



ABORIGINAL
TOURISM
CANADA



TOURISME
AUTOCHTONE
CANADA



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

2.7 billion by 2010

Contribution to the Canadian Economy

Tourism already makes a significant contribution to the Aboriginal and Canadian economies. In 2002, Canadian Aboriginal tourism generated \$300 million a year in revenues. By 2010, that amount is expected to skyrocket to \$2.7 billion and Aboriginal Tourism Canada is positioned to make a major contribution to the industry's development.

The Four Pillars of Development

Aboriginal Tourism Canada has been working aggressively to create a new development plan for the Aboriginal tourism industry, focusing on these four pillars of development:

Marketing

Products

Industry development

Partnership

Pillar #1 - Marketing

- Creation of brand
- Solid market research (supportive of regions)
- Certification or accreditation (tourism products)
- Code of ethics (Elder participation and knowledge transmission)
- World Wide Web (national and international industry tool)

ATC and the Aboriginal tourism industry are now concentrating on the creation of an Aboriginal tourism brand – a recognizable and reliable brand name that connects the tourist's mind to products of recognized quality, reliability and professionalism. This includes a certification and accreditation process.



Pillar #2 - Products



Product categories in 2005:

- Tour routes (includes outdoor/adventure, inbound/outbound, transport)
- Aboriginal-themed accommodation (hospitality)
- Aboriginal-themed restaurants (food services)
- Casinos (on-reserve)
- Packaging opportunities (includes events and conferences)
- Aboriginal cultural centres and related attractions (culture)
- Reenactive/interactive villages
- Wholesale/retail products (includes arts, crafts, clothing)
- Inventory to be updated and new tools to be developed
- Increased efforts in industry communication and coordination by ATC

Aboriginal tourism products across Canada are poised for rapid growth over the next ten years. The current inventory must therefore be updated and new industry tools developed to assist market research and market knowledge, to identify business growth areas and to provide start-up opportunities, including financing.

Pillar #3 - Industry Development

ATC must work with Aboriginal human resource agencies to increase skills, knowledge and career opportunities in Aboriginal tourism. Aboriginal human resource agencies in Canada need to undertake regional and national inventories of their investment into the tourism field in terms of careers, skill development and training.

Pillar #4- Partnership

Partnerships with all levels of government, tourism entities and the business development sector are key to starting up new products, and to industry growth and expansion.

ATC Blueprint and Aboriginal Tourism Industry Coordination

ATC is building on past accomplishments and on the expansion of the Aboriginal tourism industry. ATC's blueprint for action and business plan set out clear goals and objectives for the next three years of industry efforts and results. It is the perfect tool in developing Canada's enormous Aboriginal tourism potential.

Aboriginal Tourism Canada has

- **A strong**, representative board from across Canada
- **A reputable** and **results-based** management team in its Ottawa head office
- **A business plan** for development over the next three years
- **The support** of all levels of Aboriginal government and national organizations
- **A renewed focus** in 2005 to continue **promoting the growth** of the Aboriginal tourism industry.

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