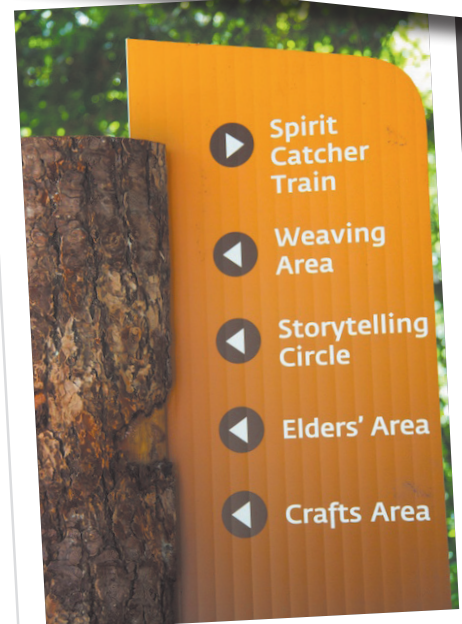




## Klahowya Village in Stanley Park Final Report 2010

Prepared by the AtBC Management Team  
November 2010



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# Background

## “Enjoy the warmth of our Aboriginal Summer!”

The Klahowya Village and Miniature Train experience in Stanley Park was an event strategy which created a cohesive, branded, and viable visitor experience. It merged traditional artisan village elements with contemporary Aboriginal experiences and authentic art, culture and traditions and was an interactive, engaging, sensory experience for all visitors—regardless of demographic.

Klahowya Village in Stanley Park is located within the traditional and shared territories of the Musqueam, Squamish and Tsleil–Waututh First Nations. With the support of all three Nations, the Aboriginal Tourism Association of BC (AtBC) was honoured to host the Klahowya Village in partnership with Stanley Park.

Utilizing existing pathways and open areas, visitors were able to experience and engage in a variety of entertainment and cultural attractions, either on a guided tour or through individual discovery. The attraction, except the train ride, was free of charge. Klahowya Village attracted approximately 162,000 visitors this summer.

The Klahowya Village and Miniature Train experience provided a unique media and business opportunity to raise the profile of AtBC and its Stakeholders. The Aboriginal experience was appealing to both domestic and international media and visitors. AtBC provided unique stories, visuals, and experiences that are not readily available in the downtown core of Vancouver.

**Klahowya Village in Stanley Park supported AtBC’s Mission** to contribute to the preservation of Aboriginal culture and the advancement of economic development through support, facilitation and promotion of the growth and sustainability of a quality and culturally rich Aboriginal tourism industry in British Columbia.

**Klahowya Village in Stanley Park supported AtBC’s Vision** of a healthy, prosperous, strong, respectful and dynamic Aboriginal tourism industry sharing authentic high quality products that exceed visitor expectations.

# AtBC as an Industry Leader

AtBC is recognized at the provincial and national level as a leader and front runner for the development of Aboriginal tourism in Canada. The Klahowya Village in Stanley Park was an example of AtBC taking the lead and delivering a world class, authentic 74-day Aboriginal cultural tourism experience in the heart of Vancouver.



# Objectives

## **In developing and delivering this world class, authentic 74-day Aboriginal cultural tourism experience, AtBC's objectives were to:**

- » Provide guests with an extraordinary Aboriginal cultural and interactive experience by honouring traditions, values and a shared vision of authenticity.
- » Ensure the highest level of guest satisfaction by delivering unparalleled cultural tours, performances, artisan kiosks, cuisine, and interactive displays that exceed visitor expectations.
- » Celebrate Aboriginal culture, traditions and teachings.
- » Provide viable business opportunities for Aboriginal artisans and craftspeople.
- » Create a must-see tourism attraction and Aboriginal visitor experience in downtown Vancouver during the summer tourist season.
- » Provide skill-development and on-the-job training in tourism for Aboriginal individuals and the Trailblazer program.
- » Build partnerships with communities and corporate sponsors.
- » Maximize awareness of AtBC and its Stakeholders to national and international media.
- » Identify and promote AtBC Stakeholder's business and sales opportunities.

# Goals

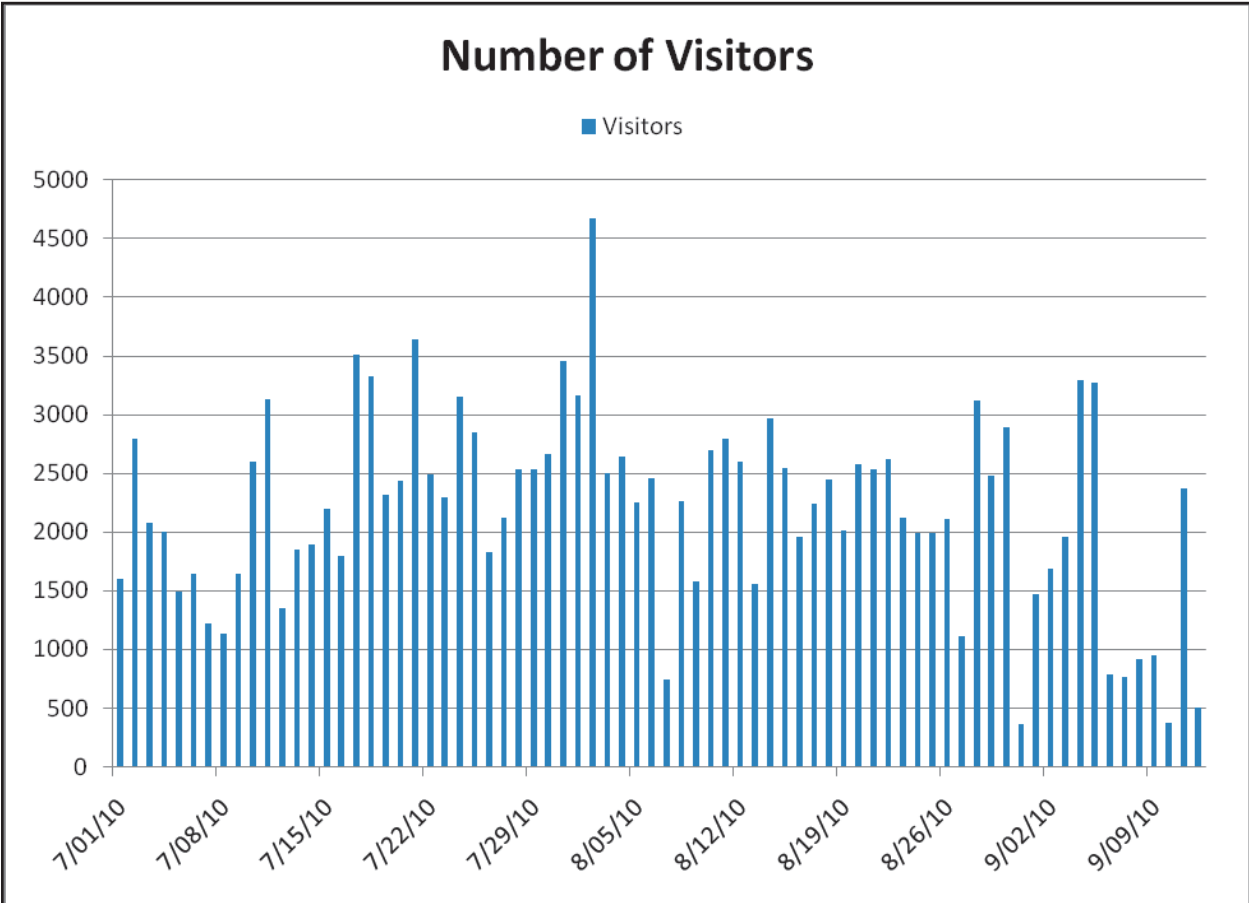
- » Overall Visitor Attendance: 120,000
- » Spirit Catcher Train Ridership: 60,000
- » Number of Trailblazers trained and hired: 19
- » Stakeholder fees: \$10,000



# Results

## Klahowya Village

Goal: 120,000 visitors      Result: 162,000 visitors (approx.)



Klahowya Village in Stanley Park operated from July 1 through September 12, 2010, and the total number of visitors was approximately 162,000. This number far exceeded our expected goal of 120,000 visitors during the 74 days of Klahowya Village. Daily visitor attendance averaged 2,189 (based on total attendance of 162,000).

Klahowya Village was a cultural experience that merged traditional artisan village elements with contemporary Aboriginal experiences and authentic art, culture and traditions. Klahowya Village programming included a themed miniature train

experience, cultural dance performances, Aboriginal cuisine, plus many activities for the family.

Overall, AtBC established a first class tourist destination for all those who wanted to experience authentic Aboriginal culture. AtBC celebrated a very successful summer in which it established a strong foundation to grow this into a multi-year summer event in Stanley Park.

## Key Attractions and Elements



**Two Longhouse-Style Entrances:** There were two entrances to the attraction. From the parking lot, visitors passed through a doorway set in a stylized two-headed eagle. From Lumberman's Arch, the entrance displayed the welcoming hands of AtBC.

**40-Foot Teepee:** This structure was in a traditional teepee shape that featured two wide entrances for visitors to walk through. The inside was used to display Aboriginal stories and as a place for vendors to showcase their products.

**Traditional Canoe Carving Area:** A 20-foot long canoe was carved in the traditional Coast Salish design.

**Lagoon Stage and Amphitheatre Seating Area:** The lagoon stage had a longhouse backdrop and a small roof, and was the centrepiece for three daily cultural



performances. Due to the popularity of the performances, additional seating was added to what was already in place.

**Artisan Village:** Live cultural demonstrations and retail. The Klahowya Village created a venue where all products were designed, manufactured, and sold by Aboriginals, guaranteeing that visitors took home an authentic experience or product. There were also other presentation tables located around the Klahowya Village on which various artisans could display their wares for sale during the day.

**Totem and Sculpture Park:** The sculpture park included a 14-foot long kiosk that was used as a carving studio for the Raven statue that remains on display in the pond area.

**Storytelling Circle:** This area was designated for selected storytellers to share Aboriginal stories and legends. Due to popular demand, AtBC programmed daily storytelling and expanded the seating area to include benches.

**Healing Stone Pathway:** This area was a series of flat stones laid beside an existing path on the site. The stones had totemic figures sandblasted into them, reminiscent of traditional petroglyphs. Signage beside each stone told visitors which spiritual qualities each figure stood for so they could determine which totem best represented their own characteristics.

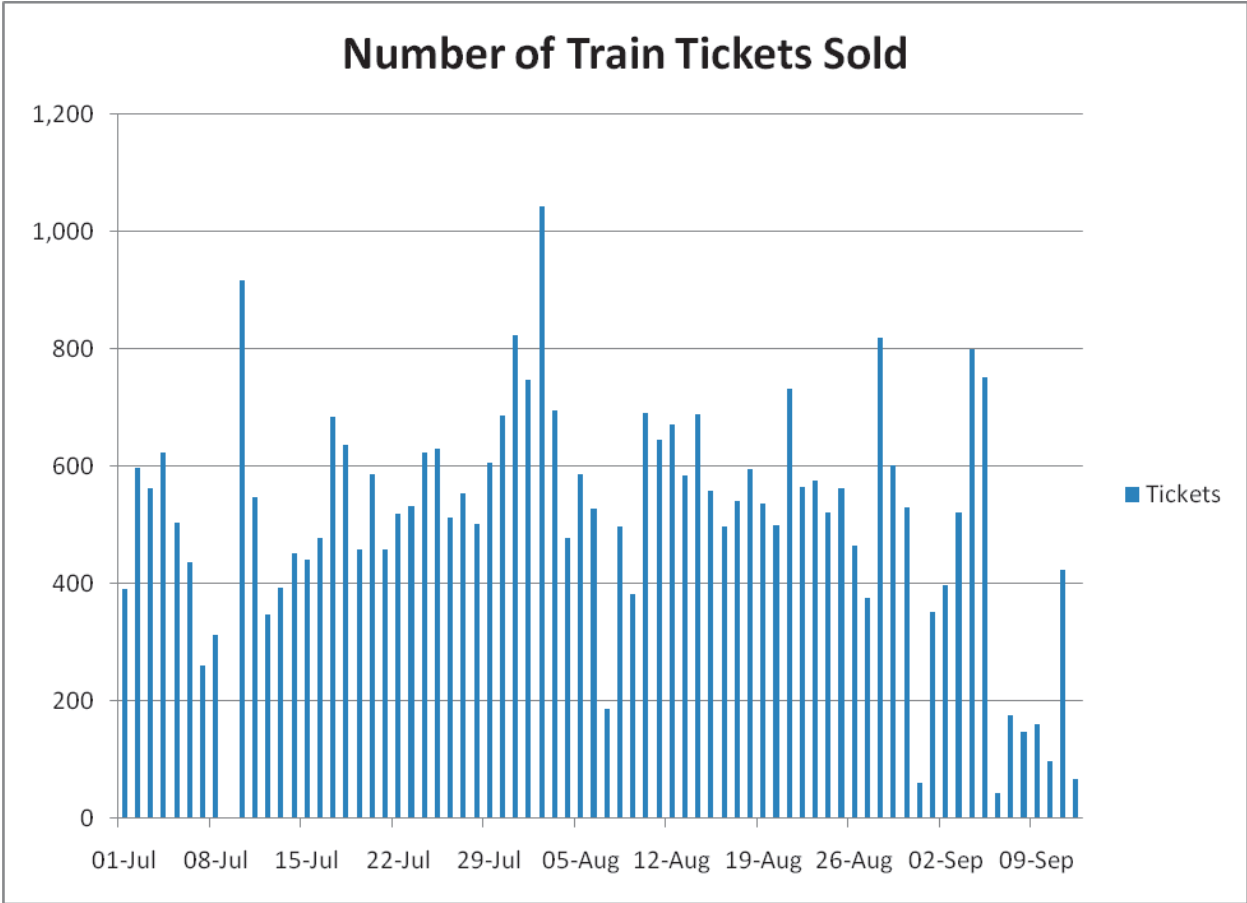
**Stakeholder Promotion:** There were two large-screen monitors set up in Klahowya Village and AtBC videos and images were displayed in rotation. A large map of BC was displayed to show all market-ready Stakeholders of AtBC.

**Authentic Food and Beverage Offerings:** Kanata Cuisine's Feast House offered delicious cuisine that reflected true Aboriginal culture. Visitors chose from a variety of Aboriginal menu selections, such as BBQ salmon, bannock, and Indian tacos.

**Special Day and Evening Events:** AtBC hosted two receptions that targeted key media and corporate partners. One was a breakfast event with Vancouver AM and the other was an evening dinner and dance fund-raiser for Industry Council of Aboriginal Business. Both were very successful.

# KLAHOWYA TRAIN EXPERIENCE

Goal: 60,000 tickets      Result: 37,458 tickets sold



Daily average train ridership was 506 (based on total ridership of 37,458). Unfortunately, AtBC did not exceed our ridership expectations as we set 60,000 for the total summer experience. It is important to note that although the train ridership did not meet AtBC’s stated performance indicator of 60,000, the actual train revenues realized during this time period were **more than double the same time period from the previous year.**

The 13 minute Aboriginal-themed train ride was designed for adults and children of all ages. A custom Aboriginal-inspired audio track was played through the existing sound system on up to three Klahowya trains. The train experience featured “spirit catcher” areas with 12 totemic animals: salmon, bear, eagle, frog, hummingbird, seagull, beaver, whale, wolf, raven, coyote and turtle.

## Key Attractions and Elements



**Beaver:** dam structure and animal representation

**Hummingbird:** stone garden with hummingbird mobiles

**Eagle:** large bentwood box and eagle's nest

**Seagull:** flock of seagulls soaring together

**Orca/Tunnel:** representation of Orca's swimming through water effect in existing tunnel

**Salmon:** school of salmon (approx. 20) in water

**Frog and Turtle:** glass mosaic of frog and turtle

**Bear:** earthwork representation with Aboriginal bear face

**Raven:** Aboriginal sculpture with large wrap-around wing

**Wolf and Coyote:** (2-4) wolf/coyote cut-outs



## VISITORS SURVEY RESULTS

AtBC Klahowya Village staff collected over 700 hundred surveys over a 74 day period. The goal was to solicit key information regarding AtBC's marketing, customer service, activities execution, value for money and recommendations for improvement. The survey asked visitors the following questions:

- » Where are you from?
- » How did you hear about Klahowya Village?
- » How would you rate our customer service?
- » How would you rate our value and pricing score?
- » Recommendations for improvement?
- » Would you like to be on our mailing list?
- » Please provide contact information.

These questions have provided AtBC with some valuable feedback for future reference when developing Klahowya Village for the summer of 2011.

The following is a brief summary of our findings:

### Question 1: Where are you from?

This can be broken down among three categories:

- » Domestic
- » International
- » Others

**67% of all visitations were from domestic visitors.** This was our largest market. This number can be further broken-down into two groups: 1) those from the lower mainland, and 2) those from the rest of BC and Canada. The lower mainland visitors represented 60% of this segment.

**25% of all visitations were from international visitors.** This was a very broad group, with the USA being the largest. However, we saw a strong showing from the following countries: Australia, Austria, China, England, Germany, Holland, Mexico, Saudi Arabia, South Korea, Taiwan and Turkey.

**8% of all visitations were from other visitors.** Unfortunately, not all visitors specified where they were from.

## Question 2: How did you hear about us?

This question was a key component in understanding how to devise a stronger marketing campaign going forward. The results demonstrated that the majority of people heard about Klahowya Village through:

- » Word of mouth: 20%
- » Newspaper advertising: 9%
- » Internet: 8%
- » Other: 63% (Unfortunately, most did not specify!)

## Questions 3 and 4: Relating to Customer Service & Value and Pricing

AtBC created a scale ranging from 1 to 5 to measure these aspects, with 1 equalling poor, and 5 representing excellent. On average, the scoring indicated the following:

- » 4.75 for Customer Service
- » 4.53 for Value and Pricing

For a first year operation that was only open for six weeks, AtBC is very pleased with the scores. However, we have learned a lot from our mistakes this summer and we believe we can further improve on these numbers with proper strategic planning, and adequate time for implementation and training prior to opening in 2011.

## Question 5: Recommendations for improvement?

There were a number of great recommendations provided in the surveys. AtBC narrowed this list down to the top seven suggestions below:

- » Add more exhibits
- » More signage
- » More interactive learning activities
- » More visual elements on train
- » More artisan vendors
- » Improve food offerings and delivery, and
- » Have Klahowya Village become a permanent structure

These ideas are not listed in any particular order of priority, but are a broad collection of the recommendations that came up most often.

In summary, the information we gathered this past summer provided important feedback for us to build upon when developing the Business Plan for Klahowya Village in 2011. This is a key starting point to understanding our market segment,

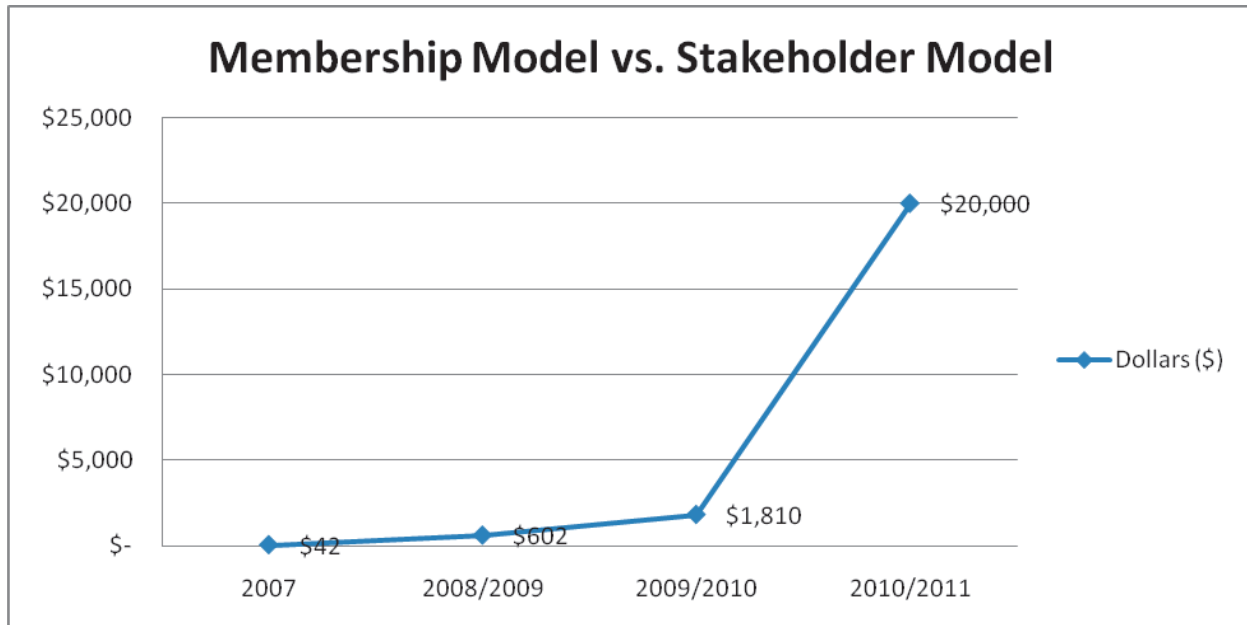
identifying operational deficiencies, and measuring value for product. Furthermore, we have gathered contact information from a number of these visitors which gives us the ability to build a database for the future. We can use this to send out updates regarding special events at Klahowya as well as other incredible activities undertaken by our Stakeholders.



# PROMOTION OF STAKEHOLDERS, AND KLAHOWYA VILLAGE BRAND AND IDENTITY

Goal: \$10,000 Stakeholder fees

Results: \$20,000 Stakeholder fees



## Promotion of AtBC Stakeholders

Since the transition of a membership base to AtBC's current stakeholder model, AtBC has collected \$20,000 of stakeholder fees compared to only \$1,810 of membership fees in 2009/2010. The dramatic increase of stakeholder fees is a positive indication that AtBC is moving in the right direction and gaining tremendous support. As a result, Klahowya Village was developed as a direct marketing campaign (instead of traditional methods of marketing) to promote the Stakeholders of AtBC and Aboriginal cultural tourism.

AtBC Trailblazers at the Klahowya Village in Stanley Park promoted AtBC's market-ready Stakeholders to tourists from across BC and around the world. Concierges worked at two locations within the Klahowya Village to help them include Aboriginal tourism experiences from around the province into their travel plans. Due to high demand, AtBC requested all market-ready Stakeholders to send additional brochures and rack cards to the Village for distribution to tourists. To maximize marketing opportunities, AtBC also set up two large LCD televisions to display videos and images, and constructed a large map of BC to show visitors the variety of Aboriginal tourist destinations available in BC.

With the success of Klahowya Village, AtBC continues to identify how best to promote our Stakeholders and also increase the number of Stakeholders joining



our marketing programs. Their continued support is critical in building AtBC as we strive to market authentic Aboriginal cultural tourism in this province in the tourism sector.

## Klahowya Village Brand and Identity

The AtBC brand is more than a series of words; it really is “Our Story. Your Experience.” at Klahowya Village in Stanley Park. AtBC branding was used throughout all creative designs to build brand recognition within the Aboriginal communities and the tourism industry.

The following AtBC branding and signage was utilized to enhance visitors’ experience:

- » 4 Guest Service signs, approximately 2½ x 6ft.
- » 11 Feature attraction interpretive panels (including Elder’s area), approximately 2 x 2ft.
- » 12 Spirit Stone path interpretive signs, approximately 1½ x 1½ft.
- » 16 Wayfinding signs within Klahowya Village, approximately 1 x 6ft.
- » 5 Wayfinding signs within Stanley Park outside Village, sized to fit into Stanley Park’s existing signage.
- » 9 AtBC branded information signs at both entrances, stage, train, and ticket booth.
- » 12 Animal representations at the Story Circle, approximately 4x4ft.
- » 12 Animal representations, approximately 1x1ft.
- » Banner wrap stage enhancement, approximately 19x2ft.
- » Train ticket booth themed with Klahowya/AtBC signage.
- » Train station fence wrap with Klahowya/AtBC, approximately 70x3ft.

# TRAILBLAZER TRAINING AND SKILLS DEVELOPMENT

**Goal: 19 Trailblazers      Result: 40 Trailblazers**

- » 8 Team Leads (Train-the-Trainer Graduates)
- » 32 Village Hosts (16 Trailblazer Graduates, 16 Trailblazers in Training)

Klahowya Village was the main showcase of Aboriginal people and businesses from across British Columbia. Working in partnership with the First Nation Employment Society and Stitsma Employment, AtBC **provided tourism training experience for 40 individuals** to gain work experience at this venue.

This opportunity provided training, applied skills development, and enhancement of the Trailblazer Training Program funded under the Aboriginal Blueprint Strategy to support existing AtBC Trailblazer graduates. All eight Team Leads were Train-the-Trainer graduates and 16 of the 32 Village Hosts had successfully completed the Trailblazers Cultural Interpretation Training. The additional 16 Village Hosts were provided with FirstHost, WorldHost, Light Traffic Control Certification, First Aid Level 1 and Transportation Endorsement training, and on-site Cultural Interpretation training and experience.

The experience at the Village provided all employees with hands-on tourism industry experience and our employees acted as wonderful ambassadors for BC's Aboriginal culture while paying respect to the shared territories of Musqueam, Squamish and Tsleil-Waututh Nations.

**Of the 40 Trailblazers AtBC hired and trained:**

**9 of the Trailblazers have gone back to school** – Four are finishing their high school diploma while another four are working on applying to or finishing off their Hospitality Certificate at NEC or their Tourism Management Degree at Capilano University. One has chosen another field of study all together, but she views her time at Klahowya as a valued experience giving her the interpersonal skills and confidence to explore other opportunities in the field of mental health.

**12 of the Trailblazers gained either full or part-time employment** – Since leaving Klahowya, the majority of the Trailblazers remained in the tourism field. Three Trailblazers were offered jobs with the Vancouver Parks Board to work as light traffic control attendants for their hugely successful Ghost Train and Bright Nights seasonal events. Five staff are either working for AtBC's Stakeholders or indirectly with AtBC. The remaining four have taken positions outside of the tourism industry. It's important to note that Klahowya acted as a bridge to further employment for our staff as we were able to introduce them to our Stakeholders and strategic partners. Despite the excellent training from Klahowya Village, it was their incredible work ethic, sense of professionalism, and friendly personalities that got them the jobs.

**2 of the Trailblazers were expectant mothers** – The remaining Trailblazers have either gone back to their respective nations or are looking for employment in the lower mainland. We maintain contact so we may keep them in mind for future opportunities with AtBC, our Stakeholders and our partners.

AtBC is determined to assist in generating 250 new jobs over the next three years and focus our efforts on providing opportunities for Aboriginal people to fully participate in the rapidly expanding tourism industry. AtBC training programs will help build a professional workforce by providing introductory-level career development in cultural tourism. The training and applied skills will focus on assisting the AtBC Trailblazers to develop and implement strategies for sustainability and effective practices to improve employment outcomes, opportunities for life-long learning, and career advancement. The strategy is to create exciting new job and leadership opportunities for Aboriginal people within the Aboriginal cultural tourism industry.

### **Klahowya Village Trailblazer Testimonials:**

*“I enjoyed seeing all of the different people that were so interested in learning our culture and getting to know our people. Seeing the different singing and dancing groups was a good experience. As well, the FirstHost and WorldHost training was fun and interesting as well as beneficial, and I’m glad I got the chance to go through with that. Mainly I made good friends from this job. I’m very thankful for that.”*

**- Casey Baker, Squamish Nation**

*“My experience at Klahowya Village in Stanley Park was extraordinary. Having the opportunity to showcase our vibrant culture with travellers visiting from all corners of the earth was an amazing time. This gave our Trailblazer Hosts a chance to utilize their skills from training initiatives and also their own personal passion to share their experiences. The entire team, from the performers, artisans, train staff, Trolley staff, and front-of-house operations were a cohesive unit that all had the ultimate goal of delivering a successful summer for 2010. I am very proud to have been a part of the first season of Klahowya Village in Stanley Park. I am patiently awaiting next year 2011!”*

**- Victoria Morgan, Assistant Manager Klahowya Village in Stanley Park, Project Assistant for AtBC**

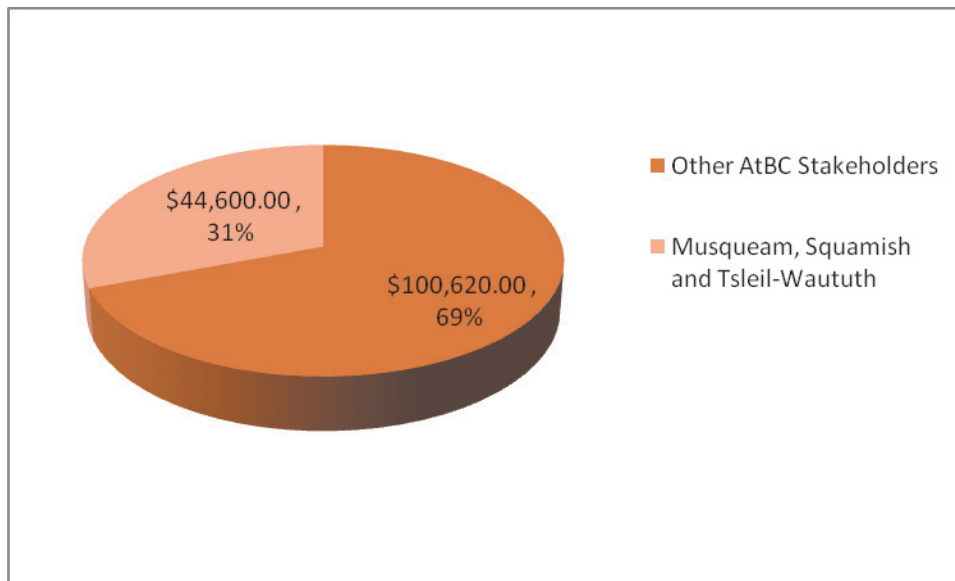
*“My experience for Klahowya Village was very welcoming. I have met many different First Nations and tourists from different parts of the world. My highest point of going into working at the village was the positive attitude and feedback from visitors and especially my co-workers of Klahowya Village and Stanley Park. I really love the 2010 Klahowya Village and I am excited for next year 2011.”*

**- Andrew Edwards, Cultural Tour Guide, Corporate Sales Rep with Spirit Works Limited**

## CULTURAL ACTIVITIES AND PERFORMANCES

### Investment in Cultural Performance by AtBC: \$145,220

To provide an authentic cultural experience, AtBC believed that cultural activities and performances were essential to make Klahowya Village a success. AtBC wanted to provide the visitors with a variety of performances from dancers and entertainers from all over BC. In addition to providing opportunities to AtBC Stakeholders, AtBC acknowledged and recognized the importance of providing performance opportunities for the three Host Nations.



**Nation Days:** During the Nation Days weekends, over 22,700 visitors attended the Klahowya Village in Stanley Park. It was very powerful for the guests in attendance to witness the regalia, songs, and stories led by the three Host Nations. AtBC continues to appreciate and respect the relationship that is being built with the Musqueam, Squamish and Tsleil-Waututh Nations as AtBC strives to market authentic Aboriginal cultural tourism in this province.

- » Musqueam Nation Days, August 13 – 15
- » Squamish Nation Days, August 20 – 22
- » Tsleil-Waututh Nation Days, August 27 – 29

**Daily cultural performances:** Klahowya Village became the public gathering place for free Aboriginal entertainment, with both professional and non-professional programming on the main stage from noon until closing daily. This included three 30 minute cultural performances each day, for which AtBC Stakeholders and the three Host Nations were responsible. In addition, there were evening performance opportunities available for booking.

**Daily Storytelling:** Klahowya Village was an opportunity for Aboriginal people to share their stories, legends and mythologies. Nation Days, organized in cooperation with the Musqueam, Squamish and Tsleil-Waututh First Nations, provided the public with individualized stories that represented the traditions of the respective Host Nations.

**Create your own Aboriginal Art:** Craft tables were available with AtBC Trailblazers assisting visitors to craft their own paddle necklace or rock painting. As the visitor experienced working with the cedar, AtBC Trailblazers shared their knowledge of the significance of cedar in the Aboriginal culture, thus creating a memorable keepsake and lasting memory of their visit to Klahowya Village in Stanley Park.



## MARKETING AND MEDIA RELATIONS INITIATIVES

**Number of Media Stories: more than 25    Ad Value: \$259,125**

Klahowya Village in Stanley Park received excellent reviews as the newest authentic Aboriginal cultural tourism attraction in Vancouver. The timing to launch the Klahowya Village post-Olympic games was a bold tactic, designed to maximize the awareness and opportunities that the Olympics generated, and to ultimately build long-term growth for the Aboriginal tourism industry. The marketing and media relations initiatives were designed to capture the “afterglow” of the games and ensure an increased profile for AtBC Stakeholders and the Aboriginal tourism sector.

The strategy was to capture the local domestic market and the international markets with the development of Klahowya Village, and to focus on national and international travellers that were already in Vancouver. In the future, we will position the Klahowya Village as a key attraction for international visitors to experience and include in their travel plans.

**The marketing activities include:**

**Advertising:** Starting in June, and running throughout July and August, there were advertising campaigns in the following publications and newspapers:

- » Visitor’s Choice Guide: Summer Guide distributed at major Information Centres and Vancouver Hotels.
- » Georgia Straight: Advertisement campaign for July and August for Greater Vancouver’s main entertainment newspaper.
- » Vancouver Sun and Province newspapers: Advertisement campaign for July and August, which included full page advertorials before long weekends.

**Concierge and key hotel staff:** Distribution of media kits and incentives for hotel staff to visit Klahowya Village and promote the village to visitors.

**Collateral (posters, signage and banners):** AtBC worked with the Parks Board to build awareness with the people already in Stanley Park to visit the Klahowya Village.

- » Over 800 posters distributed to other Greater Vancouver Parks, community centres and daycare centres
- » Large banners posted at causeway overpass captured the attention of thousands of drivers daily
- » Signage in key locations directed people into Klahowya Village

**AtBC website and online marketing:** The Klahowya Village web page was prominently displayed on AtBC's website with information and regular updates. Social media, such as Facebook and Twitter, was used to provide updates on new activities and news updates. Regular email blasts were sent to the AtBC and Vancouver Parks Board's networks.

**Bus tour companies and tour operators:** Media kits were distributed to tour companies to include as an option to their customers.

**Media:** AtBC worked on a media campaign that included coverage in all areas—broadcast, radio, newspaper and other publications.

- » Generated stories about activities Klahowya Village
- » Community announcements highlighted the Klahowya Village
- » Global TV ran a segment on Klahowya Village which began July 23 and continued to run 15 times in that week and the same segment, ran again in August
- » Radio ticket promotions with all major radio stations ran throughout July and August
- » Hosting the VancouverAM tourism association breakfast meeting built awareness with key stakeholders of the tourism industry
- » Hosted other events such as the Breakfast TV segment

## LEVERAGING PARTNERSHIPS

### Number of Partners: 21 Partners

AtBC has created excellent partnerships with the tourism industry to create a unique and entertaining cultural tourism experiences. The Klahowya Village in Stanley Park was a great opportunity to showcase the city and our diverse Aboriginal culture.

#### Key partners included:

**Vancouver Parks Board:** Klahowya Village was only made possible with AtBC's important partnership with the Vancouver Parks Board. Together, the two organizations built an authentic cultural experience that supported awareness of the Aboriginal cultural tourism industry in British Columbia. Klahowya Village became a tourism event that was engaging, colourful, and a welcome addition to Stanley Park. The Spirit Catcher Train built on the great popularity of the park's miniature railway programs—already among Vancouver's most popular attractions.

**Tourism Vancouver:** AtBC, in partnership with Tourism Vancouver, provided a staffed exhibition and demonstration outlet at the Visitor Centre in downtown Vancouver for the summer. The space was utilized to promote upcoming Klahowya Village and other Aboriginal events. In addition, AtBC utilized the Visitor Centre as a marketing location and tool to promote all existing Stakeholders and Aboriginal Tourism experiences within Vancouver and elsewhere in BC. AtBC also provided training for the Visitor Information Centre front line staff to promote Klahowya Village, and Tourism Vancouver assisted in the sale of train tickets.

**Ministry of Tourism, Culture, and the Arts:** AtBC wants to also recognize the significant support from the Province of British Columbia through the Ministry of Tourism, Culture, and the Arts. AtBC met with the Travel Trade, Marketing and Media teams at MTCA for their assistance on building the awareness for Klahowya Village. Klahowya Village was also listed on the HelloBC.com website.

**Vancouver Airport and BC Ferries:** The Vancouver Parks Board arranged for a distribution of AtBC brochures at various locations.

**Vancouver Trolley Company:** AtBC and The Vancouver Trolley Company worked together to promote an Aboriginal Interpretive Tour in Stanley Park aboard their San Francisco-style trolleys. Three trolleys were provided for Aboriginal Interpretive Tours and shuttle service around Stanley Park.



**The Old Spaghetti Factory and The Fish House:** Relationships were built with these partners to cross-promote and offer incentives to visit each others' locations. With the assistance of AtBC, The Fish House in Stanley Park offered a special Klahowya Village menu for the summer.

**Other Partnerships:** The success of the inaugural Klahowya Village wouldn't have been possible without the support of many partners and sponsors including:

- » BC Lottery Corporation
- » CIBC
- » New Pathways to Gold
- » Royal Bank of Canada (RBC)
- » Terasen Gas
- » Vancity
- » Vancouver Sun and Province
- » West Coast Sightseeing

**Finally, AtBC wants to recognize the important partnership and protocol role with the Aboriginal community who played a critical role in the overall success of the Klahowya Village:**

- » Musqueam Nation
- » Squamish Nation
- » Tsleil-Waututh Nation
- » Stitsma Employment
- » First Nation Employment Society

# Next Steps

The Klahowya Village in Stanley Park has closed for the season, but the attraction’s strong attendance numbers have tourism industry representatives planning the village’s future in Vancouver for next summer and beyond. The Aboriginal Tourism Association of BC (AtBC) is working with the Vancouver Parks Board to secure the Klahowya Village and Spirit Catcher miniature train for the summer season in 2011. In addition to a Stanley Park site, AtBC has its sights set on additional locations on Vancouver Island as well as the Okanagan.

AtBC has awarded the development of a Business Plan for the Klahowya Village to Brian Payer & Associates. The business plan will provide a framework for policy, and organizational, capital, marketing, and operational planning decisions that will affect Klahowya Village, while addressing the future needs of AtBC for the next five years. The business plan will outline a path for the short, medium, and long-term, identifying significant capital items for the short-term (one to three years) and long-term (longer than three years), and including their operating budget implications.



# Statement of Operations

## Klahowya Village and the Spirit Catcher Train Statement of Operations

Updated: September 30/2010

<b>PROJECT REVENUES</b>		<b>TOTAL</b>
1	Train Revenue	62,860
2	Table rentals for Artisans	3,275
3	Table rental for Food Vendors	3,000
4	Crafts Table	2,353
5	Merchandising	7,006
6	Ministry of Tourism, Culture and the Arts (MTCA)	300,000
7	Corporate Sponsorships	49,500
8	Other Sponsorships	87,000
9	Miscellaneous Income	1460
<b>TOTAL REVENUES</b>		<b>516,454</b>
<b>PROJECT EXPENDITURES</b>		<b>TOTAL</b>
1	Klahowya Village Installation	323,500
2	Klahowya Village Others	130,040
3	Trailblazer Training and Skills Development - Village	117,751
4	Trailblazer Training and Skills Development - Vancouver Trolley	20,366
5	Project Management	30,800
6	Cultural Activities and Performances	145,220
7	Crafts Table	3,441
8	Merchandising	7,089
9	Marketing and Media Relations Initiatives	38,749
<b>TOTAL EXPENDITURES</b>		<b>816,957</b>
<b>NET INCOME (LOSS)</b>		<b>(300,502.85)</b>

# Media Coverage Summary

V2 Rev: Sep 24, 2010

## Klahowya Village Stanley Park 2010 Media Coverage Summary Estimated Ad Equivalency Value

Outlet	Headline	Date	Estimated Value
<b>Vancouver Trolley Announcement – Wednesday, June 21, 2010</b>			
Metro Vancouver	Tour board teams with trolleys	June 22, 2010	\$ 340.00
Baxter Travel Media / West Today	A new experience in Stanley Park	August 30, 2010	\$ 150.00
<b>Media Launch – Wednesday, June 30, 2010</b>			
Metro Vancouver	Native exhibit eyes many tourists	June 25, 2010	\$ 2,100.00
Global TV	Xwayxway	June 30, 2010	\$ 6,660.00
Global TV	Klahowya Village	June 30, 2010	\$ 13,300.00
CTV	Xwayxway	June 30, 2010	\$ 2,750.00
APTN	Xwayxway	June 30, 2010	\$ 850.00
Fairchild TV	Xwayxway	June 30, 2010	\$ 1,625.00
The Province	How about a stroll in Xwayxway?	July 1, 2010	\$ 7,520.00
Vancouver Sun	Catch the Spirit	July 1, 2010	\$ 1,840.00
World Journal	Xwayxway	July 1, 2010	\$ 240.00
Vancouver Courier	It takes a village	July 2, 2010	\$ 495.00
CKNW: Bill Good Show	Xwayxway & Klahowya Village	July 5, 2010	\$ 1,500.00
BeyondRobson.com	Klahowya Village and the Stanley Park Miniature Railway	July 6, 2010	XXXX
Shaw TV The Express	Klahowya Village	July 19, 2010	\$ 425.00
<b>Global TV's Global Village – Friday, July 23 – August 9, 2010</b>			
Global Village Segments	Klahowya Village	Friday, July 23 – August 9, 2010	\$ 4,320.00
<b>Jack FM Ticket Giveaway - Monday, July 26 - Friday, July 30, 2010</b>			
Jack FM Larry and Willy Morning Show	Daily Spirit Catcher Train Ticket Giveaways	Monday, July 26 - Friday, July 30, 2010	\$ 2,250.00
<b>Citytv Breakfast TV Live Eye from Klahowya Village - Monday, August 9, 2010</b>			
Citytv Live Eye	Klahowya Village	August 9, 2010	\$ 1,050.00
<b>Miss 604 Blog Posting and Contest – Wednesday, August 11, 2010</b>			
Miss 604 Vancouver Blog	Klahowya Village at Stanley Park	August 11, 2010	TBC
		*55 comments through August 28, 2010	
<b>Raven Unveiling Media Event – Thursday, August 26, 2010</b>			
Global TV	Old tree, new life	August 26, 2010	\$ 26,640.00
CBC Television	Spirit of Transformation	August 26, 2010	\$ 4,100.00
Vancouver Province	Like a Phoenix	August 27, 2010	\$ 3,675.00
Vancouver Sun	Toppled Stanley Park tree reborn as raven statue	August 27, 2010	\$ 1,675.00
Victoria Times Colonist	Toppled Stanley Park tree reborn as raven statue	August 27, 2010	\$ 845.00
Edmonton Journal	Toppled Stanley Park tree reborn as raven statue	August 27, 2010	\$ 1,750.00
Citytv Breakfast Television	Unveiling	August 27, 2010	\$ 275.00
<b>Total estimated ad value:</b>			<b>\$ 86,375.00</b>
<b>Total estimated ad equivalency value (ad value x3):</b>			<b>\$ 259,125.00</b>