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

- Focus on Online Marketing
- Focus on Authenticity and Quality Assurance
- Regional Approach
- Build and Strengthen Partnerships
- Push for Market-Readiness
- Focus on Key and Emerging Markets
Operator Survey 2009-2012

- Over half of AtBC stakeholders have experienced an increase in product competitiveness in the marketplace
- 44% of the respondents reported that business revenues had increased
- The number of people employed has remained stable over the last 3 years
Primary Marketing Goal:
Convert interest into bookings

Marketing Activities
- Stakeholder Engagement
- Consumer Campaign
Primary Marketing Goal:
Convert interest into bookings

Marketing Activities

- Stakeholder Engagement
- Consumer Campaign
- Travel Trade
- Travel Media
- Quality Assurance
Stakeholder Engagement

• Update Experience Information
• Develop Special Offers
• Develop Story Ideas
• Event and Festival Information

Destination BC Membership

• Included in $499 AtBC Stakeholder Fee
• AtBC Staff assisted registration
• Hello BC Listings + Special Offers

More Benefits
• Highlighted in Consumer Contests
• Images and Video Digital Assets
More Benefits

- Highlighted in Consumer Contests
- New Image and Video Digital Assets
- Travel Trade Training
2012 Consumer Campaign Highlights

- Reached 790,000 via Social Media
- 42% Increase in Website Visits over 2011
- Cultural Tourism Gold Award from WorldMediaFestival
Inspire: Bring Aboriginal tourism to life in the minds of consumers

Connect: Provide consumers with travel planning tools, trip ideas, and special offers that motivate them to take action
Bring Aboriginal tourism to the minds of consumers

Connect: Provide consumers with travel planning tools, trip ideas and special offers that motivate them to take action

Prepare: Contesting to be used
Capture: Contesting to be used to collect consumer information for future contact
2013 Campaign Concept

- +AboriginalBC
- Introduce individual stakeholders to our target markets
- Encourage visitors to plan and book an Aboriginal experience as part of their trip to British Columbia
- Communicate the message that an Aboriginal experience is a "must do" part of any visit to BC
Our Story Your Experience

www.AbeliginalBC.com  View all the stories
THE STORIES

Bannock – A traditional food

Sharing the Stories of Our Ancestors

Kekuli: Pit House

Celebrating Aboriginal Culture

The Art of Storytelling

Spa-ath: Bear

The Haida Gwaii Experience

Spakwus: Eagle

Connecting with the Creator's Creatures

Max'inux: Killer Whale

Takaya: Wolf

Feasting First Nations-style
Story Videos
Instagram Photo Contest

Story Video
TRAVEL TRADE AND MEDIA
2012 Travel Trade Highlights

- Awareness of Aboriginal tourism increased by 94.4% (2012 survey)
- Interest in incorporating Aboriginal experiences in itineraries increased by 88.8% (2012 survey)
- Developed partnership with Canadian Travel Design and created an Aboriginal-themed tariff

Partner: Leverage marketing efforts in all markets with Receptive Tour Operators, Tour Operators, the CTC, Destination BC and the RDMOs to ensure AtBC Stakeholders'
Partner: Leverage marketing efforts in all markets with Receptive Tour Operators, Tour Operators, the CTC, Destination BC and the RDMOs to ensure AtBC Stakeholders' experiences are included in traveller's itineraries and packages.

Inspire: Bring Aboriginal tourism experiences to life for the travel trade
Connect: Facilitate relationships between travel trade and industry partners with AtBC Stakeholders

Travel Design and create themed tariff

2013

Inspire: Bri experience
Cooperative Marketing with the CTC

- UK and Germany in 2014
New! Aboriginal Tourism Expert Program

- Foster partnerships with Travel Trade and increase overall awareness of Aboriginal tourism

Cooperative Marketing with the CTC
- UK and Germany in 2014
2012 Travel Media Highlights

- 10 Stories and 2 Broadcasts

New! Aboriginal Tourism Expert Program

- Foster partnerships with Travel Trade and increase overall awareness of Aboriginal tourism

Cooperative Marketing with the CTC

- UK and Germany in 2014

Connect: Facilitate relationship between travel trade partners with AtBC
Inspire: Bring Aboriginal tourism experiences to life for Travel Media through story ideas

Partner: Leverage CTC, Destination BC and the Regional DMOs Travel Media marketing efforts in all key markets to increase distribution

2012 Travel Media Highlights

- 10 Stories and 2 Broadcasts

2012 Travel Trade Highlights

- Awareness of Aboriginal increased by 94.4% (2012 survey)
- Interest in incorporating Aboriginal experiences in itineraries increased by 88.8% (2012 survey)
- Developed partnership with...
Connect: Increase editorial and broadcast coverage of Stakeholder experiences and awareness of the Aboriginal tourism brand

Partner: Leverage the Regional DMA efforts in all key markets and distribution channels.
Supporting Activities
Partnerships

- Canadian Tourism Commission
- Destination BC
- Regional DMOs
- Travel Trade
- Aboriginal Communities
Online Marketing

- Website enhancements
  - Mobile-friendly redesign
  - Trip planning functionality
  - Social media integration
- Social media activity
- Search engine marketing
- Consumer email marketing
Print Marketing

- Regional brochures
- Regional DMO Visitor Guides

Online

- Website
- Mobile
- Trip Planner
- Social
Quality Assurance

- AtBC will develop a new Quality Assurance Program to help ensure that visitors are receiving world-class experiences

Online Marketing

- Website enhancements
  - Mobile-friendly redesign