)                 | <b>John Ritchie</b> , Lac La Biche Native Friendship Centre / <b>Stephen Crocker</b> & <b>Gina Potts</b> , Indigenous Works |
| 2:45pm | <b>BREAK</b><br>Nutrition Break & Trade Show Open   |   |
| 3:00pm | <b>NEXT STEPS FOR ALBERTA</b><br><b>Where are we going next in Alberta?</b><br><ul style="list-style-type: none"> <li>Feedback received: building provincial association strategy</li> <li>Identifying key champions</li> <li>Community engagement moving forward</li> <li>Working Group: Next Steps</li> </ul> | <b>Aboriginal Tourism Association of Canada</b>   |
| 4:30pm | <b>Closing Remarks</b>  |   |