ATAC focuses on creating partnerships between associations, organizations, government departments and industry leaders from across Canada to support the growth of Aboriginal tourism.

- Originally formed as the Aboriginal Tourism Marketing Circle
- ATAC was incorporated in 2015 as a not-for-profit society
- Board of Directors from across Canada who are
  - actively involved in the Aboriginal tourism industry
  - understand the challenges and opportunities to grow Aboriginal tourism.
To provide leadership in the development and marketing of authentic Aboriginal tourism experiences through innovative partnerships.

MISSION

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

VISION
Economics of Aboriginal Tourism in Canada

Aboriginal tourism sector in Canada:
- 33,100 workers employed (2.0% of the total tourism sector employment in the country)
- $2.65 billion of gross output
- $1.4 billion GDP for Canada
- $870 million in wages and salaries
- $67 million of consumption tax revenue

Direct employment in the Aboriginal tourism sector has almost tripled since 2002.

The number of Aboriginal owned tourism businesses in Canada has more than doubled since 2002.
Power of Aboriginal Tourism

Powerful impact on travelers:
- Grows cultural awareness and understanding
- Delivers a deep and meaningful connection
- Offers a valuable opportunity for differentiation in the tourism marketplace

Powerful impact on Aboriginal communities:
- Revitalizes cultural knowledge and practices
- Enhances economic prosperity and diversification
- Inspires the passing down of cultural knowledge from elders to youth
National Research

In 2015, ATAC completed a national research project examining the impact of Aboriginal tourism in Canada

The first study of this kind since 2002

- Inventory of 1,527 businesses
- Survey of 132 Aboriginal tourism operators
- Survey of 36 Travel Trade companies
- Examination of 169 secondary research documents
- Over 60 interviews and 4 case studies
National Research

Economic Impact:

• **Jobs:** 26,000 full-time equivalent  
  – up from 13,000 in 2002

• **GDP (value added):** $1.34 billion  
  – up from $596 million in 2002

• **Wages and Salaries:** $817 million

• **Taxes:** $142 million
In 2015, these markets supplied 129 million visitors per year.

Potential to add an estimated 60 million visitors within the next 2 years.
National Research

Emerging Markets:
- Japan
- South Korea
- Mexico
- Brazil
- China
National Research

The Aboriginal Tourism Visitor

Who are they?
- Married
- 55% Female
- Higher education
- Empty nester
- Travel longer
- Spend more
- Less than 14% of trip days with an Aboriginal tourism experience

What do they want?
- Feel immersed, engaged (entertainment or ‘show’ is of less value)
- Experience nature & learn
- Authentic & ‘real’
- Make a connection, discover Indigenous way of life, spiritual, cultural

Aboriginal tourism opportunities are normally sought out while on trips, as opposed to during the pre-trip destination selection process.
ATAC Targets

Measurable goals to achieve by 2021

1) Aboriginal tourism revenues:
   - $300 million increase in annual Canadian GDP by 2021
   - $1.4 Billion contribution to Canadian GDP in 2015

2) Aboriginal tourism jobs:
   - 40,233 total workers by 2021
   - 33,100 jobs in 2015
ATAC Targets

Measurable goals to achieve by 2021

3) Aboriginal tourism businesses:
   - 50 additional export-ready experiences by 2021
   - Approx. 80 Aboriginal tourism experiences, festival and events were export-ready in 2015

4) Financial sustainability and stability of ATAC:
   - Average of $2.6 million in annual funding from 2016 to 2021
   - Total of $13 million over 5 years invested in four strategic pillars
ATAC Strategic Pillars

Designed to respond to current research, build on industry expertise and deliver ATAC targets.

1) Development

Increase number of export-ready experiences ‘certified authentic’ by ATAC

i. Provide support for workshops and advisory services
ii. Connect Aboriginal business owners to business capital

Education/ Training including:

i. Guidelines, tool-kits & standards, best practices & case studies
ii. Partner with provinces/ territories on implementation systems
iii. Connect members to capacity development, meaningful research
iv. Concentrate on leadership and business skills, customer service, tourism industry knowledge, and cultural protocols
2) Marketing

- Focus on high-value, targeted marketing and sales efforts in core and emerging markets
- Advance awareness with consumers, travel trade and key tourism organizations
- Align and partner with Destination Canada (DC)
- Develop and deliver marketing communications relating to positive community and cultural impacts of Aboriginal tourism
3) Leadership

- Representation with a national mandate, support regional/provincial/territorial initiatives and associations
- Develop advocacy key messaging and delivery channels
- Build support for Aboriginal tourism within local community leadership
- Establish systems and techniques for long-term financial sustainability of ATAC
- Assist with establishing and evolving provincial & territorial Aboriginal tourism organizations
4) Partnership

- Develop and solidify mutually beneficial long-term industry partnerships
- Establish effective, broad networks with industry leaders
- Establish member engagement and support of ATAC using a provincial/territorial/regional approach
- Foster collaboration amongst ATAC members to share, learn and partner
- Demonstrate value to: Aboriginal tourism entrepreneurs, provinces and territories and partners/ funders
Programs, Projects and Achievements

Strategic Pillar: Development

International Aboriginal Tourism Conference

ATAC’s largest single 2016/17 project

Dec. 12-14, 2016 - Membertou, NS

- 400+ participants, 20+ speakers, workshops, cultural experiences, National Awards Gala
- Also includes a full day of training and capacity development workshops specifically for Aboriginal tourism businesses
- Guidelines, tool-kits & standards, best practices, case studies, marketplace
- Leadership and business skills, customer service, tourism industry knowledge, and cultural protocols

www.iatc-canada.ca
Strategic Pillar: Development

Partners in Development

Developing partnership agreement with Parks Canada to work together on developing new as well as upgraded Aboriginal tourism experiences.

Established a partnership with Tourism HR Canada to further the work in Aboriginal capacity building in tourism.
Strategic Pillar: Marketing

Joint marketing program between ATAC and Destination Canada

Marketing where Canada’s Tourism Brand Leads

Marketing initiatives will include:

- Consumer direct marketing
- Social media
- Media relations
- Travel agent education
- Co-operative marketing
- Digit asset development
Strategic Pillar: Marketing

Support Aboriginal tourism businesses to compete and thrive internationally.

Tools and resources to bring Aboriginal tourism experiences to international markets.

Core activities will include:

- Tradeshows
- Research
- Explorer Quotient Toolkit
- Experiences Toolkit
- Canadian Signature Experiences (CSE) program
Programs, Projects and Achievements

Strategic Pillar: Marketing

Showcase Canada Asia – 3 days of appointments with over 100 qualified buyers from mainland China, Taiwan and Hong Kong – joined by 6 ATAC member/operators

Rendez-vous Canada: luncheon sponsorship for 1,000+ guests & ATAC-themed area of 25+ Aboriginal Tourism organizations
Programs, Projects and Achievements

Strategic Pillar: Marketing

Canada Media Marketplace – closing reception sponsorship & met 1-on-1 w/ 20+ US media

GoMedia – sponsor opening reception for 275+ guests, 1-on-1 appointments with 25+ media
Strategic Pillar: Leadership

Advocacy, representation, building support

ATAC President and CEO Keith Henry and Manitoba board member Jeff Provost (Eastside Aboriginal Sustainable Tourism Inc.) presented to the Canadian Council of Tourism Minister’s (CCTM) focusing on a national Aboriginal tourism industry update and setting the stage for the vision into the future.
ATAC President and CEO Keith Henry along with ATAC board member Dave Laveau, who is also the Executive Director of Quebec Aboriginal Tourism, provided an update to hundreds of First Nations leaders attending the 36th Assembly of First Nations (AFN) Annual Assembly.
Strategic Pillar: Leadership

Advocacy, representation, building support

ATAC President and CEO Keith Henry, co-chair for the Mid-Coast Working Group representing multiple tourism stakeholders, successfully led the BC Provincial government and BC Ferries to commit to run a seasonal direct ferry service between Port Hardy and Bella Coola in an effort to support Aboriginal tourism and the BC mid-coast economy.
Timely and relevant corporate communications are a key component in ATAC’s leadership efforts. ATAC uses these communications channels to get information to its members, partners and the wider tourism industry.
Programs, Projects and Achievements

Strategic Pillar: Partnership

Mutually beneficial collaboration and engagement

Marketing partnership agreement signed with Destination Canada

GOALS:
Growing and leveraging the Aboriginal cultural tourism sector opportunity.
Generating demand for Canada’s visitor economy, for the benefit of the larger Aboriginal and Canadian tourism economy.
Strategic Pillar: Partnership

Mutually beneficial collaboration and engagement

Training partnership agreement signed with Tourism HR Canada

GOALS:

Addressing labour and skills shortages in the tourism sector

Increasing workforce participation by Aboriginal people in the Canadian tourism sector.
Strategic Pillar: Partnership

ATAC launches membership program

Enables Aboriginal tourism industry partners to engage and show support for Aboriginal tourism.

Membership Fee Structure:

- All Members: $99 CDN annual membership fee
- Membership Upgrade Option – Additional $199 CDN
  - Business listing on the ATAC website
- Other examples of cooperative marketing and sales support:
  - Business listing in the annual ATAC attractions guide
  - Additional and ongoing marketing/sales support

Join us on our Path Forward, become a member!