



*Your guide to*

## ***a world of opportunity....***



### **Aboriginal tourism**

- > \$270 million industry
- > 2,000 enterprises
- > \$1.9 billion potential



### **Aboriginal Tourism Canada**

*is a partnership of business and government whose goal is to create opportunities for the growth of Aboriginal tourism.*



**Our Vision** is to represent **Aboriginal peoples**  
as **world leaders** in tourism  
**in harmony** with our cultures.



**Our Mission** is to influence  
and develop **tourism policies and programs**  
to benefit **Aboriginal peoples** in Canada.

**Our business principles** drive everything  
we do and **believe in** at Aboriginal Tourism Canada.



- > **Belief** that through partnerships we can create opportunities.
- > **Commitment** to the protection and preservation of Aboriginal traditions and the environment.
- > **Commitment** to the stewardship of our renewable resources.
- > **Commitment** to the authenticity of Aboriginal products, art and experiences.
- > **Respect** of the importance of the individual in Aboriginal tourism and the part the individual plays in the community.
- > **Working** together to communicate our cultural pride in and through Aboriginal tourism and products.
- > **Honouring** our spirituality and the strength of our people to be self-reliant.
- > **Value** honesty in our communication and in our business.

There is a **world of opportunity**  
**in Aboriginal tourism**

**- for prospective partners in all industry sectors:**



- > adventure tourism
- > attractions
- > events & conferences
- > accommodation
- > transportation
- > food & beverage
- > the travel trades
- > tourism services

**Aboriginal tourism is defined** as any tourism business that is owned or managed by First Nations, Inuit or Métis people. It covers the full spectrum of tourism products and services – traditional or contemporary – in all eight sectors of the industry.

Incorporated in 1997, ATC has blossomed as the national voice for Aboriginal tourism, while an active cross-country network of Regional Aboriginal Tourism Associations (RATAs) support the national effort.



**ATC** activities include our biennial tourism conference and trade show, practical guides, a national study on Aboriginal tourism, research, participation in the tourism marketplace

and an informative website. Most recently, we have developed

***'Travelling with Wisdom: A Blueprint for the Future of Aboriginal Tourism in Canada'***



## Regional Aboriginal Tourism Associations

across  
Canada

> **ABORIGINAL TOURISM ASSOCIATION OF BRITISH COLUMBIA (ATBC)**

Tel: (604) 980-1088 Fax: (604) 980-1099  
director@atbc.bc.ca  
www.atbc.bc.ca

> **NORTHERN ONTARIO NATIVE TOURISM ASSOCIATION (NONTA)**

Tel: (807) 623-0497 Fax: (807) 623-0498  
info@nonta.net  
www.nonta.ca

> **ABORIGINAL TOURISM ASSOCIATION OF SOUTHERN ONTARIO (ATASO)**

Tel: (705) 528-0111 Fax: (705) 528-7445  
tourismataso@on.aibn.com  
www.ataso.com

> **S.T.A.Q./QUEBEC ABORIGINAL TOURISM CORPORATION**

Tel: (418) 843-5030 Fax: (418) 843-7164  
staq@oricom.ca  
www.staq.net



> **PRINCE EDWARD ISLAND ABORIGINAL TOURISM ASSOCIATION**

Tel: (902) 831-2653 Fax: (902) 831-2390  
minegoo@isn.net  
www.lennoxisland.com/liae

> **NUNAVUT TOURISM**

Tel: (867) 979-6551 Fax: (867) 979-1261  
info@NunavutTourism.com  
www.NunavutTourism.com

> **NORTHWEST TERRITORIES TOURISM**

Tel: (867) 873-5007 Fax: (867) 873-4059  
arctic@explorenwt.com  
www.explorenwt.com

> **YUKON FIRST NATIONS TOURISM ASSOCIATION (YFNATA)**

Tel: (867) 667-7698 Fax: (867) 667-7527  
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