

Friday, January 15th, 2016

For Immediate Release

Aboriginal Tourism Continues Priority for Federal and Provincial Governments

(Treaty One Territory – Winnipeg, Manitoba) Aboriginal Tourism Association of Canada (ATAC) Chair/CEO Mr. Keith Henry and Manitoba board member Mr. Jeff Provost (Eastside Aboriginal Sustainable Tourism Inc.) presented to the Canadian Council of Tourism Minister's (CCTM) this week. The ATAC presentation focused on a national Aboriginal tourism industry update and set the stage for the vision into the future.

The CCTM is composed of the Provincial and Territorial Tourism Ministers responsible for tourism, senior officials, and is chaired by the Federal Government through the Minister of Small Business and Tourism, Honourable Bardish Chagger. The CCTM meets annually and the representatives identify priorities. This is the second occasion where Aboriginal tourism was one of the priority agenda topics.

ATAC board member Jeff Provost stated, "It was an important opportunity for me in my role as the Manitoba representative to provide an update about Aboriginal tourism. The role of ATAC is important to support our work in Manitoba with the Aboriginal communities. I certainly highlighted some of Manitoba's excellent Aboriginal experiences, such as Pimachiowin Aki (world heritage project), and reinforced the strong potential for future Aboriginal tourism in the province."

ATAC Chair/CEO Mr. Keith Henry stated, "It was another positive step for Aboriginal tourism in Canada to witness Federal Minister Chagger highly engaged and demonstrating strong leadership. The Minister made it clear the Federal Government will strongly support Aboriginal tourism throughout Canada. Minister Chagger has directed her department to ensure follow up and measure practical next steps to ensure progress in the coming months."

ATAC Chair/CEO Henry added; "I want to thank Indigenous and Northern Affairs Canada (INAC) Assistant Deputy Minister Sheilagh Murphy for also presenting in partnership about the role of INAC in supporting past, current, and future Aboriginal tourism in Canada. ATAC has built a strong relationship with INAC and we are proud of the joint success of our efforts to date."

ATAC Chair Henry concluded; "This was an important presentation as we rally the country to invest, coordinate, and market Aboriginal tourism in Canada. The visitors want an authentic experience and our industry is making progress. Thank you to Federal and Provincial political leaders as well as other industry partners such as Destination Canada and the Tourism Industry Association of Canada. The CCTM provided an important conversation for our industry and all levels of government to increase commitments to growing Aboriginal tourism. The role of ATAC is critical to the long term success and ATAC will continue to be an important communications and coordinating organization into the future between Provincial, Territorial, Federal, and Aboriginal communities. Together we will achieve success."

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





About the Aboriginal Tourism Association of Canada:

Originally formed as the Aboriginal Tourism Marketing Circle, in 2015 the [Aboriginal Tourism Association of Canada](#) (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.

Media contact:

Keith Henry
Chair/CEO
ATAC
1-604-639-4408
k.henry@aboriginalcanada.ca



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