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For Immediate Release

ATAC Continues to Build Partnerships – AFN Annual Assembly

Mohawk Territory (Montreal, Que.) – The Aboriginal Tourism Association of Canada (ATAC) continues to build partnerships with the tourism industry, governments, and Aboriginal leadership throughout Canada. This week ATAC President and CEO Keith Henry along with ATAC board member Dave Laveau, who is also the Executive Director of Quebec Aboriginal Tourism, provided an update to hundreds of First Nations leaders attending the 36th Assembly of First Nations (AFN) Annual Assembly.

ATAC representatives provided a presentation featuring the work of the industry organization. The ATAC presentation showcased the marketing success during Rendez Vous Canada in Niagara Falls in May by showing the welcome video which highlighted the ATAC national marketing brand approved this past year,. The ATAC representatives also shared the main findings of a national study released in April of this year that provided a thorough assessment of the economic value of Aboriginal tourism in Canada. They also discussed the ATAC incorporation and shared the highlights from the Canadian Tourism Awards and the new National Aboriginal Cultural Tourism Award. Finally, they presented a quick overview from the recent International Aboriginal Tourism Conference held in Quebec City in April.

“It was an honour to present an industry update for Aboriginal cultural tourism to First Nation leaders. As soon as the presentation was concluded I was approached by a number of delegates to inquire on how to follow up on various exciting ATAC ideas,” says ATAC chairperson Keith Henry. “Dave Laveau provided excellent input and shared information of significant impact this past year.”

“Thank you to Quebec’s Regional Chief Ghislan Picard for the strong support to ensure Aboriginal tourism was on the AFN agenda. Support from First Nation leadership is important to our work in industry and our board will discuss future steps to increase the partnership with the AFN to ensure support for our industry.”

ATAC highlighted the identified national research barriers to growing Aboriginal tourism in Canada leading into the current ATAC Action Plan which focused ATAC on marketing tactics, training and experience development, and future governance development including longer term planning.

ATAC continues strong into the future and the support for positive next steps includes a presentation by ATAC representatives to the Canadian Council of Tourism Ministers in August in Manitoba, review of the 2nd National Aboriginal Cultural Tourism Award during the Canada Tourism Awards this fall, plus many other exciting initiatives.

For more information about the Aboriginal Tourism Association of Canada and to review the Aboriginal cultural tourism slide show and welcome video featured during RVC go to www.AboriginalCanada.ca.



About the Aboriginal Tourism Association of Canada:

Originally formed as the Aboriginal Tourism Marketing Circle, in 2014 the Aboriginal Tourism Association was formally established. Over 20 Aboriginal tourism industry organizations and government representatives from across Canada are represented with ATAC. Through a unified Aboriginal tourism industry voice, ATAC focuses on creating partnerships between associations, organizations, government departments and industry leaders from across Canada to support the growth of Aboriginal tourism in Canada.

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