



Aboriginal Tourism Marketing Circle

Memorandum of Understanding (MOU)

Between
Regional Aboriginal Tourism Associations,
Aboriginal Destination Marketing Organizations,
Aboriginal Tourism Councils
and
Regional representatives

Purpose

The purpose of the ATMC is to create a partnership between associations, organizations and councils that represent the Aboriginal tourism industry in Canada. This partnership will allow the undersigned to collectively pursue initiatives to support the growth of Aboriginal Tourism in Canada.

Of primary importance is the development of a National Aboriginal Tourism Marketing Strategy which will be based on harmonized sub-regional, regional, inter-regional, national and international Aboriginal tourism marketing strategies. The national strategy will also facilitate marketing initiatives related to major and special events.

Of secondary importance is the development of information and tools to assist the Aboriginal economic development community and government partners in key product development areas including, but not limited to: the development of market ready and authenticity criteria, assessment tools and processes; the development of an online toolkit; the development of a human resource development strategy; and the facilitation of public and private partnerships.

As market research is critical to attaining these goals ATMC members will assist government and industry partners: by defining market research needs and project terms of reference; and by undertaking polls, surveys, and focus group initiatives.

Methodology

Upon signing of this MOU, ATMC members, through various communication and coordination initiatives, agree to work in collaboration to identify new objectives to meet the above noted goals or, wherever possible, to build upon existing initiatives.

It is expected through a quorum of a simple majority of ATMC members, at meetings or through conference calls, consensus decisions will be made. Through these decisions various members will be asked, individually or in partnership, to act on behalf of the full ATMC for the following purposes:

- To represent the ATMC
- To draft project proposals and manage projects on behalf of the ATMC
- To forge partnerships with the balance of industry, government partners and Aboriginal stakeholders

ATMC Expected Outcomes

- Give voice to the Aboriginal tourism industry in Canada
- Increased numbers of market ready product
- Increased market share
- Sustainable Aboriginal tourism development

Note: Original Signed March 26, 2009

The following table has not been updated. Please contact Barry Parker (Barry.Parker@aadnc-aandc.gc.ca) for correct contact information

Aboriginal Tourism Marketing Circle

Contacts and Addresses

Regional Aboriginal Tourism Associations	
<p>Paula Amous, Executive Director Aboriginal Tourism Association of B.C. #618 - 100 Park Royal South West Vancouver, BC V7T 1A2 Phone: 1-877-266-2822 or (604) 921-1070 Fax: 1-877-533-7773 or (604) 921-1072 paula@aboriginalbc.com</p>	<p>Lori Beaver Treaty 7 Management Corporation #101, 12111 40 Street SE Calgary, Alberta, T2Z 4E6 Telephone 403-238-9148 Cell: 403-620-3916 lbeaver@treaty7.org</p>
<p>Trina Mather-Simard, Executive Director Aboriginal Tourism Association of Southern Ontario 34 Merton Street Ottawa, Ontario K1Y 1V5 Telephone: (613) 722-0315 Toll Free: 1-877-746-5658 Fax (613) 722-2344 trina@aboriginalexperiences.com</p>	<p>Pierre Philipp, Executive Director Quebec Aboriginal Tourism Corporation 50 Maurice-Bastien Blvd., Niveau S-2 Wendake, Québec G0A 4V0 Telephone: (418) 843-5030 Facsimile: (418) 843-7164 info@staq.net</p>
<p>Colleen Dupuis, CEO Nunavut Tourism P.O. Box 1450 Iqaluit, Nunavut X0A 0H0 Telephone: (867) 979-6551 Facsimile: (867) 979-1261 ceo@nunavuttourism.com</p>	<p>Gerry LePrieur, Executive Director Northwest Territories Tourism PO Box 610 Yellowknife, Northwest Territories X1A 2N5 Telephone: (867) 873-5007 ext 225 Facsimile: (867) 873-4059 gerry@spectacularnwt.com</p>
<p>Meta Williams, Executive Director Yukon First Nations Tourism Association # 1-1109 1st Avenue Whitehorse, Yukon Y1A 5G4 Telephone: (867) 667-7698 Facsimile: (867) 667-7527 admin@yfnta.org</p>	<p>Lorne Carrier, Executive Director Aboriginal Tourism Assoc. of Saskatchewan Inc. 1922 Park Street Regina, Saskatchewan S4N 7M4 Telephone: (306) 787-8911 Facsimile: (306) 787-0715 lorne.carrier@atasi.ca</p>
Destination Marketing Organizations	
<p>Sophie Bosum, A/Executive Director Cree Outfitting and Tourism Association 203 Opemiska Meskino Box 1167 Oujé-Bougoumou, Québec G0W 3C0 Telephone: (418) 745-2220 Toll Free: 1-888-268-2682 Fax (418) 745-2240 sophie@creetourism.ca</p>	
<p>Allan Emarthle, Executive Director Six Nations Tourism 2498 Chiefswood Rd. Oshweken, Ontario N0A 1M0 Phone 519 758-5444 Fax 519 758-0768 Toll Free 1 866 313-3001 aemarthle@sixnations.ca</p>	<p>Jeff Provost, General Manager Eastside Aboriginal Sustainable Tourism Inc. 520-70 Arthur Street Winnipeg, Manitoba R3B 1G7 Cell (204) 471-4236 Fax: 1-204-942-1042 Toll Free: 1-888-949-1041 jeff.provost@eastinc.ca</p>

Kevin Eshkawkogan, Manager The Great Spirit Circle Trail Manitoulin Island- Sagamok Region #15 Hwy 551 (Junction of Hwy 551 and 540) M'Chigeeng, Ontario P0P 1G0 Telephone: (705) 377-4404 Fax (705) 377-4425 Toll free: 1-877-710-3211 circletrail@circletrail.com	Sean Mahar Northwest Manitoba C.F.D.C. Box 188 Lynn Lake, Manitoba R0B 0W0 Tel: (204) 356-2489 Fax:(204) 356-2785 Toll Free: (888) 696-2332 northwestcfdc@northwest-cfdc.ca
Tourism Councils/Provincial Reps	
Alberta Alberta Tourism Advisory Council Craig Olmstead, Aboriginal Tourism Advisor/ ATAC Coordinator Phone: (780) 427-0590 craig.olmstead@gov.ab.ca	New Brunswick Karen Narvey Ministry of Tourism and Parks Phone : 506-444-3653 Fax: 506-453-2854 karen.narvey@gnb.ca
Labrador Interim Representative - Kristy Sheppard Director of Tourism Department of Culture, Recreation & Tourism Nunatsiavut Government Phone (709) 947-3568 ksheppard@nunatsiavut.com	

Notes:

The ATMC is not an organization but a forum through which industry can work with government and industry partners.

The ATMC is not a national lobby group but an industry support group that will focus on working level issues. With this in mind, it is expected that Executive Directors, CEO's or key staff people will participate in ATMC meetings or on conference calls. (It is recognized that these individuals must get clearance from their respective organizations wherever required)

Where no RATA's or DMO's exist, regional representation will be sought by working with Provincial Ministries of Tourism.