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For Immediate Release

Aboriginal Tourism Excellence Celebrated at Canadian Tourism Awards

(Algonquin Territory – Ottawa, Ontario) Aboriginal Tourism Association of Canada (ATAC) attended the Canadian Tourism Awards last night. ATAC Chair and CEO Keith Henry was invited to present the 2nd National Aboriginal Cultural Tourism Award. ATAC sponsored the National Aboriginal Cultural Tourism Award as part of the prestigious event which included a number of Federal Government politicians and tourism leaders from across Canada.

The National Aboriginal Cultural Tourism Award received several Aboriginal tourism applications from throughout Canada. The top three finalists were:

- Adaka Cultural Festival – Whitehorse, Yukon <http://adakafestival.ca/>
- Head Smashed In Buffalo Jump World Heritage Site – Fort MacLeod, Alberta
<http://www.history.alberta.ca/headsmashedin/default.aspx>
- Vancouver Native Housing Society Skwachays Lodge and Urban Aboriginal Fair Trade Gallery, Vancouver, British Columbia <http://skwachays.com/>

ATAC Chair and CEO Keith Henry presented the National Aboriginal Cultural Tourism Award to Skwachays Lodge from Vancouver, British Columbia.

ATAC Chair and CEO Mr. Keith Henry stated, “This was another important evening and Aboriginal tourism in Canada continues to build a strong presence within the tourism industry. The awards recognized Canada’s top tourism experiences and celebrating the success and growth of Skwachays Lodge as the top Aboriginal tourism nomination showcases the role modelling for Aboriginal communities and entrepreneurs in throughout Canada. However, I also want to commend the other Aboriginal finalists from Adaka Cultural Festival as well as Head Smashed In Buffalo Jump as I know firsthand how amazing their experiences are for any visitor and they will be successful for years to come.”

ATAC Chair and CEO Henry added, “Congratulations to Skwachays Lodge and their representative’s CEO Dave Eddy and General Manager Maggie Edwards in accepting the award for 2015. I know ATAC members are proud of these accomplishments and the success of one of Canada’s more unique Aboriginal hotel accommodations and fair trade gallery. Your accommodation and gallery are truly an exception Aboriginal experience for the tourism industry to embrace and market.”

ATAC Chair Henry concluded; “Thank you also to TIAC and their staff for the work and partnership to support Aboriginal tourism and this second National Aboriginal Cultural Tourism Award. This was the second year presenting this award sponsored by ATAC and our industry leaders take great pride in the accomplishments and success of Aboriginal tourism throughout Canada. ATAC leadership celebrates Aboriginal tourism growing in importance for the entire tourism industry in Canada and the reception from delegates during the Canadian Tourism Awards validated this for all. It will be exciting to see which Aboriginal business wins in 2016, especially with such strong growing visitor markets with Canada, US, Germany, China and other international locations.”





For more information about the Aboriginal Tourism Association of Canada go to www.AboriginalCanada.ca,

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About the Aboriginal Tourism Association of Canada:

Originally formed as the Aboriginal Tourism Marketing Circle, in 2015 the [Aboriginal Tourism Association of Canada](http://www.AboriginalCanada.ca) (ATAC) was formally established as a national non-profit Aboriginal tourism industry organization. Today ATAC includes representation from 15 Aboriginal tourism industry representatives and organizations. 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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