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For Immediate Release

RVC Will Feature Most Significant Presence of Aboriginal Tourism from throughout Canada

(Coast Salish Territory – Vancouver, British Columbia) Aboriginal Tourism Association of Canada (ATAC) continues to build Aboriginal tourism in Canada. This week ATAC is pleased to announce there will be thirty-one (31) Aboriginal tourism experiences and Aboriginal marketing organizations participating in the second (2nd) National Aboriginal Tourism Showcase in Montreal in April. The 2nd National Aboriginal Tourism Showcase is part of Rendez Vous Canada (RVC), Canada’s largest tourism trade show supported by Destination Canada (DC), several industry sponsors, and managed by the Tourism Industry Association of Canada (TIAC).

ATAC Chair/CEO Mr. Keith Henry stated, “I am very pleased with the growing support for ATAC as our industry builds the National Aboriginal Tourism Showcase, one of our key annual marketing tactics. The National Aboriginal Tourism Showcase is the vision of ATAC to create tangible marketing opportunities for market ready/export ready Aboriginal tourism businesses in Canada during RVC each year.”

ATAC Chair/CEO Mr. Keith Henry added, “In 2015 the National Aboriginal Tourism Showcase featured 17 Aboriginal businesses and the results were excellent in terms of media interest, increased buyer appointments, and growth of the national Aboriginal tourism brand. ATAC established the goal to feature twenty-five (25) Aboriginal experiences at our 2nd National Aboriginal Tourism Showcase. The final result of 31 Aboriginal businesses demonstrates dramatic growth and growing national Aboriginal tourism industry support. These 31 businesses will feature some of Canada’s best Aboriginal tourism experiences from throughout Canada. In fact, 12 of the Aboriginal businesses are brand new to RVC. Therefore, I expect significant excitement from buyers within international and domestic markets given the growth of our industry.”

ATAC Chair Henry concluded; “We are working to ensure effective buyer appointments for the Aboriginal tourism businesses and planning additional marketing tactics during RVC. As such ATAC is also planning an invitation only travel media event and sponsored lunch during RVC to continue to raise marketing awareness and opportunities within Aboriginal tourism for the broader tourism industry.”

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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National Aboriginal Tourism Showcase

Approved Businesses

1. Cree Village Ecolodge
2. Aboriginal Experiences
3. Shakat Tun Adventures Inc.
4. Aanischaaukamikw Cree Cultural Institute
5. Eeyou Istchee Tourism
6. Site traditionnel Huron Onhoua Chetek8e
7. Aboriginal Tourism of BC
8. Haida Tourism
9. Musée des Abénakis
10. L'Espace Culturel Ashukan
11. Great Spirit Circle Trail
12. Mi'kmaq Tourism Association of PEI
13. Metepenagiag Heritage Park
14. Quaaout Lodge –Talking Rock Golf Resort
15. Parcs Nunavik
16. Anishnabek Outfitting Inc.
17. Grey Goose Lodge and Destination Deline
18. Sea Wolf Adventures
19. Skwachays Lodge Aboriginal Hotel and Gallery
20. Squamish Lil'wat Cultural Centre
21. Spirit Bear Lodge
22. Tourisme Manawan
23. Yukon First Nations Culture and Tourism
24. Tourisme Autochtone Québec
25. Eastside Aboriginal Sustainable Tourism
26. Six Nations Tourism
27. Tourism Industry of Wendake
28. Adventures Inuit
29. Nakoda Lakeside Lodge
30. Aboriginal Tourism Association of Canada
31. Takaya Tours

