

Organization's Name	Aboriginal Tourism Canada (ATC)
Vision	<p>The ATC vision is to represent Aboriginal people as world leaders in tourism in harmony with our cultures.</p> <p>ATC draws its Mission and Vision from the values within which the organization strives to work:</p> <ul style="list-style-type: none"> • Partnership • Traditions/Way of life • Protection/Preservation • Inclusiveness • Communication • Accessibility • Authenticity • Respect • Community • Caring • Sharing • Pride • Self-Reliance • Strength • Spirituality • Honesty
Mission	<p>ATC is a partnership of business and government whose mission is to influence and develop tourism policies and programs to benefit Aboriginal people in Canada.</p>
Mandate	<p>On July 11-12, 1996, representatives of the Aboriginal tourism industry and key government departments met to explore the concept of developing Aboriginal Tourism Canada (ATC), formerly Aboriginal Tourism Team Canada (ATTC). The ATC initiative arose in response to expressed industry needs to address a variety of concerns and aspirations. The concept provides a vehicle for government and business to work as a team in implementing a collective vision for Aboriginal tourism and achieving common goals.</p>

<p>Key Activities/ Current Projects</p>	<p>Guided by its values and vision, ATC has identified the following Key Strategic Directions to achieve its mission:</p> <ul style="list-style-type: none"> • Industry Development To support the new development and expansion of Aboriginal tourism products that meet or exceed market standards. • Community Awareness and Capacity Development To increase awareness of Aboriginal tourism as an economic development opportunity through increased community level initiatives. To increase the capabilities of regional associations so that they can better assist in industry development and provide better services to existing businesses. • Marketing To assist industry growth and create greater awareness of and therefore increase market share for Aboriginal products and services within both domestic and international tourism markets. • Human Resources Development To support skill development initiatives in order to increase the participation of Aboriginal people in the tourism industry. To support Aboriginal youth. • Communications To ensure effective and consistent communication with stakeholders. To advocate the Key Directions of ATC.
--	---

<p>Contact Name / Information</p>	<p>Aboriginal Tourism Canada</p> <p>275 Slater Street, Suite 820 Ottawa, Ontario, Canada K1P 5H9</p> <p>Voice – (613) 235-2067 Toll Free – (800) 724-7872 Fax – (613) 235-0396</p>
--	--

	<p>A/Executive Director, Linda Webber lwebber@AboriginalTourism.ca</p> <p>General Information Info@AboriginalTourism.ca</p> <p>Finance finance@AboriginalTourism.ca</p>
--	--

Web site	www.aboriginaltourism.ca
-----------------	---