



Aboriginal Tourism Marketing Circle  
In person meeting  
Tuesday, April 14<sup>th</sup>, 2014  
Fairmont Chateau Whistler  
8:30 AM - 3:30 PM

Draft Minutes

In Attendance

Don Wilson	<a href="mailto:don.wilson@travelalberta.com">don.wilson@travelalberta.com</a>
Jeff Provost	<a href="mailto:jeff.provost@eastinc.ca">jeff.provost@eastinc.ca</a>
Patricia Dunnett	<a href="mailto:patricia@metpark.ca">patricia@metpark.ca</a>
Lori Beaver	<a href="mailto:lorigbeaver@gmail.com">lorigbeaver@gmail.com</a>
Robin McGinley	<a href="mailto:robin@creetourism.ca">robin@creetourism.ca</a>
Dorothy Stewart	<a href="mailto:product@creetourism.ca">product@creetourism.ca</a>
Charlie Sark	<a href="mailto:charlie@sark.ca">charlie@sark.ca</a>
Teresa Doolittle	<a href="mailto:teresadoolittle@sixnations.ca">teresadoolittle@sixnations.ca</a>
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Kevin Eshkawkaogan	<a href="mailto:keshkakogan@circletrail.com">keshkakogan@circletrail.com</a>
Linda Sarazin	<a href="mailto:linda@aboriginalexperiences.co">linda@aboriginalexperiences.co</a> ,
Dave Laveau	<a href="mailto:dlaveau@tourismeautochtone.com">dlaveau@tourismeautochtone.com</a>
Carole Bellefleur	<a href="mailto:cbellefleur@tourismeautochtone.com">cbellefleur@tourismeautochtone.com</a>
Trina Simard	<a href="mailto:trina@aboriginalexperiences.com">trina@aboriginalexperiences.com</a>
Jeff Ward	<a href="mailto:jeffward@membertou.ca">jeffward@membertou.ca</a>

1. Call to Order  
Introductions
2. Review Notes January 31<sup>st</sup>, 2014 - noted approved with one amendment.
3. Regional Updates (Only a few points captured from each member)

***Jeff Ward, Membertou Heritage Park, UTA***

- Unama'kai Tourism Association Nova Scotia

***Trina Simard, Aboriginal Experiences***

- Aboriginal Experiences presented model to Ontario Tourism,
- Completed Aboriginal Cultural Ambassador training student in Alberta
- Starting training session in BC April 22 with AtBC
- Summer Solicits Festival



***Dave Laveau, Quebec Aboriginal Tourism***

- 1 million visitors
- French speaking market
- 150 Aboriginal tourism businesses
- Partnership with Tourism Quebec building cultural and nature strategies
- Tourism Quebec is working with QAT

***Carole Bellefleu, Quebec Aboriginal Tourism***

- Pilot project in the cruise industry 2013

***Linda Sarazin, Aboriginal Experiences***

- Assisting with training in BC

***Kevin Eshkawkogan, Great Spirit Circle Train***

- 2014 bookings already exceeding 2013 levels
- European market still strong, increased bookings from Ontario and USA
- Majority business from Travel Trade i.e. Jonview

***Douglas Dillon, Government of NWT Tourism & Park***

- Partnership directly Government of NWT
- Minor AtBC model

***Jackie Frederick, NWT Tourism***

- Mentorship Program for small businesses supported by NWT Government
- New product Destination Déline phase one complete, phase two in development exclusive to travel trade partners

***Blake Rogers, Tourism Industry of Yukon***

- 375 members, 6 organizations
- Product development, Tourism Marketing Committee to assist government marketing planning
- Air North 95% aboriginal owned.

***Charlene Alexander, Yukon First Nations Culture and Tourism***

- Adaka Cultural Festival in Whitehorse
- Yukon Spring Conference, Whitehorse April 24 - 27, 2014

***Teresa Doolittle, Six Nations Tourism***

- Pan Am games
- Developing product in community
- Community engagement
- Developing strong partnership with government

***Charlie Stark, Indian Arts & Crafts***

- PEI sees 1 million tourist in 2 months
- Move to urban centres from rural areas
- Ecotourism strategy upgrades
- Culinary Tourism

***Dorothy Stewart & Robin McGinley, Cree Outfitting Tourism Association***

- Two organizations
- Partnerships Regional and Provincial
- Cree Air - Basecamp for surrounding cultural tourism products
- Product development and coaching programs



**Lori Beaver, Alberta**

- Last year's flood still effective many operators
- Many new operations in development
- Indian Village at Calgary Stampede
- Guide Outfitter training

**Patricia Dunnett, Metepenagiag Heritage Park**

- New partner from neighbouring Community offering financial support
- New website Aboriginal Tourism Atlantic/ facebook page
- Heritage Park operations engaging Community for support
- Heritage Park awareness has increased by supporting more community events
- Chief and Council purchasing land "Additions to Reserve" and building Entertainment Centre/Casino to help traffic to tourism products

**Jeff Provost, East Inc.**

- Manitoba government has mandate the development a provincial Aboriginal Tourism strategy, conference in Sept. 2014
- Canadian Museum of Human Rights - open in Sept. 2014 Winnipeg
- UN designation of shared lands Manitoba/Ontario
- New partnership/investors
- New product Boardwalk on wetland area with rare flora
- New canoe experience - certification required

**Don Wilson, Travel Alberta**

- Travel Alberta TV ads includes Aboriginal experiences
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**Keith Henry, AtBC**

- ATS

**Keith Henry, ATMC**

- Invitation to present at Territorial tables
- Lobby for implantation of Cruise strategy
- Relationship with CTC
- New research specific to Aboriginal Cultural Tourism in Canada
- Request another meeting with Federal Aboriginal Tourism Marketing Group

4. ATMC Cruise Industry - Schoahs Consulting

- Website Toolbox
- Next Steps - French version; local cultural protocols; export ready for the cruise industry
- French translation assistance - Charlie Sark; Carole Bellefleur; Patricia Dunnett
- Looking for ATMC members feedback email to Dana@AboriginalBC.com
- Site will go live May 12<sup>th</sup>
- A request was made to further include Skagway information for Yukon Tourism

5. ATMC Website Presentation

- a. Project Consultant Update Company
  - French translation on yet complete
  - Some image credits still outstanding, please see Craig
  - Twitter/LinkedIn/facebook feeds was requested
  - Link to ATMC member
  - Volunteers to prepare terms of reference for website use: Jeff Ward & Charlie Sark



- b. Announcement of website
  - Launch at IATC
  - ATMC update including Cruise Website Toolkit
  - Announce names of award finalists

*Lunch*

*12:00 Noon*

- 6. International Aboriginal Tourism Conference
  - a. April 15<sup>th</sup> and 16<sup>th</sup>, 2014 - Review Agenda
  - b. ATMC Award - Trina/Kevin will present award.
- 7. Other
  - a. Heritage Conference 2015
    - A letter will be sent on behalf of ATMC to support notion of conference and offer ideas of support. A draft will be created and sent to ATMC members for input before sending.
  - b. AANDC Update - SPI Strategies, ATWG
  - c. ATMC Governance - incorporated Federal entity discussion paper by May 31
    - Volunteers to work on discussion paper - Lori Beaver; Linda Sarazin; Kevin Eshkawkogan, Brenda Dragon
  - d. ATMC Priorities going forward:
    - Research
    - Communications Strategies
    - Incorporate ATMC Strategies
    - IATC 2015 Quebec - conference guidelines
    - Cruise Ship Implementation
    - Air Access Study
    - National Best Practises
    - National Training Coordination/Standards/ Implementation
    - ATWG Meeting - AANDC
    - Strategic Partners - CTC, TIAC
    - AFN Partnership - Explore presentation for meeting in Halifax in June

Meeting Adjourned

3:10 PM

