The Next Phase: 2012-2017
A Five-year Strategy for Aboriginal Cultural Tourism in British Columbia
The Next Phase

Five-year Strategic Targets for Success.

Key Five-year Strategies.
ABORIGINAL TOURISM BC
our story. your experience.
Recognized as a World Leader

AtBC is frequently utilized by other countries and regions as a resource for best practices in Aboriginal cultural tourism.
A Proven Record of Success

AtBC achieved all identified and agreed upon performance indicators for the implementation of the Blueprint as established by our funding partners.
The Time is Right
One in four visitors wants to add an Aboriginal cultural tourism experience to their trip.
Overall Aboriginal cultural tourism incidence rates increased by 69% between 2006 and 2010.
Five-year Strategic Targets for Success
Revenue of $68 million
(10% growth per year)
Employment at 4000 full-time equivalent
(10% growth per year)
100 Market-Ready Aboriginal cultural tourism businesses
(10% growth per year in every region)
Key Five-year Strategies
Push for Market-Readiness
Business and product development training programs.
Community capacity building training programs.
Front-line employment skills training programs.
AtBC delivered Trailblazer training at the Chawathil First Nation’s Eagle Vision Tourism Training program - 13 graduates.
AtBC supported the Tsq’escen (Canim Lake Band) in the development of their Five Year Strategic Tourism Plan.
AtBC delivered two Trailblazer training workshops to participants in Gold River and Tofino.
Build and Strengthen Partnerships
Strengthen existing partnerships with the Provincial and Federal governments.
Expand partnerships with each of the Regional Destination Marketing Organizations.
Assist Aboriginal communities throughout the province in economic development initiatives related to tourism.
Increase partnerships with non-Aboriginal tourism businesses.
Create and expand partnerships with educational institutions and other training and development organizations.
AtBC has been working with the Great Bear Initiative/Coastal First Nations on their Tourism Development Strategy.
AtBC has worked with the Bands in the Burns Lake area to develop a tourism strategy.
AtBC has continued to work with the Cariboo Chilcotin Coast Tourism Association, Thompson Okanagan Tourism Association and Vancouver Island has initiated work.
Focus on Online Marketing
Upgrade existing websites and expand online advertising initiatives.
Ensure that all online Marketing activities are successful on a range of desktop and mobile devices.
Integrate social media activity into every marketing campaign.
Expand AtBC’s collection of digital image and video assets.
Provide AtBC Stakeholders with access to online marketing expertise and resources.
AtBC’s Facebook content was viewed almost 5 million times by over 790,000 users during July and August.
AtBC produced 14 video “stories”, some of which were viewed more than 5000 times online.
AtBC is implementing a new Digital Asset Management System to efficiently catalogue all of its images and videos.
Focus on Key and Emerging Markets
Work in collaboration with the Province of BC on international marketing programs.
Attend consumer, travel trade and media trade shows and events in the five key markets.
Work in collaboration with Regional Destination Marketing Organizations.
Deliver niche marketing campaigns for experiences such as culinary tourism.
Develop German language online marketing and print campaigns.
AtBC has invested in pay-per-click and banner advertising in BC, Ontario, Alberta and California.
AtBC developed a German-language micro-site and print collateral to support marketing in Germany.
AtBC collaborated with Tourism BC on the 100 BC Moments campaign, ensuring that market-ready Aboriginal cultural tourism products were included.
Focus on Authenticity and Quality Assurance
Increase the number of certified Authentic Aboriginal tourism businesses.
Expand the existing Authentic Aboriginal program to include certification of Authentic Aboriginal performers and artisan products.
Develop a quality assurance program to help ensure that every visitor receives the best possible experience.
AtBC has expanded its Cultural Authenticity program to include Artisan products.
AtBC has developed a new website to showcase authentic Aboriginal products and experiences.
AtBC completed a new intake of Aboriginal tourism businesses into the Authentic Experiences program.
Regional Approach
Develop six comprehensive regional Aboriginal cultural tourism strategies.
Promote packages along routes connecting multiple regions of the province and develop other inter-regional initiatives.
Develop programs connecting BC’s diverse coastal experiences.
Work in close collaboration with
Regional and Community Destination
Marketing Organizations.
Continue to operate the Klahowya Village in Stanley Park and expand this event to include events in Victoria and Kamloops.
AtBC produced 6 regional brochures that highlight the market-ready Aboriginal cultural tourism product in each region.
AtBC developed region-specific full-page ads for inclusion into the 2013 regional Travel Guides.
AtBC showcased Aboriginal culture from each of the 6 tourism regions through videos and images as part of the ‘Our story. Your experience.’ consumer campaign.
Estimated Five-year Project Expenditures
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<thead>
<tr>
<th>Focus Area</th>
<th>2012/13</th>
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<tbody>
<tr>
<td>Push for Market-Readiness</td>
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<td>Build and Strengthen Partnerships</td>
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<td>Focus Area</td>
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