

Tuesday, September 9<sup>th</sup>, 2014

For Immediate Release

### **Aboriginal Tourism Industry Showcased during CCTM in Charlottetown**

(Mi'kmaq Territory – Charlottetown, PEI) Representatives of the former Aboriginal Tourism Marketing Circle, currently transitioning to the Aboriginal Tourism Association of Canada (ATAC), attended the Federal/Provincial/Territorial Canadian Council of Tourism Ministers (CCTM) meeting this week in Charlottetown, Prince Edward Island.

The meeting was attended by the Federal Minister of Small Business and Tourism and Agriculture Honourable Maxime Bernier plus a number of Provincial and Territorial Government Minister's and their Deputy Ministers. The CCTM included a number of presentations from the key stakeholders including the Canadian Tourism Commission and the Tourism Industry Association of Canada both who identified the challenges to competing in tourism when compared with other countries as well as supporting Aboriginal tourism.

Representatives provided a presentation which celebrated the success of projects such as capacity building for the cruise industry, standardizing Aboriginal cultural tourism market readiness, new research project measuring the economic value of Aboriginal tourism to the Canadian economy, presentation of the new website portal for Aboriginal tourism throughout Canada with a specific focus on events, and the introduction of the new brand for ATAC to promote and market Aboriginal tourism in Canada.

The results of the presentation were as follows; a future meeting with the Federal Government caucus is being planned to increase education about the value of Aboriginal tourism, the Tourism Industry Association of Canada and ATAC are launching a new national Aboriginal cultural tourism award, a meeting with the Canadian Tourism Commission to review current and future marketing of Aboriginal tourism, and ATAC is looking forward to implementing recommendations with Aboriginal Affairs and Northern Development Canada (AANDC) in light of the strong support from all Ministers in attendance.

ATAC Chair Mr. Keith Henry stated, "I want to thank the Government of Canada and all Provinces and Territories for identifying Aboriginal tourism as a key priority for Canada as a destination. It was exciting to showcase the work of our industry as we support advancing the interests for Aboriginal tourism in Canada. This advancement will require a strategy that includes partners from all levels of government, marketing organizations, and key industry voices such as TIAC and CTC."

ATAC Member Mr. Dave Laveau stated, "I was proud to witness the support for Aboriginal tourism from across Canada. This is just another step to demonstrate how our industry has evolved and why a strategy with clear outcomes is needed Aboriginal tourism in Canada."

ATAC Chair Keith Henry concluded, "The results establish a strong foundation to move forward with ATAC. We will complete our national research project in the coming months, prepare to launch to new website portal, and are excited to host the upcoming International Aboriginal Tourism Conference being hosted March 24<sup>th</sup> and 25<sup>th</sup> in Quebec City, Quebec. We invite everyone to come and learn about why Aboriginal tourism in Canada is growing at such a rapid pace, and we would like to thank Charlie Sark and the Aboriginal Tourism Association of PEI , and the Island Mi'kmaq for welcoming us into their Territory. "



For more information about the upcoming International Aboriginal Tourism Conference March 24<sup>th</sup> and 25<sup>th</sup>, 2015 review at <http://aboriginaltourismmarketingcircle.ca/2015-international-aboriginal-tourism-conference-save-the-date/>.

For more information about ATMC or the tools developed to support Aboriginal communities, organizations and entrepreneurs please view at [www.aboriginaltourismmarketingcircle.ca](http://www.aboriginaltourismmarketingcircle.ca).

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