

2014-2015 Annual Report

Aboriginal Tourism Association of BC

The Next Phase – Year 3 • July 2015





Klahowya Village in Stanley Park, Vancouver BC

Destination
British Columbia™



Aboriginal Affairs and
Northern Development Canada

Affaires autochtones et
Développement du Nord Canada



Western Economic
Diversification Canada

Diversification de l'économie
de l'Ouest Canada

Canada

The Aboriginal Tourism Association of BC acknowledges the funding contribution from Destination BC, Aboriginal Affairs and Northern Development and Western Economic Diversification Canada.

Table of Contents

About the Aboriginal Tourism Association of British Columbia	4
Chair's Message	6
CEO's Message	7
Key Performance Indicators	8
2014 / 15 Financials: The Next Phase –Year 3, Statement of Operations Budget vs. Actual	9
Departmental Overviews	
Training & Product Development	10
Marketing	14
Authenticity Programs	22
Aboriginal Travel Services	24
Partnerships and Outreach Activities	27
Gateway Strategy	31
Appendix A: Stakeholder - Push for Market-Readiness	35
Appendix B: Identify & Support Tourism Opportunities	43

About the Aboriginal Tourism Association of British Columbia

The Aboriginal Tourism Association of British Columbia (AtBC) is a non-profit, Stakeholder-based organization that is committed to growing and promoting a sustainable, culturally rich Aboriginal tourism industry.

Through training and development, information resources, networking opportunities and co-operative marketing programs, AtBC is a one-stop resource for Aboriginal entrepreneurs and communities in British Columbia who are operating or looking to start a tourism business. AtBC works closely with tourism, business, education and government organizations to help Aboriginal tourism businesses in British Columbia offer quality experiences and actively promotes these experiences to visitors and local residents.

Recognized as a World Leader

AtBC was formed in 1996 and has since become recognized as a world leader in the Aboriginal cultural tourism industry.

From humble beginnings, AtBC has grown to represent more than 150 Stakeholder businesses located in the six tourism regions of British Columbia.

AtBC is governed by Aboriginal cultural tourism business leaders working in British Columbia who dedicate their time to ensure AtBC represents and meets the needs of the industry.

Our Vision

Our Vision is a healthy, prosperous, strong, respectful and dynamic Aboriginal tourism industry sharing authentic high quality products that exceed visitor expectations.

Our Mission

Our Mission is to contribute to the preservation of Aboriginal culture and 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.



Aboriginal Cultural Festival, Victoria BC

Goals

- Improve awareness of Aboriginal tourism among Aboriginal communities and entrepreneurs
- Support tourism-based development, human resources and economic growth and stability in Aboriginal communities
- Capitalize on key opportunities, such as festivals and events that will forward the development of Aboriginal cultural tourism
- Participate in market research and marketing promotion and advertising initiatives and activities that benefit the Aboriginal tourism industry
- Improve communication with Aboriginal tourism industry, keeping industry partners informed of important developments and AtBC's plans and activities and providing them with opportunities to provide input to the association

Strategic Priorities

Our key five-year strategic priorities are:

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

AtBC Board of Directors



Brenda Baptiste
Chair,
Director at Large



Robin Louie
Director representing the
Kootenay Rockies region



Lillian Hunt
Co-Chair, Director
representing the Vancouver
Island region



George Taylor
Director at Large



Lori Simcox
Treasurer,
Director at Large



Wade Baker
Director at Large



Sharon Bond
Secretary, Director
representing the Thompson
Okanagan region



Al Stobbart
Director at Large



Douglas Green
Director representing
the Cariboo Chilcotin
Coast region



Mike Willie
Director at Large



Leslie Brown
Director representing
the Northern British
Columbia region



Inez Cook
Director at Large

Chair's Message

I would like to open with sincere thanks for the dedication, effort and expertise of our staff in their positions at the Aboriginal Tourism Association of BC (AtBC). I, along with the Board of Directors, would like to recognize that without their effort and care, our association could not accomplish the important achievements of the 2014-15 fiscal year that are described within this report.

The AtBC Board also wishes to acknowledge the critical importance of our partnerships with Destination Canada, Destination BC, Aboriginal Affairs Northern Development Canada, Western Economic Diversification Canada as well as many other key supporting organizations and corporate partners for their essential support. We continue to work on building and nurturing the many partnerships that are so crucial to the long-term growth, stability and success of Aboriginal tourism in British Columbia. Our partners allow our organization to achieve the positive results we have seen over the past twelve months.

We are very proud that AtBC is recognized as a leading Aboriginal tourism sector marketing organization in the tourism industry. At a time when Aboriginal cultural tourism is showing its growing significance as the fastest growing tourism sector in BC, AtBC is demonstrating its strengths in implementing strategic marketing efforts, building positive awareness as well as product development support planning.

It is a very important task to represent, support and guide Aboriginal entrepreneurs and Aboriginal communities in order to deliver the benefits available through authentic, sustainable tourism development and economic impact. The AtBC Board and staff wish to once again thank the partners who demonstrate that they too see the importance of this work and are also inspired to help bring about the benefits of successful and authentic Aboriginal tourism to the economy of BC and to the Aboriginal peoples working hard to showcase their traditions, history and culture to visitors from around the world.



Sincerely,

Brenda Baptiste

Chair

Aboriginal Tourism Association
of British Columbia

CEO's Message

The Aboriginal Tourism Association of British Columbia (AtBC) continues to be a world leader in the development of authentic Aboriginal cultural tourism. Together AtBC, our Stakeholders, and Aboriginal communities throughout British Columbia have demonstrated a collective ability to work together and produce significant growth in tourism since 2006.

Our growth as the Aboriginal cultural tourism sector has been unprecedented and AtBC understands that consumer demands for existing authentic Aboriginal cultural tourism destinations and potential for new Aboriginal cultural tourism products have created a promising future.

This past year AtBC's leadership and management continued to implement *The Next Phase* 2012-2017 that laid the foundation and direction for the organization. The 2014-2015 fiscal year marked year three of the five-year plan continuing the progress towards growing the Aboriginal cultural tourism sector from \$42 million in 2012 to \$68 million by 2017. AtBC management remained disciplined to the six key strategies in the overall 2012-17 Next Phase Plan.

The enclosed report outlines the key performance indicators which ensure that the five-year targets will be achieved if not surpassed by 2017.

I want to personally acknowledge our Stakeholders, Board, staff, and Aboriginal leaders who continue to recognize the tremendous opportunity Aboriginal cultural tourism sector provides for employment, cultural revitalization, and economic benefits for communities and entrepreneurs.

The key performance indicators are clearly defined in this annual report and we look forward to another strong year in 2015-2016.



Thank you,

Keith Henry

Chief Executive Officer

Aboriginal Tourism Association
of British Columbia

Key Performance Indicators

Apr. 1/14 to Mar. 31/15:	KPI Target	KPI Achieved	Comments
MARKETING:			
Consumer Campaign			
2014 AtBC Brochure	53,000 Print & distribute	Printed 60,000 copies	"Distribution: BC Ferries, Visitor Info Centres, Tours Operators, KV and AtBC's Stakeholders"
Events and Festivals Media Reach	500,000 broadcast/print	3 million impressions	"Resulting from Gateway events: KV & Aboriginal Festival"
Travel Trade			
Itineraries including AtBC Stakeholders	Working with 8 RTO's, each publishing at least 3 Aboriginal Itin's	Jonview, Canadian Travel Design, Canadian Travel Partners, JAC, CAL Travel, CSM Travel, Discover Holidays, Entrée Canada, TPI, Kanata	Achieved
Working with Tour Operators	Work with 2 operators in each mkt	Germany - Dertour, CRD, Canusa; UK - Windows on the Wild, Audley Travel; China - Diadema, China Comfort Travel; Australia - Scenic Tours, APT Travel	
Aboriginal Tourism Experts	10 Aboriginal experts in each mkt	Module system has been completed. Launch of program has been moved to 2015 / 16 fiscal.	
Travel Media			
Stories	30 editorials, online, print or blog	204 includes regional and overseas coverage	Exceeded Target
Broadcasts	6 broadcasts all over strategy focus	5 (ACF, KV, Tribal Journeys, Salmon Run, CWGames – Roy Henry Vickers) Filmed but not aired: Curious Traveller, DBC "Wild Within" Spring launch in CA	
Familiarization Tours	At least 4	36 media hosted in total. 3 group fams.	Exceeded Target
Online Marketing			
Website Unique Visits	107,876	118,748	Exceeded Target
Website Page Views	340,727	276,246	
Conversion to Stakeholder Website	7,772	7,961	Exceeded Target
Facebook followers: Consumer	15,000	18,302	Exceeded Target
Twitter: Consumer	3,000	3,771	Exceeded Target
Instagram: Consumer	1,000	602	New initiative
YouTube: Consumer	1,000	143	Achieved over 31,363 video views
Email Subscribers: Consumer	12,000	846	Email subscriber legislation, will focus on building database
Email Subscribers: Travel Trade	200	915	Exceeded Target
Email Subscribers: Travel Media	200	220	Exceeded Target
Training & Development			
Engage with communities	107	107	Exceeded Target
Host community forums	10	10	Achieved
Identify Support Tier 2	25	25	Exceeded Target
Tier 2 Conversion to Tier 3	25	25	Achieved
Kiahowya Village			
Train Ridership	31,500 Tickets	35,786 Tickets	Exceeded Target
AtBC Share of Revenue	\$31,400	\$35,016	Exceeded Target
TripAdvisor Ratings	25 x 5-Star Ratings	17 x 5-Star Ratings	
TripAdvisor Ranking	Top 20 Vancouver Attraction	Top 35 Vancouver Attraction	
Website Unique Visitors	10,224 Unique Visits	10,590 Unique Visits	Exceeded Target
Facebook Followers	10,005 Followers	6,947 Followers	
Twitter Followers	932 Followers	881 Followers	
Info Booth Visitors	9,450 Visitors to Info Booth	3,720 Visitors to Info Booth	
AtBC Brochure Distribution	4,725 Brochures	3,000 Brochure Distributed	
Group Tours	25 Group Tours	25 Group Tours	Achieved
Email Subscribers	6,300	370 New Subscribers	
Authentic Indigenous Artisan			
Artisans joined program	50	75 plus	Exceeded Target
Sellers / Galleries joined program	Included in above	10 plus	Exceeded Target
Aboriginal Travel Services			
Sales volume	*800K	620K	*Sales projections for FY15 were revised in part due to the slow adoption of the services at time of launch
Meeting / conference commitments	11	20	ATS designated the agency of record for Aboriginal Business Match series, NABOC and BC Elders Gathering as examples - Exceeded target
Supplier agreements	45	48	Key commissionable agreements negotiated with Airline, Hotel and Car rental partners, applicable to corporate and leisure travel.
Aboriginal-themed package revenue sold through ATS	NEW	New	Jonview Canada partnership currently being launched for AtBC marketed packages
ATS generated revenue	49K	34K	Combination of service fees and earned commissions (including o/s supplier comm)
Band / First Nations company commitments	28	56	Band / council presentations for ATS commitments have begun to materialize and continue a positive trend - Exceeded target
Corporate agreements / commitments	16	27	Success is being realized from non First Nations companies wanting to do business with an Aboriginal owned social enterprise company - Exceeded target
Non Aboriginal themed package revenue sold	6K	4K	Packages are being marketed containing with ski destinations and event specific options
Website sessions from social posts	NEW	15% growth	YTD Mar 2015, 920 sessions from social posts.
Website visitations	4500	35% growth	Greater emphasis on partner click through
Email Database	2,500	2215	ATS' designation with forthcoming conferences will increase database enrollment
ATS online booking companies / Bands	NEW	2	Qualifying companies / Bands with minimum annual spend of 75k to have online booking
Sponsorship / Contest	NEW	8	ATS direct and NationTalk promotions

2014/2015 Budget: Year 3 The Next Phases

STATEMENT OF OPERATIONS		Budget	Actual
		Apr 01/2014 - Mar 31/2015	Apr 01/2014 - Mar 31/2015
Strategy 1	<i>Push for Market Readiness</i>		
	AtBC Stakeholder Engagement Forum	\$50,000	\$42,106
	Product and Business Development for AtBC Stakeholders	\$502,500	\$502,600
	Aboriginal Tourism Canada	\$243,500	\$247,639
	WINTA/ PAITC/ IATC - International Conferences	\$100,000	\$94,971
		\$896,000	\$887,315
Strategy 2	<i>Build and Strengthen Partnerships</i>		
	Aboriginal Tourism Business Development and Partnerships	\$50,000	\$51,134
		\$50,000	\$51,134
Strategy 3	<i>Online Marketing</i>		
	Technology Management	\$48,000	\$47,417
	Community Management (social media, email and website)	\$52,100	\$52,721
	Website Infrastructure and Development	\$38,388	\$39,362
		\$138,488	\$139,499
Strategy 4	<i>Focus on Key and Emerging Markets</i>		
	Design, Production and Distribution of Regional Rack Cards	\$42,000	\$39,047
	Ongoing Creative Services for Marketing Campaign	\$20,000	\$25,850
	Domestic Consumer Advertising - Video, Photography, Writing	\$86,000	\$69,194
	Contests	\$10,000	\$2,207
	Campaign Development	\$7,200	\$3,442
	Marketing Materials and SEM	\$67,000	\$53,765
	Media Fam Tours	\$25,000	\$25,962
	Distribution of Digital Press Kits and other Media Materials	\$9,000	\$11,475
	Media Assistance and Special Event Coordination	\$24,000	\$16,500
	Participate in Media Marketplaces & Events	\$30,000	\$31,870
	Participate in Tour Operator Marketplaces & Events	\$24,500	\$47,585
	Familiarization Tours for Tour Operators	\$20,000	\$12,437
	Development of Tour Package and Sales Tools	\$3,000	\$7,029
	Travel Trade Specialist	\$80,000	\$74,451
	China Tourism Strategy	\$35,000	\$36,588
		\$482,700	\$457,402
Strategy 5	<i>Focus on Authenticity and Quality Assurance</i>		
	Authenticity Aboriginal Program and Database	\$161,170	\$161,893
		\$161,170	\$161,893
Strategy 6	<i>Regional Approach</i>		
	Regional Tourism Strategies	\$30,000	\$31,634
	Klahowya Village Marketing	\$200,000	\$190,768
	Aboriginal Tourism Centre	\$100,000	\$100,659
	Gateway Project - NAD Victoria	\$45,000	\$45,000
	Gateway Project - Winter Games/Kelowna	\$117,000	\$122,333
	Aboriginal Travel Services (ATS)	\$226,752	\$206,626
		\$718,752	\$697,021
Total	<i>All Six Strategies Above</i>	\$2,447,110	\$2,394,264
	Core Administration	\$188,000	\$188,000
	Program Management	\$295,060	\$295,543
PM	<i>Administration and Program Management</i>	\$483,060	\$483,543
Total	<i>Total Project & Admin Expenses</i>	\$2,930,170	\$2,877,807

Training & Product Development

In keeping with AtBC’s key strategy to *Push for Market and Export Readiness*, efforts and resources continue to be directed towards those Aboriginal entrepreneurs and communities who wish to prosper from the Aboriginal tourism economy.

Training & Development	KPI Target	KPI Achieved	Comment
Engage with communities	107	107	Exceeded Target
Host community forums	10	10	Achieved
Identify Support Tier 2	25	25	Exceeded Target
Tier 2 Conversion to Tier 3	25	25	Achieved

Community Engagement

AtBC is committed to engaging with communities through their tourism development planning and execution. This ongoing work included regional strategies and discussions.

- Vancouver Island Strategy included engagement with 52 communities
- Northern BC Strategy included engagement with 51 communities
- Kootenay Rockies Strategy engagement included meeting with 5 communities
- Community engagement continues with projects identified from the Cariboo Chilcotin Coast and Coastal First Nations strategies

Website Development,
August Point Lodge,
Zeaballo, BC



"Getting out to the locations – made the courses, visits, and experiences more meaningful. Being part of this program has resulted in me being offered jobs by other tourism companies."

Student participant, Aboriginal Ecotourism Training Program



HIGHLIGHTS

- Attended meetings with the Songhees & Esquimalt First Nations in order to collaborate on the Aboriginal Cultural Festival which took place in Victoria on Aboriginal Day. The meeting was attended by neighbouring communities and an opportunity to share AtBC's initiatives was presented.
- Met with leadership and staff in Sechelt to explore opportunities in tourism and to discuss AtBC's Training and Product Development Programs
- Held Community Information forum in Northeastern BC with leadership, Elders and administrative staff from Treaty 8 First Nations and neighbouring communities (specifically Blueberry River, Doig River, Halfway River, Kelly Lake, McLeod Lake, Prophet River and West Moberly). Held individual breakout meetings with interested communities.
- Conference call meetings with Haida Nation representatives / tourism committee to discuss tourism forums on Haida Gwaii and the potential for Haida Gwaii to become its own RDMO
- AtBC gave a presentation at the University of Victoria which was attended by Economic Development Officers from Northwest BC
- Presented to Chief and Council of Yunesit'in First Nation to explore Aboriginal Tourism opportunities in relation to possible acquisition of a lodge in the area
- Met with Yuu-thlu-ilth-aht (Ucluelet) First Nation Economic Development Corporation and staff to discuss opportunities in tourism development which would involve AtBC's programming
- Hosted AtBC Stakeholder Forum and AGM in Chase, BC. Topics included marketing, training & development and ways in which Stakeholders could collaborate on a regional level.
- Met with Lake Babine communities to discuss Aboriginal Tourism opportunities for the region, and to develop a tourism strategy
- Presented to Ktunaxa Economic Development Officers about the opportunities in Aboriginal tourism and the Regional Strategy process
- Attended Stolo Business Match and met with 22 communities about individual opportunities in Aboriginal tourism
- Met with Spayum Development Corporation and Leadership to discuss tourism opportunity through development and expansion of existing Visitor Centre in Merritt

Market-Ready / Export-Ready Stakeholders

- As part of the *Next Phase*, AtBC identified the need to support and grow existing Aboriginal tourism businesses in the province, specifically with the goal to increase the number of market-ready Stakeholders. This industry growth is being supported by AtBC initiatives in awareness, training, product development and marketing.
- AtBC is pleased to have made progress converting Tier 2 Aboriginal-owned businesses to Market-Ready (Tier 3) Stakeholders. In the 2014 / 15 fiscal year, 25 businesses were supported through feasibility studies, business planning, marketing & website support and front line service training. **For a full list of the Stakeholders assisted through training and development see Appendix A on page 35**
- By the end of the 2014 / 15 fiscal year, there were 72 AtBC Market-Ready Stakeholders, including the following twelve (12) new Stakeholders:
 - August Point Lodge
 - Eagles Feast House
 - Great River Fishing Adventures
 - Haida Style Expeditions
 - Lelem' Arts & Cultural Cafe
 - Nisga'a Museum
 - Saysutshun Newcastle Island
 - Songhees Nation Tours
 - Sxwimele Boutique & Gift Shop
 - Tzoonie Wilderness Tours
 - Walters Cove Resort
 - Wind Spirit Art

Nisga'a Museum,
Laxgalts'ap BC



HIGHLIGHTS

- Assisted four businesses with their marketing plan / brand strategy as well as an additional four businesses with their website development and social media
- Aided four businesses with their pricing and packaging including commissionable rates for working with tour operators and the travel trade
- Developed tourism strategies for two First Nations communities
- Assisted with business plans / feasibility studies for three communities / businesses
- Supported Aboriginal Ecotourism Training Program for 12 students
- Worked one-on-one with twelve businesses to understand the value of working with AtBC including a summary of benefits in marketing, training and development



Kekuli Cafe, Westbank BC

Wya Point Lodge,
Ucluelet BC

Emerging / Associate Stakeholders

- AtBC welcomed six new Emerging / Associate Stakeholders in 2014 / 15. Organizations who are involved in Aboriginal tourism within BC or have an interest in supporting Aboriginal tourism in BC are eligible to become an Associate Stakeholder with AtBC. Associate Stakeholders typically are artists, performers, craftspeople, industry partners and community organizations, Emerging Stakeholders are businesses that don't meet all the eligibility requirements of Marketing Stakeholders, but are in the process of meeting these criteria.
- The six new Associate Stakeholders in 2014 / 15 were:
 - Cheam Enterprises Inc.
 - Copper Moon Adventures
 - Shxwt'a selhawtx Interpretive Centre
 - Spapium "Little Prairie" Farm & Tourism Consulting
 - Squawkum Park Campground
 - Valerie Davidson Jewellery
- AtBC is committed to working with communities across the Province in their tourism development; several opportunities were assessed at the community level through the Regional Strategy process. 25 key opportunities were assessed this year. For a full list of assessed opportunities, please see *Appendix B* on page 43

Stakeholder Benefits Guide

- At the AtBC AGM in November, 2014, the new AtBC Stakeholder Benefits Guide was released. The AtBC Stakeholder Benefits Guide is an overview of the important work of AtBC and acts as a sales tool in attracting new Stakeholders and also provides an excellent overview of the work and expertise that AtBC brings to Aboriginal tourism product and experience providers in BC.
- AtBC printed 350 copies of the Stakeholder Benefits Guide and an online version can be viewed here: <https://www.aboriginalbc.com/assets/corporate/atbc-Stakeholder-guide-book-2015.pdf>

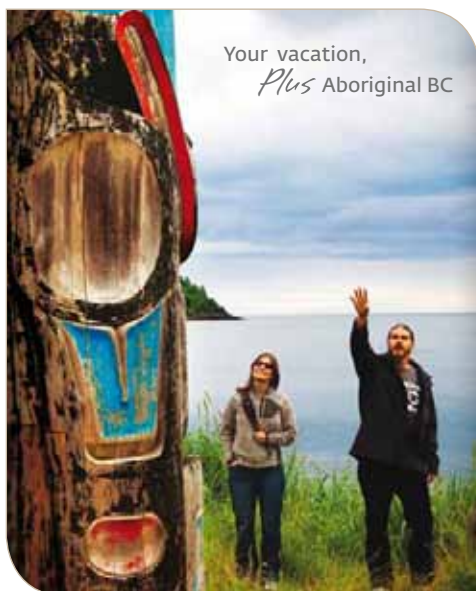
Marketing

AtBC's marketing strategies are dedicated to raising awareness of the diverse and enriching Aboriginal tourism experiences available in British Columbia. We communicate directly to consumers, travel trade and travel media in key and emerging markets – creating interest in Aboriginal tourism and driving business directly to AtBC's Marketing Stakeholders.

Consumer and Online Marketing

Through integration of online marketing, web, social media, advertising, print materials and contests, AtBC's consumer marketing tactics drive awareness of Aboriginal tourism in BC and consumer direct bookings for AtBC's Marketing Stakeholders.

- AtBC's key target markets for consumer direct engagement include British Columbia, Alberta, Ontario.
- During the 2014 / 15 fiscal, AtBC successfully executed its 'Plus Aboriginal' concept by showcasing how visitors can add an Aboriginal experience to their itineraries while travelling within British Columbia. This was done by leveraging the latest trends in social media and content marketing.
- AtBC provided engaging and relevant content that enticed our target audience to connect with AtBC's social media channels, blog and e-newsletters. The content development concept incorporated a team consisting of an Aboriginal personality / storyteller and a travel / lifestyle blogger who experienced Aboriginal cultural adventures together. These activities drove meaningful engagement with our target audiences, grew social media following and created new brand ambassadors who influenced word-of-mouth marketing.
- AtBC produced and printed 60,000 brochures highlighting all of AtBC's market-ready Stakeholders. These brochures were distributed to Visitor Centres, BC Ferries, Klahowya Village, AtBC's Stakeholders and tour operators.
- AtBC developed a 0:30 second commercial that aired on CTV in Vancouver and Calgary from June 30 to August 10, 2014; the commercial was also used on YouTube to our target audiences. The commercial invited travellers to include an Aboriginal tourism experience this summer.



Storytellers such as Chief Ian Campbell from the Squamish Nation provided engaging marketing content



Online Marketing & Social Media	KPI Target	KPI Achieved	Comment
Website Unique Visits	107,876	118,748	Exceeded Target
Website Page Views	340,727	276,246	
Conversion to Stakeholder Website	7,772	7,961	Exceeded Target
Facebook followers: Consumer	15,000	18,302	Exceeded Target
Twitter: Consumer	3,000	3,771	Exceeded Target
Instagram: Consumer	1,000	602	New initiative
YouTube: Consumer	1,000	143	Achieved over 31,363 video views
Email Subscribers: Consumer	12,000	846	Email subscriber legislation, will focus on building database
Email Subscribers: Travel Trade	200	915	Exceeded Target
Email Subscribers: Travel Media	200	220	Exceeded Target

HIGHLIGHTS

- Executed 'Plus Aboriginal' concept and promoted #AboriginalBC using a variety of social media channels to engage with key target audiences
- Produced a 0:30 second AtBC commercial – reached over 18,000 video views on YouTube
- Achieved 119,000 web unique to AboriginalBC.com; organic traffic saw an increase of 180%
- Expanded video and image assets for AtBC's content marketing, as well as Stakeholder and media use
- Hosted eight Facebook contests promoting several Stakeholders, as well as #AboriginalBC which reached 312,100 Facebook users
- Published 22 blog posts, generating 14,762 page views on AboriginalBC.com
- Grew social following across all channels: doubled our Facebook fan base with 18,302, Twitter added 2,653 new followers (3,771 total followers)
- Produced a total of 417 Facebook posts which generated an audience engagement of 88,789 likes, shares or comments
- Generated 31,399 video views on AtBC's YouTube channel (compared to 9,457 views during last year's fiscal)
- Created Pinterest boards for each Stakeholder which generated 2,975 average monthly views
- Enhanced Instagram account; average of 32 Likes per post

Travel Trade

AtBC promotes Aboriginal tourism and AtBC's export-ready Stakeholders to receptive tour operators, tour operators, travel agencies and other third party sales channels with the goal to grow Aboriginal experience inclusions in travellers' itineraries and packages.

- AtBC's key destination markets include Canada, Germany, United States, United Kingdom and Australia. AtBC is also investing sales efforts in China which is an emerging market and the fastest growing opportunity for travel to British Columbia and Aboriginal tourism. AtBC's team focused its time and resources on key receptive tour operators and high-producing / niche tour operators and travel agencies servicing our key destination markets.
- AtBC's main goal was to get the travel trade to include Aboriginal tourism experiences in their 2015 packages and itineraries, or to create specific Aboriginal-themed itineraries. AtBC continued to promote export-ready Stakeholders to receptive tour operators and tour operators during familiarization tours and sales missions, as well as at tradeshow which included Rendez-vous Canada in Vancouver (May 2014), International Luxury Travel Market in Shanghai, China (June 2014), Showcase Canada – Asia in Shanyang, China (October 2014), Canada's West Marketplace in Canmore (November 2014) and ITB in Berlin (March 2015).

Travel Trade KPI's	KPI Target	KPI Achieved	Comment
Itineraries including AtBC Stakeholders	Working with 8 RTO's, each publishing at least 3 Aboriginal Itin's	Jonview, Canadian Travel Design, Canadian Travel Partners, JAC, CAL Travel, CSM Travel, Discover Holidays, Entrée Canada, TPI, Kanata	Achieved
Working with Tour Operators	Work with 2 operators in each mkt	Germany - Dertour, CRD, Canusa; UK - Windows on the Wild, Audley Travel; China - Diadema, China Comfort Travel; Australia - Scenic Tours, APT Travel	
Aboriginal Tourism Experts	10 Aboriginal experts in each mkt	Module system has been completed. Launch of program has been moved to 2015 / 16 fiscal.	

HIGHLIGHTS

- Organized and executed a total of six familiarization tours with international tour operators and receptive tour operators, hosting more than 45 travel trade partners
- Participated in five tradeshows which generated over 330 leads
- Organized a VIP Media / Trade event during ILTM in Shanghai, which produced significant interest in Aboriginal tourism and over 30 stories in China, as well as resulted in a media tour by Target Magazine (results mentioned under the media section of this report)
- Included full-page ad in Jonview's 2015 tariff
- Developed a significant partnership with German-based tour operator – DerTour - promoting Aboriginal culture in BC, as well as some of the Aboriginal tourism experiences published in their 2015 brochure (delivered to 2,600 travel agencies in Germany)
- Surveyed key receptive tour operators to set a baseline for Aboriginal tourism inclusions for 2015 and to be able to gauge growth in the future (- refer to the infographic on the following page)
- Developed the Aboriginal Expert Program

Travel Trade Embraces Aboriginal Tourism

"It has been a pleasure to witness the development of BC's Aboriginal tourism industry over the span of my career as a tour operator. And I have been privileged to engage with various members of the Aboriginal tourism industry, those who have exposed my company and our guests to a collection of world-class experiences. I look forward to more partnerships as the list of enticing Aboriginal Tourism Experiences grows. More and more we see demand growing from our guests, as they seek out authentic cultural experiences in their travels. AtBC has been a wonderful resource for us as a gate way to the collection of operators in British Columbia."

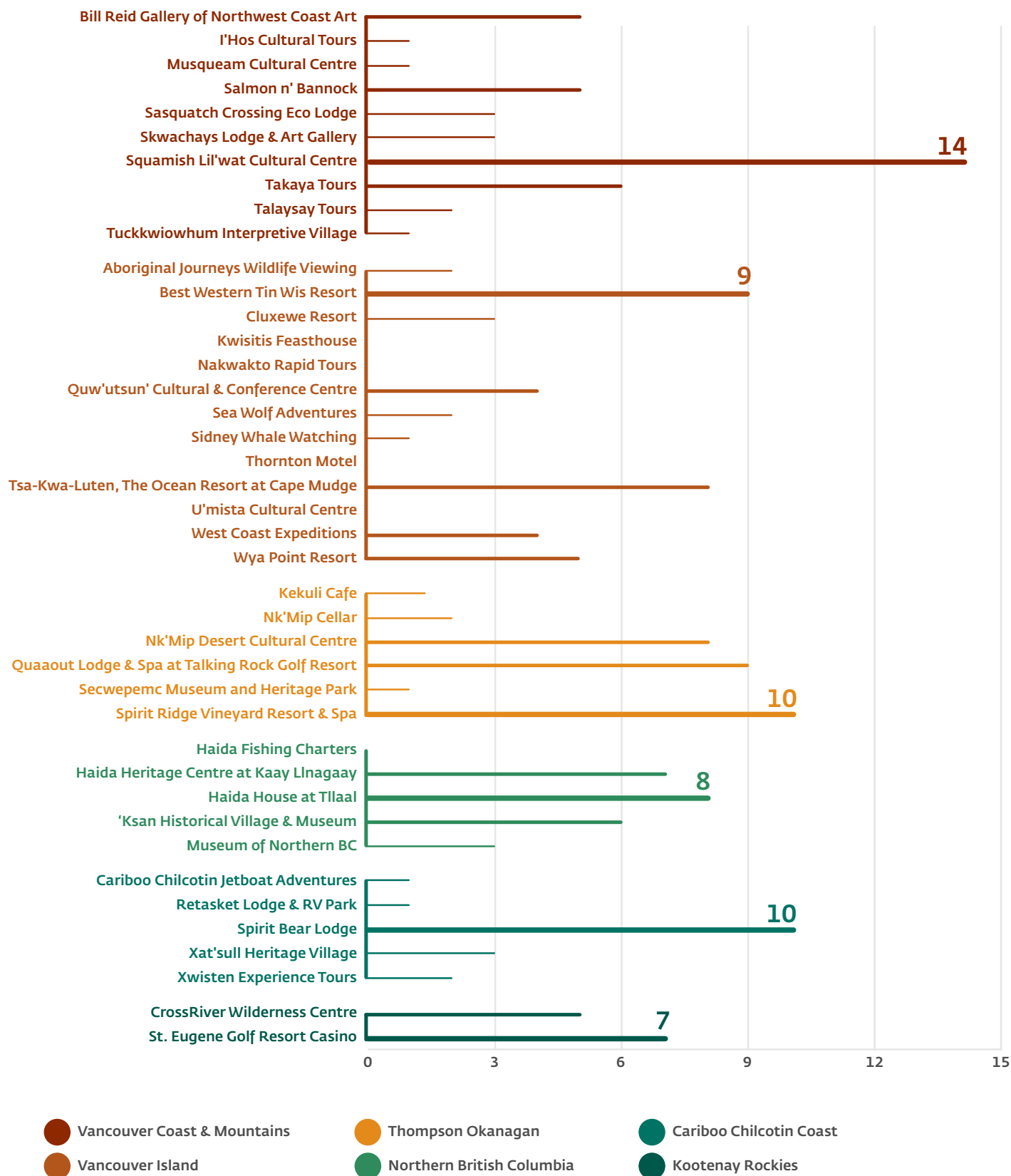
Marc Telio
President, Entrée Canada



Team Canada at ILTM, Shanghai China

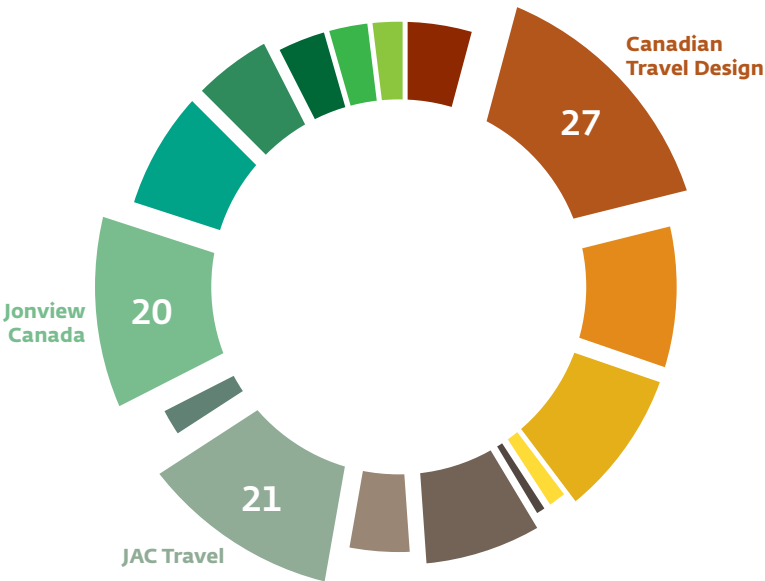
Export-Ready Stakeholder Inclusions

Number of Inclusions per Export-Ready Stakeholder



Receptive Tour Operator Comparison

Number of Stakeholders per Receptive Tour Operator



JTB International	3	Brewster Travel Canada	7
HIS Canada	4	Canadian Travel Design	27
CAL Travel	5	Canadian Travel Partners	15
TPI Silkway	8	CSM Travel	15
Kanata	12	Destination America	2
Jonview Canada	20	Discover Canada	1
Globetrotter Tours	3	Discover Holidays	12
JAC Travel	21	Entrée Canada	6

Travel Media

AtBC works to inspire and educate travellers by bringing Aboriginal tourism experiences to life through content and story ideas in key outlets including print, broadcast and digital distributions. AtBC develops key relationships with media to positively influence editorial and broadcast coverage from both domestic and international media, which increases awareness of Aboriginal tourism and individual Marketing Stakeholders.

Throughout 2014, the AtBC media team worked to identify media opportunities for Aboriginal cultural tourism in British Columbia. As a result, AtBC hosted 25 media on familiarization tours across the province. In addition, AtBC's media team focused its time and resources on the following events to increase the profile of Aboriginal cultural tourism in BC:

ILTM Media VIP Event, China – June 2014

The media event was hosted by Destination BC and AtBC and promoted British Columbia and its Aboriginal tourism experiences. During an Aboriginal showcase led by AtBC's CEO Keith Henry, AtBC launched three packages for the affluent Chinese market. The event was attended by 28 media outlets including Travel+, Traveling Scope, World Traveller, Elite Traveller, and many others. The evening was an extremely successful undertaking and produced more than 30 stories by some of the leading Chinese media outlets.

Aboriginal Cultural Festival – June 2014

The Aboriginal Cultural Festival took place on the grounds of the Royal BC Museum in Victoria, BC. The celebration of Aboriginal culture was covered by local and regional media outlets. The festival coincided with National Aboriginal Day, providing an excellent opportunity for media to report on the success of the inaugural event. AtBC hosted a writer who covered the event for Up! Magazine (WestJet's inflight) and the Globe and Mail. Total ad equivalency earned from the festival coverage was \$23,740.

Klahowya Village – June to September 2014

The opening of the Klahowya Village on June 21st was tied into Aboriginal Day activities with outreach done to regional and national media on the opening, activities and Salmon Run theme for the 2014 season. At the same time, the Village was promoted to media visiting Vancouver and to bloggers driving content to be used by AtBC.



Cultural tour with Haida-Style Expeditions, Haida Gwaii BC

Haida Gwaii FAM - July 2015

"This has truly been an epic, amazing and absolutely breathtaking trip, with so many gorgeous days filled with experiences, sightseeing, adventure, lots of laughter and friendship. I would like to sincerely thank our all our new friends on Haida Gwaii and Prince Rupert as well as especially Dana and Jill who have worked long and hard to make this trip happen. The past 6 days have certainly exceeded my expectations and you have now a new "ambassador" for your region and products in Germany."

Martin Walter
Destination BC - Germany

Tribal Journeys to Bella Bella – July 2014

Celebrating its 20th year, the Tribal Journey to Bella Bella was supported by a media outreach program along the route and also promoted to a larger national audience. Coverage was generated in small communities that lined the route from Seattle to Port Hardy and into Bella Bella. AtBC’s communication team achieved television coverage, print and social media engagement throughout the journey. Total ad equivalency earned from the festival coverage was \$20,499.

GoMedia Canada Marketplace – August 2014

Taking advantage of the GoMedia annual show in Winnipeg, AtBC partnered with the Cariboo Chilcotin Coast Tourism Association and Tourism Kamloops to host a pre-media familiarization tour.

Google+ Hangout – September 2014

This year marked the launch of Destination BC’s Google+ page with a Hangout. AtBC, in partnership with SeaWolf Adventures and Nimmo Bay Resort, provided the location and Aboriginal experience to highlight the region. The media visit included three high profile social media key influencers along with the Canadian Tourism Commission and Destination BC social media team members.

Canada Winter Games – Feb, 2015

Taking place in Prince George Feb 13- Mar 1, 2015, AtBC partnered with the Host First Nation, Lheidli T’enneh, and Northern BC Tourism in the promotion of the Aboriginal arts and culture in Northern BC and throughout the province during the Canada Winter Games. AtBC worked closely with local and regional media providing interviews and sending out releases and daily advisories to bring awareness to the guests, activities, and events taking place in the Aboriginal pavilions. Total ad equivalency earned from the Canada Winter Games coverage was \$29,079.



Aboriginal Tourism Showcase during the Canada Winter Games, Prince George BC



Target Magazine China visits Alert Bay BC with Sea Wolf Adventures

Travel Trade KPI's	KPI Target	KPI Achieved	Comment
Stories	30 editorials, online, print or blog	204 includes regional and overseas coverage	Exceeded Target
Broadcasts	6 broadcasts all over strategy focus	5 (ACF, KV, Tribal Journeys, Salmon Run, CWGames – Roy Henry Vickers) Filmed but not aired: Curious Traveller, DBC "Wild Within" Spring launch in CA	
Familiarization Tours	At least 4	36 media hosted in total. 3 group fams.	Exceeded Target

HIGHLIGHTS

- Hosted 36 media (print, social media, broadcast) to experience Aboriginal cultural tourism across the province of British Columbia; including Curious Traveler TV Show (USA), Target Magazine (China), Globe and Mail (Canada), Calgary Herald (Canada), YAHOO
 - Collaborated with Destination BC on a media FAM covering the Salmon Run in the Adam's River region
 - Collaborated with Tourism Vancouver on the Curious Traveler; interviewed Bob Baker at Kia'Palano at the Capilano Suspension Bridge Park. The program will be distributed to PBS, Create TV and APT. Airdate: April 2015 to March 2017.
 - Secured and hosted a pre-GoMedia Canada Marketplace FAM for media outlets from China, Korea and eastern Canada
- Produced a total of 206 articles equating to 40,624,766 impressions with an ad value of \$718,910
 - International Coverage included Target Magazine (China), The Australian (Australia), Frankfurter Allgemeine (Germany), Die Neue Frau (Germany), Be Here BC (UK) and RoughGuides.com (UK), Los Angeles Times (USA)
 - Regional coverage included Globe and Mail, Up! Magazine, The Province, Victoria Times-Colonist, Vancouver Sun, Huffington Post
- Worked with Destination BC on hosting a Chinese media FAM tour involving Target Magazine, Xi Zhinong, a famous environmentalist and photographer and Zhang Xingsheng
 - FAM included Spirit Bear Lodge, Klahowya Village, Sea Wolf Adventures
 - Results: Overall campaign had an ad value of over \$800,000 and included 1 press release, 11 print media interviews, 6 TV / video interviews, 397 retweets on DBC's portal, 13.6 million viewership of video produced; plus 10 pages in Target Magazine with significant coverage of AtBC's Stakeholders and imagery -ad value:\$288,676
- Created a partnership with nationally award-winning Toque & Canoe—an online magazine / blog about Canadian travel culture. Editor-in-chief Kim Gray will be producing several stories in an arms-length collaboration with AtBC
- Introduced Aboriginal Travel Services (ATS), a full-service travel agency, to travel trade media
- Launched the Authentic Indigenous Arts program with province-wide coverage and the added value of sharing this story with travel media continent-wide
- Participated in Canada Media Marketplace in New York in March 2014 and GoMedia in Winnipeg in October 2014 – met with over 80 media outlets during these shows

Authenticity Programs

Authentic Aboriginal Cultural Tourism Program

To qualify for this program, Stakeholder businesses must be majority Aboriginal-owned, and meet industry standards for market-readiness. The business must also meet its sector requirements, have high-operating standards and appropriate cultural content, recognized by the originators of that culture, all while providing an opportunity for visitors to interact with First Nations people during their cultural tourism experience.

program Goals:

- Heighten the awareness and understanding of respectful and appropriate Aboriginal cultural tourism experiences
- Increase the number of true, respectful Aboriginal cultural tourism experiences in BC
- Encourage understanding of industry standards and operating quality
- Promote the "best of the best" for service, quality and cultural experiences
- Improve industry and visitors satisfaction with the BC Aboriginal cultural tourism experience

HIGHLIGHTS

- In 2014 /15 AtBC certified 14 Marketing Stakeholders as authentic Aboriginal Cultural Tourism Experiences

Authentic Indigenous Arts program

Building on the success of the Authentic Aboriginal Cultural Tourism Program for Stakeholders' experiences, AtBC has taken a significant step forward on the Authentic Indigenous Arts initiative which will connect consumers with authentic Aboriginal products.

The Authentic Indigenous **Arts Resurgence Campaign** (The "**ARC**") initiative is aimed at promoting and supporting authentic Aboriginal arts and crafts in the retail and wholesale market, providing education for travellers and resellers on the positive community impact of buying authentic.

Artists

This Program undertakes various activities designed to protect Indigenous control over Indigenous artwork and to ensure that its sale benefits Indigenous artists and communities economically.

Consumers

This Program provides tags of authenticity for the pieces, shops and galleries who stock these items. The product tags are designed to provide a simple way to clearly identify authentic pieces and protection of the art.

Authentic Indigenous Artisan	KPI Target	KPI Achieved	Comment
Artisans joined program	50	75 plus	Exceeded Target
Sellers / Galleries joined program	Included in above	10 plus	Exceeded Target

- The Program aimed to enroll 50 members, including artists and galleries or sellers. These targets have been exceeded; 60 artists enrolled as did ten sellers
- Authenticity identification: Roll out of tags and signage to indicate participation in the Program began in 2014-2015
- Major Media Launch and recognition event for the Authentic Indigenous Arts members on October 8, 2014 at the Royal BC Museum in Victoria, BC
- Website updated to include additional educational components such as:
 - Traditional storytelling, educational pieces
 - Development of the Aboriginal Artisan Directory pages to include Artist profile pages with online photo galleries and customized URL
 - Update of site to be more user-friendly for artists
- Education:
 - 2 workshops developed and delivered (1 day and 2 day)
 - Artist Development continuum to track artist progress from emerging artist to self-sustaining artist
- Foundations:
 - Created digital filing system with artist's headshot and related photos
 - Developed a contact relationship management system
 - Began composition of three-year sustainability plan
- Corporate fundraising materials created:
 - ARC encourages corporations and governments sign letters of support for the ARC Program stating they will purchase corporate art with Indigenous themes through a registered ARC artist or gallery
 - Letters of support received over the past 8 months include: SFU, BC Assembly of First Nations, Union of BC Indian Chiefs, Vancity, First Nations Summit, UBC's Chinook Program, Tale'awtxw Aboriginal Capital Corporation, and First Peoples Culture Council
- Marketing:
 - Integration with AtBC overall marketing strategy
 - Creation and distribution of 100 business cards for participating artists
 - Distribution of flash drives with ARC branding including professional photos of artists' works and artists

Authentic Indigenous
Art - Beadwork
Squamish Lil'wat
Cultural Centre,
Whistler BC



AboriginalTravelServices.com

Created by Aboriginal Tourism BC to work with Aboriginal communities and corporations, Aboriginal Travel Services (ATS) launched on April 1, 2014 as a full-service travel agency dedicated to the business and leisure needs of companies continues to diligently work to provide their clients with the most competitive rates available.

As a social enterprise, this Aboriginal-owned travel agency is working with these groups and other clients to reinvest in the communities it serves, offering scholarships to Aboriginal youth who are entering the field of Tourism and Hospitality. ATS also reinvests monies into Aboriginal tourism development and seasonal internships.

Working with an established host agency, ATS uses the latest technology including a comprehensive online booking platform, which allows ATS to provide the best rates with airlines, hotels and car rental companies. Completing the full spectrum of services, it also offers full meeting and event planning. With an extensive knowledge of local, authentic Aboriginal experiences, ATS is also able to provide unique packages to interested leisure and corporate travellers.

Priorities & Focus

Aboriginal Travel Services is among Canada's first Aboriginal-owned travel agencies, focusing on three markets:

- Corporate travel management needs of companies, First Nations bands and individuals across Canada
- Incentive and leisure travel for individuals and groups
- Inbound leisure opportunities affiliated with authentic cultural experiences developed in large part by Aboriginal Tourism BC.

Corporate Services

The ATS agency has maintained brand identity / ownership all while being situated within a separate host agency. By utilizing this model, ATS has been able to leverage technology and infrastructure resources for continual growth. Working with an established host agency, ATS uses the latest technology including a comprehensive online booking platform, which allows ATS to provide the best rates with airlines, hotels and car rental companies. Completing the full spectrum of services, it also offers full meeting and event planning.

Aboriginal Tourism Packaging

ATS also offers authentic Aboriginal cultural tourism experiences throughout the province and continues to expand in conjunction with Aboriginal Tourism BC. This is a key differentiator for the comprehensive services offered by ATS.

Continued Growth

ATS will continue to cultivate a number of niche client opportunities through various mediums that align with overall marketing initiatives and key performance indicators. The increase in exposure and growth will continue as a result of ATS being designated as the agency of record for conference and group business. ATS has developed a key foundation of partnerships that will evolve into a strong network of individuals and companies that will play a large role in the success of ATS.

The year-end KPI accomplishments reflect a growing commitment from companies and organizations that recognize the economic and social value of doing business with ATS. The agency continues to receive a great deal of exposure and revenue opportunities from customer referrals and those companies that are registered delegates of conferences that ATS has been the designated agency of record.

Aboriginal Travel Services	KPI Target	KPI Achieved	Comment
Sales volume	*800K	620K	*Sales projections for FY15 were revised in part due to the slow adoption of the services at time of launch
Meeting / conference commitments	11	20	ATS designated the agency of record for Aboriginal Business Match series, NABOC and BC Elders Gathering as examples - Exceeded target
Supplier agreements	45	48	Key commissionable agreements negotiated with Airline, Hotel and Car rental partners, applicable to corporate and leisure travel.
Aboriginal-themed package revenue sold through ATS	NEW	New	Jonview Canada partnership currently being launched for AtBC marketed packages
ATS generated revenue	49K	34K	Combination of service fees and earned commissions (including o/s supplier comm)
Band / First Nations company commitments	28	56	Band / council presentations for ATS commitments have begun to materialize and continue a positive trend - Exceeded target
Corporate agreements / commitments	16	27	Success is being realized from non First Nations companies wanting to do business with an Aboriginal owned social enterprise company - Exceeded target
Non Aboriginal themed package revenue sold	6K	4K	Packages are being marketed containing with ski destinations and event specific options
Website sessions from social posts	NEW	15% growth	YTD Mar 2015, 920 sessions from social posts.
Website visitations	4500	35% growth	Greater emphasis on partner click through
Email Database	2,500	2215	ATS' designation with forthcoming conferences will increase database enrollment
ATS online booking companies / Bands	NEW	2	Qualifying companies / Bands with minimum annual spend of 75k to have online booking
Sponsorship / Contest	NEW	8	ATS direct and NationTalk promotions

"Aboriginal Travel Services is Aboriginal-owned and that is very exciting to me.

Wade Grant, Musqueam Nation

Corporate travel that gives back!



"Aboriginal Travel Services is First Nations-owned, and that's very exciting to me." – Wade Grant, Musqueam Nation

We offer an array of **corporate** travel services, expert **conference and meeting planning** at **competitive rates**. As a **social enterprise**, we invest back into the communities we serve by creating scholarships for local Aboriginal youth.

Connect with us for your travel plans TODAY.

1-855-319-4552

Aboriginal Travel Services
Aboriginal-owned Corporate & Leisure Travel Agency

AboriginalTravelServices.com

Aboriginal Travel
Services
ad template

HIGHLIGHTS

- Created relationships with more than 70 Aboriginal communities, businesses and operators throughout the province, helping to fill an identified gap within the province's expanding Aboriginal economy
- ATS has been successful in securing corporate commitments for IT and group travel from companies that have procurement policy guidelines mandating sustainable business practices and social enterprise engagement strategies
- Designated travel agency of record for Aboriginal Business Match conferences in Penticton, Saskatoon and Toronto coordinated by Raven Events
- Successful development and launch of a variety of AtBC Stakeholder packages being marketed and sold through ATS
- Participated as a key presenter in the Aboriginal Small Business Roundtable workshop hosted by the Minister of State for Small Business
- Signed long term partnership agreement with the BC Elders Gathering Society to provide travel and accommodation assistance for the annual event
- Designated travel agency of record for the 2015 National Aboriginal Business Opportunities Conference series facilitated by the 2G Group
- Sponsorship partner of the Sto:lo Business Match which facilitates future corporate and leisure travel opportunities for ATS
- Established key commissionable agreements with over 25 accommodation and transportation providers in Canada
- Editorial and advertising features in a variety of electronic and published media outlets including BC Business Magazine, National Aboriginal Marketplace publications and a number of tourism industry periodicals
- ATS presentations completed to a number of First Nations chiefs and councils, resulting in 22 Band commitments being attained for travel facilitation
- Increased leverage with the host agency in pursuing corporate proposals that showcase a combination of ATS social enterprise initiatives in conjunction with technology capabilities



Skwachays Lodge,
Vancouver BC



Spirit Ridge Vineyard Resort & Spa, Osoyoos, BC

Partnerships

AtBC recognizes that Aboriginal cultural tourism in British Columbia can only grow, prosper and become sustainable through the cultivation of partnerships with other organizations who are also committed to the success of tourism in the province. Therefore, AtBC continues to develop partnerships and collaborate with industry partners to leverage product development, training and marketing efforts to strengthen the Aboriginal tourism industry in British Columbia.

Priorities & Focus

- Partnerships with the Provincial and Federal governments
- Partnerships with Destination Marketing Organizations
- National and international partnerships
- Aboriginal communities' economic development initiatives related to tourism

AtBC enjoys excellent collaborative relationships with industry partners, and sector organizations both local and international. Partnerships have been strengthened through AtBC's significant involvement within key organizations, conferences and events.

The AtBC partnership efforts continue to strengthen existing partnerships with Provincial and Federal governments and work to support the respective tourism strategies:

- Collaborate with Provincial and Federal partners to secure ongoing investment in the development of Aboriginal cultural tourism in BC - \$1 million Provincial commitment (1 year); \$600,000 per year (3 years) Federal commitment
- Ongoing discussion with Destination BC and Canadian Tourism Commission to align marketing strategies
- Chair Aboriginal Tourism Association of Canada (ATAC)
- AANDC, Western Economic Diversification and Parks Canada to discuss partnership opportunities



Keith Henry, Chief Ian Campbell
and Honourable Naomi
Yamamoto at the International
Aboriginal Tourism Conference,
Whistler BC

HIGHLIGHTS

- Grew key and critical industry partnerships to help ensure continued sharing of expertise, alliances in development and marketing programs and continuation of funding support. Examples of key partnerships include: Canadian Tourism Commission, Destination BC, TAVI, Tourism Vancouver, Tourism Whistler, TIABC, World Indigenous Tourism Assoc., ATTA, Pacific Asia Tourism Association, ATAC, TIAC, Vancouver Airport, Greater Vancouver Parks Board, Parks Canada, Provincial Parks, ANTCO, BMO, Capilano University, Talking Stick Festival, EuroFest
- Contributing presenter at Pacific Northwest Economic Region (PNWER) Summit in Whistler which focused on key regional issues affecting business on both sides of the border.
- Presented at Adventure Travel Mexico (ATMEX) conference, as per mutual partnership development with Adventure Travel Trade Association (ATTA) which was attended by over 400 tour operators, international buyers, and media and state representatives.
- Hosted RDMO representatives at AtBC offices to explore collaborative opportunities in relation to marketing and product development
- Dialogue with Heiltsuk Nation and cruise ship representatives to plan around impacts to tourism activities due to BC Ferries reduced services
- Presented to Tourism Industry Association to approximately 200 First Nations and Government representatives about AtBC's Training & Development initiatives
- Industry Canada hosted AtBC to gain detailed knowledge of AtBC's training and business development Programs
- Presented to AANDC to provide an update on Aboriginal Cultural Tourism Training and Product Development / Business support initiatives
- Attended Tourism Vancouver Island (TAVI) Annual Conference and AGM; Keynote speaker, Marsha Walden, CEO of DBC presented on the upcoming changes and focus for the industry, and mentioned Aboriginal Tourism as one of the five main sectors for primary focus going forward
- Attended Thompson Okanagan Tourism Association Annual Conference and AGM – release of TOTA's regional strategy.
- AtBC in partnership with Aboriginal Marketplace Events hosted the third annual International Aboriginal Tourism Conference (IATC) in Whistler; the World Indigenous Tourism Alliance (WINTA), of which AtBC is a member, held a networking conference in concert with the IATC
- Attended Kootenay Rockies annual conference & AGM in Invermere, BC
- Participated in the 150Alliance – Vancouver Workshop, a dialogue for cultural and civic leaders with the 150Alliance (Canada 150) and Reconciliation Canada

Squamish Lil'wat
Cultural Centre,
Whistler BC



Summary of Outreach Activities

- The 2014-15 fiscal year saw many valuable opportunities to reach out to other sector organizations, potential partners, AtBC supporters and industry influencers such as: University of Victoria, BC Ferries Group, New Relationships Trust, Union of BC Indian Chiefs, Parks Canada and the Ministers Council on Tourism.
- These opportunities often result in a cultivation of new partnerships, growth in awareness of AtBC and potential for cooperation and collaboration delivering mutual benefit. Outreach also comes in the form of networking and actively participating in discussions and debates at conventions and industry events such as the International Luxury Travel Market, BC Tourism Hospitality Summit, Canada's West Marketplace and the International Aboriginal Tourism Conference.
- The opportunity to reach out and connect not only brings new relationships, new opportunities and new mutually beneficial partnerships; it also brings an important increase and strengthening in industry respect and legitimacy as a result of how professionally AtBC is capable of conducting itself and bringing real solutions and pathways to success to the dialogue and exchange.

HIGHLIGHTS

International Work with Representatives from Austria – June 23, 2014

AtBC CEO Keith Henry met with the Austrian Ambassador Mr. Arno Riedel from Ottawa and Mr. David Haber from the Austrian Consulate General in Vancouver. AtBC and the Austrian Government representatives actively are exploring how to increase awareness about the growing Aboriginal cultural tourism experiences in British Columbia and across Canada.

PNWER – Whistler, BC July 22, 2014

- AtBC sponsored and was invited to present at the Tourism Session with many other experts during Pacific Northwest Economic Region (PNWER). Attendance included government representatives from British Columbia, Alberta, Saskatchewan, Yukon, North West Territories, Alaska, Washington, Idaho, Montana, and Oregon
- AtBC was provided time to present and showcased a brief presentation featuring some of the AtBC marketing Stakeholders and the creative from the "Plus Aboriginal" marketing campaign. AtBC answered a number of questions from delegates over the 2 hour and 45 minute session. The session was co-chaired by the Province of British Columbia's Minister of Small Business and Tourism Honourable Naomi Yamamoto from BC and Dave Cowan, General Manager from Butchart Gardens. AtBC was showcased as an organization to support further development for Aboriginal cultural tourism in the PNWER region in key markets in a more collective manner.

Adventure Travel Mexico (ATMEX)

San Cristobal de las Casas, Chiapas, Mexico August 26-29, 2014

- Presented in partnership with Visit Mexico and the Adventure Travel Trade Association, ATMEX 2014 showcased Mexico's adventure travel offerings and provided opportunities for long-term business partnerships.
- AtBC was invited to present during one of the educational sessions titled: Strategic Tourism Partnerships which highlighted the experience of AtBC. Specifically the presentation spoke to the role of government in the marketing and development of indigenous tourism in Canada through partnership development with AtBC
 - AtBC profile shared with ATTA members network
 - More than 100 delegates participated in educational session on August 28, 2014
 - Representation of key tourism officials (State Representation) from several Mexican States.
 - Key interest from several Mexican operators for implementation of similar (AtBC) Programs in their region
 - Interest from international media about AtBC product offerings with potential to showcase at a later date.
 - Follow up conversations with Mexican representation from the State of Chiapas to be held in Vancouver on September 23, 2014

HIGHLIGHTS

Partnership with the Aboriginal Tourism Association of Canada (ATAC)

- AtBC is a member of the Aboriginal Tourism Association of Canada or ATAC (formerly Aboriginal Tourism Marketing Circle or ATMC) whose goal is to create partnerships between associations that represent the Aboriginal Tourism industry in Canada.
- AtBC attended ATAC's meeting in P.E.I. with the Federal Minister of Small Business, Tourism and Agriculture, several Provincial Ministers and Deputy Ministers, the CTC and TIAC, to identify challenges in regards to competing in tourism with other countries and to support Aboriginal Tourism in Canada. AtBC has contributed time and resources towards the advancement of this organization through brand development, website infrastructure enhancements and robust tourism research. Significant work has taken place with the completion of research in March of 2015, and the launch of a new brand and web portal.

Consumer Branding and Website Portal Project

- Work commenced on August 1, 2014 and the final project report on March 18, 2015
- The new brand and website includes approximately 80 Aboriginal tourism experiences and events from every Province and Territory in Canada with significant interest from many other Aboriginal tourism operators in Canada to join. The website is located at www.AboriginalCanada.ca

National Aboriginal Tourism Research Project 2015

- Work commenced on July 15, 2014 and the final report was delivered March 31, 2015. The report is now posted on the ATAC website: <http://aboriginalcanada.ca/corporate/national-aboriginal-tourismresearch-report-2015/>.
- The final report was presented at the ATAC members meeting held on March 23, 2015 in Quebec City, Quebec

Rendezvous Canada 2015 Partnership

- Rendez-vous Canada is Canada's premier international tourism marketplace, led by the Canadian Tourism Commission (CTC), connecting international tourism buyers with sellers of Canadian tourism experiences and products. The event reunites more than 1,500 international tourism professionals gathered over four days for a series of 12-minute appointments to promote and discover unique Canadian tourism experiences. RVC is an important industry-trade platform for Canadian and Aboriginal communities to generate hundreds of millions of dollars for tourism products and experiences.
- There is a growing global demand for authentic Aboriginal cultural tourism, prompting ATAC to unveil the inaugural national Aboriginal tourism section on the tradeshow floor with Aboriginal Tourism businesses from across Canada at RVC. This showcase is designed to feature authentic Aboriginal tourism experiences, while facilitating productive business connections with domestic and international buyers. Distinctive Aboriginal themed banners and booth signage has been designed for the event.



Aboriginal Tourism Association of Canada website

Gateway Strategy

Since 2010 AtBC has lead the activation of an authentic cultural experience at key BC tourism 'gateways' to showcase Aboriginal tourism products throughout BC in its effort to inspire travellers to consider adding authentic Aboriginal experiences to their travel plans.

The goal of the Gateway Strategy for AtBC is to promote Aboriginal Cultural Tourism where a high volume of visitors are congregating or entering British Columbia.

Some of these Gateways include:

- Vancouver – Klahowya Village in Stanley Park,
- Victoria / Vancouver Island – Aboriginal Cultural Festival 2014, in partnership with Royal BC Museum's inaugural First Nations language exhibit
- Prince George – 2015 Canada Winter Games, Aboriginal component, in partnership with the host Nation, Lheidli T'enneh and Northern BC Tourism

AtBC focused its efforts on promoting the BC Aboriginal cultural tourism industry in key locations and at key events to access a larger, more targeted audience for maximum positive impact and exposure for the Aboriginal tourism experience providers of BC.



Klahowya Village

Klahowya Village operated for its fifth year at the miniature train located in Vancouver's Stanley Park. The 2014 Klahowya Village theme featured the Journey of the Salmon, which led visitors on a journey throughout all the regions in BC. The salmon logo was designed by renowned artist Andy Everson.

Based on previous years' experience, Klahowya Village was open daily, offering a combination of free and paid add-on activities, including live cultural performances, interpretive tours and story-telling, interactive games, craft making and a ride on the Spirit Catcher Train to enjoy the story of the Journey of the Salmon. The experience was enhanced with authentic Aboriginal cuisine from Cedar Feast Catering.



The Spirit Catcher Train
at Klahowya Village
in Stanley Park,
Vancouver BC

Klahowya Village	KPI Target	KPI Achieved	Comment
Train Ridership	31,500 Tickets	35,786 Tickets	Exceeded Target
AtBC Share of Revenue	\$31,400	\$35,016	Exceeded Target
TripAdvisor Ratings	25 x 5-Star Ratings	17 x 5-Star Ratings	
TripAdvisor Ranking	Top 20 Vancouver Attraction	Top 35 Vancouver Attraction	
Website Unique Visitors	10,224 Unique Visits	10,590 Unique Visits	Exceeded Target
Facebook Followers	10,005 Followers	6,947 Followers	
Twitter Followers	932 Followers	881 Followers	
Info Booth Visitors	9,450 Visitors to Info Booth	3,720 Visitors to Info Booth	
AtBC Brochure Distribution	4,725 Brochures	3,000 Brochure Distributed	
Group Tours	25 Group Tours	25 Group Tours	Achieved
Email Subscribers	6,300	370 New Subscribers	

HIGHLIGHTS

- Train Ridership: Exceeded expectations reaching 35,786 tickets sold
- Website visits exceeded 10,500
- TripAdvisor 5 Star Ratings: 17
- Visitor Survey: 180 comprehensive surveys completed (new initiative)
- Protocol: AtBC respectfully acknowledges support of the Host Nations, Musqueam, Squamish and Tsleil-Waututh. Weekend events were hosted for the Nations to showcase their cultural performers, story tellers and crafters, much appreciated by the visiting public as well.
- Stakeholder Promotion: AtBC Stakeholders were showcased in a beautiful longhouse themed Visitor Centre by way of video vignettes, brochures and staff to provide guidance, directions and answer questions.
- Partnerships:
 - Vancouver Parks Board recognizes that Klahowya Village in Stanley Park is a great opportunity to showcase the city of Vancouver and the diverse First Nations culture within.
 - Vancity through their Aboriginal programming assisted with funding
 - ACCESS Futures and FNES assisted with funding for training and employment.

For the 2014 Klahowya Village Report, please go here:
<http://cl.ly/XmoR>

"This was the best part of our 30-day visit to BC and Alaska."

– A couple visiting from Australia

Aboriginal Cultural Festival 2014

For three days leading up to National Aboriginal Day, AtBC held an Aboriginal Cultural Festival in partnership with the Royal BC Museum on the traditional territory of the Esquimalt and Songhees First Nations.

The festival was themed "A Celebration of Aboriginal Music, Dance, Food and Arts – Be our Guest" – connecting locals, visitors and diverse First Nations communities. On the day the Festival opened, the Royal BC Museum launched a First Nations Language Exhibit: "Hear Our Living Languages". The event took place on the grounds of the museum which featured a main stage for live performances and kiosks for an AtBC Stakeholder info booth, cultural crafts and First Nations cuisine.



HIGHLIGHTS

- More than 100 cultural performers representing 20 First Nations throughout BC
- 15,000 attendees
- Media coverage reached 1,048,976 total impressions, equivalent media value of \$18,999
- Artisan marketplace included 14 arts and crafters
- 268 Twitter posts #FNCulture
- 48,500 AtBC Facebook impressions over four days
- Showcased carving demonstrations, traditional story-telling, interpretive totem pole walks and Aboriginal cuisine

Key events included:

- June 17 – Indigenous Artist Workshop at the Songhees Wellness Centre
- June 18 – Media launch event and Partners Reception at the Robert Bateman Centre
- June 19 – 21 – Main event, Aboriginal Cultural Festival at RBCM
- June 21 – RBCM launch of Our Living Languages exhibit
- **Stakeholder Promotion:** This first-time, large scale AtBC driven event was part of the overall consumer marketing and media initiative for increasing community engagement and awareness of Aboriginal cultures in BC. The goal of this event was to inspire consumers to want a deeper Aboriginal tourism experience. An info booth promoting AtBC Stakeholders was on site, and AtBC staff were available to disseminate information to the public.
- **Partnerships:** An outstanding cross section of partners contributed to the success of this prominent First Nations celebration, which will build on new relationships going forward. Contributions were made through monetary sponsorships, gifting of venues or staff, promotional messaging, and general assistance towards the festival's success. Partnerships included: Songhees Nation, Esquimalt Nation, Royal BC Museum, Tourism Victoria, Butchart Gardens, Greater Victoria Harbour Authority, Vancity, Island IT, Tartan Media Relations, First Peoples Cultural Council, Downtown Victoria Business Association and the Times Colonist.

Canada Winter Games 2015 Prince George – Lheidli T'enneh Territory

From Friday February 13 to Sunday March 1, 2015, AtBC developed and activated an AtBC marketing booth at the 2015 Canada Winter Games taking advantage of a great opportunity to reach a local and Canadian audience to educate the visitors about the Aboriginal tourism experiences and Aboriginal people in Northern BC.

Goals and Objectives:

- Create awareness and interest for Aboriginal tourism to the visitors and locals;
- Position Aboriginal Arts & Culture as key experiences at the Games;
- Build stronger and new relationships with industry partners and the Host Nation



HIGHLIGHTS

- The Northern Tourism Pavilion had approximately 25,000 visitors over the event.
- Partnerships included: Northern BC Tourism, L'heidli Tenneh Nation, Ministry Island Economic Development
- Haida Gwaii, University of Northern BC, Tourism Prince George, Tourism Fort St. John, Tourism Smithers, Canada Winter Games Society, and Aboriginal Sports & Recreation.

Northern BC Tourism Plaza – Highly Visible location

- AtBC highlighted Northern BC Stakeholders to locals bringing awareness for the Aboriginal tourism industry in BC.
- AtBC sponsorship of Grand Prize for Haida Gwaii; increased AtBC e-marketing database with contest entries.

AtBC Onsite Activations

- AtBC Experiences Brochure distribution and AtBC video showcased daily in pavilion throughout the Games;
- Swag giveaways and an Aboriginal Gift Basket as an onsite incentive / contest
- Arts and Culture highlights – guest presentations by Andy Everson, Richard Peter and Roy Henry Vickers

Social Media

- AtBC shared daily content - contest partnership with Northern BC Tourism.
- Photographer, Simon Ratcliffe gathered images / video for AtBC and NBC.

Media Stories

- Media stories pitched daily
- 21 Aboriginal Articles during the games
- Reach of 3.3 million
- Media Value over \$29,000.

Appendix A

Stakeholder – Push for Market-Readiness

AtBC is pleased to have made progress converting Tier 2 Aboriginal-owned businesses to Market-Ready (Tier 3) Stakeholders. In the 2014 / 15 fiscal year, 25 businesses were supported through feasibility studies, business planning, marketing & website support and front line service training.

T'ashii Paddle School

AtBC Program: Skills Development for Entrepreneurs – AtBC / DBC Market-Ready & Export Ready Standards, Websites that Work

Strategy Alignment: Push for Market Readiness

Nature of Support: T'ashii Paddle School requested support to redevelop their website to make it more appealing to consumers. The website redesign also included the addition of an online booking engine, making bookings easier to manage and the company more competitive in the Tofino market.

Outcome: The online booking engine allowed for the sale of new products through the online store (booking system), as well as streamlined sales of existing offerings. The online booking system allowed visitors to plan their trip in the off season, streamlining business operations for the upcoming season. Estimation of 10-15% growth in sales for 2015 season based on pre-bookings and shoulder season sales.

In addition to the sales increase, the online booking system has allowed for better management of tours, decreased the amount of time it took to make a booking and allowed for better communication with other booking agents in the area. By having the ability to plan ahead (knowing which tours have been sold months in advance) T'ashii Paddle is able to offer more employment opportunities for the high season in 2015.

Yunesit'in Government / Taseko Lake Lodge

AtBC Program: Skills Development for Entrepreneurs – Feasibility Analysis

Strategy Alignment: Push for Market Readiness

Nature of Support: The Yunesit'in Government requested AtBC's assistance in reviewing Taseko Lake Lodge as a potential acquisition. The privately owned lodge offers five cabins and a main lodge building as well as a bar for horses as well as several operational buildings. The lodge has had several years of poor numbers; however the current owners had not focused attention on marketing. While the overall property and guiding licenses seemed like a good purchase, the Government felt that the asking price of the Lodge was extremely overpriced.

AtBC facilitated both a valuation of the existing business and the property to determine if the Government would acquire the Lodge.

Outcome: The valuation of the Lodge and the business came back far less than the asking price of the owner. The existing owner was unable to prove the revenues that he claimed despite the high asking price. Additionally, several of the licenses that were included in the sale of the Lodge are under review by the Tsilcot'in Government and may not have value for the sale.

The Government is exploring other options for tourism development in their community. AtBC will continue to support this work in the future.

August Point Lodge

AtBC Program: Skills Development for Entrepreneurs – AtBC / DBC Market-Ready & Export Ready Standards, Websites that Work, Packaging your Experience, On Call Support for New Businesses, Online Reputation Management

Strategy Alignment: Push for Market Readiness

Nature of Support: August Point Lodge is a family owned fishing lodge, eco-tours and bed and breakfast located in

Zeballos positioned as one of the only year-round accommodations in the area. The Lodge asked for assistance in developing their marketing plan including marketing materials and a website after their soft launch in the summer of 2015.

Outcome: AtBC assisted with the development of an interactive and engaging website (with an online booking system), the design of a logo, business and rack cards. Additionally, a TripAdvisor page was created to assist with online reputation management. During a site visit, AtBC was able to capture several high-quality images that were used for the development of the website and on some of the marketing materials.

AtBC assisted August Point in packaging and pricing the experience to allow them to effectively work with tour operators in the future. This included allowing margins for profit as well as percentages to the selling agent.

AtBC has continued to support August Point Lodge as they move towards their first high-season in 2015. The Lodge is on target to meet or exceed the expectations they set out in their business plan.

Skwachays Lodge

AtBC Program: Skills Development for Entrepreneurs – AtBC / DBC Market-Ready & Export Ready Standards, Websites that Work

Strategy Alignment: Push for Market Readiness

Nature of Support: Skwachays Lodge underwent a rebranding in 2014 – resulting in a beautiful Aboriginal-themed hotel in the heart of Vancouver. As a result of this transformation, Skwachays requested AtBC's assistance to refresh the website, brand and video collateral to better reflect the new product offering.

Outcome: Skwachays enhanced their website by updating the copy to better reflect the redesigned hotel. This included creating new content to describe the stunning Aboriginal-themed rooms and other experiences available at the hotel / gallery. The hotel also had professional photography and video created to showcase each of the rooms and updated the logo / brand design for the hotel.

The rebranding allowed AtBC to better position Skwachays Lodge in the marketplace. This included a hugely successful online contest featuring the Lodge and the ability to package and sell through Aboriginal Travel Services.

Skwachays Lodge has positioned itself as the only Aboriginal boutique hotel in the country. The official rebrand / launch happened at the end of high season (fall 2014) however the hotel met or exceeded average occupancy rates in the city for October and November.

Adventures Village Island

AtBC Program: Skills Development for Entrepreneurs – AtBC / DBC Market-Ready & Export Ready Standards, Packaging your Experience, Tour Operator Relations

Strategy Alignment: Push for Market Readiness

Nature of Support: AtBC met with management from Adventures Village Island to develop a pricing structure that generated revenues for the community owned business.

Outcome: AtBC assisted Adventures Village Island in developing a viable pricing structure for their overnight experiences. This included creating a pricing sheet that included all their costs, building in a profit margin and has made the pricing commissionable for working with the travel trade. The work will result in potential profits for the product for the upcoming season (something that has been unachieved due to misaligned pricing that was not covering their operating costs).

Ongoing work with Adventures Village Island will include photography and videography and the development of better marketing materials.

Aboriginal Ecotourism Training Program

AtBC Program: Introduction to Tourism Career Opportunities, Front Line Service Training, Cultural Interpretation Training

Strategy Alignment: Push for Market Readiness

Nature of Support: AtBC supported a training Program for twelve Aboriginal youth from the BC Coast.

Outcome: In partnership with Vancouver Island University, North Island College and Heiltsuk Tribal Council, AtBC supported the Aboriginal Ecotourism Training Program with twelve successful participants. Each student participated in 5 courses (for a total of 13 credits) in intensive week long course delivery with hands on experiences. These courses included: Guiding Skills 1, Canoeing (Introduction to Paddle Craft Skills for Aboriginal Ecotourism), Heritage interpretation in Tourism, Tour Group Packaging, VHF Radio Certification, and Wilderness First Aid.

AtBC has recognized a continued need to support growth of tourism in communities by community champions. The youth trained in the Program now have the skills necessary to either return to their communities to support local Aboriginal tourism operations or support development of a community tourism project. Three of the students will continue their education in Aboriginal tourism; five of the students have found employment in the field / returned to work following the completion of the course. In addition to the trained front-line employees, fourteen tourism businesses supported the training of the youth.

Sea Wolf Adventures

AtBC Program: Skills Development for Entrepreneurs – Websites that Work

Strategy Alignment: Push for Market Readiness

Nature of Support: AtBC supported Sea Wolf Adventures in the acquisition of seawolf.com

Outcome: Sea Wolf Adventures purchased the “.com” domain for their company. The domain, previously held by a competitor on the coast came available for sale. Sea Wolf had expressed concerns that the competitor (not from BC) may have been benefiting substantially from their marketing efforts.

As a result of the acquisition, Sea Wolf Adventures will now be able to receive bookings through both the ‘.ca’ and ‘.com’ widening their marketing ability and ensuring that they capture all traffic searching Sea Wolf Adventures’ name.

Eagles Feast House

AtBC Program: Skills Development for Entrepreneurs – AtBC / DBC Market-Ready & Export Ready Standards

Strategy Alignment: Push for Market Readiness

Nature of Support: AtBC provided an orientation for Eagles Feast House, located on Haida Gwaii.

Outcome: After reviewing criteria AtBC / DBC have for marketing Stakeholders, Eagles Feast House became a full marketing Stakeholder with the organization. The Eagles Feast House is open year round; however the shoulder season has not had previous success. AtBC will support marketing efforts for the Eagles Feast House through planning and off season promotion for the upcoming 2015 season.

The success of Eagles Feast House is also important for local food providers on Haida Gwaii as the meals provided all are prepared with food from within five-miles – a unique selling point for the product. With AtBC’s support, Eagles Feast House is looking to increase their bed nights for the upcoming year.

Great River Fishing Adventures

AtBC Program: Skills Development for Entrepreneurs – AtBC / DBC Market-Ready & Export Ready Standards

Strategy Alignment: Push for Market Readiness

Nature of Support: AtBC met with Great River Fishing Adventures to discuss Stakeholder benefits and criteria.

Outcome: After reviewing the marketing Stakeholder standards set out by AtBC / DBC, Great River Fishing Adventures has become a full member with the organization. The fishing charter, which operates on the Fraser River in Chilliwack has been operating in Stolo territory for a number of years but has not focused on the Aboriginal additions to their Charters. AtBC is working with Great River Fishing to better promote their Aboriginal ownership and to develop fishing charters that include more Aboriginal content.

Haida Style Expeditions

AtBC Program: Skills Development for Entrepreneurs – AtBC / DBC Market-Ready & Export Ready Standards, Packaging your Experience, Tour Operator Relations, Media Relations

Strategy Alignment: Push for Market Readiness

Nature of Support: AtBC met with management at Haida Style Expeditions to review their programming and the AtBC / DBC criteria for marketing Stakeholders. In addition, AtBC worked with Haida Style Expeditions to host familiarization tours with media and travel trade.

Outcome: After reviewing the AtBC / DBC criteria, Haida Style Expeditions became a full marketing Stakeholder. The operator, who handles customizable group tours on Haida Gwaii, was able to host familiarization tours for media and travel trade operators as part of Rendezvous Canada (Vancouver) in 2014. Because of the involvement in the familiarization tour, Haida Style Expedition was featured in all of the tour packages that were sent out to participants of the show. As a result of this work, Haida Style Expeditions is being featured as part of a Dertour package in partnership with the Haida House at Tllal.

Kekuli Cafe Merritt

AtBC Program: Skills Development for Entrepreneurs – AtBC / DBC Market-Ready & Export Ready Standards, Should you advertise?

Strategy Alignment: Push for Market Readiness

Nature of Support: AtBC supported the design of advertisements (billboards & local ads) to promote the second Kekuli Cafe location in Merritt.

Outcome: Kekuli Cafe produced a billboard design that showcases their slogan “Don’t Panic, We Have Bannock” which will be featured at the major highway junction entering Merritt. The billboard will be seen by countless cars in all seasons, generating awareness for the cafe in their first year of operation. As an expansion franchise, the cafe has been able to offer employment opportunities in Merritt for front line and kitchen staff.

Kekuli Cafe in Merritt became a full marketing Stakeholder with AtBC this year.

Lelem’ Arts & Cultural Cafe

AtBC Program: Skills Development for Entrepreneurs – AtBC / DBC Market-Ready & Export Ready Standards, Working with Tour Operators

Strategy Alignment: Push for Market Readiness, Build and Strengthen Partnerships

Nature of Support: AtBC reviewed requirements for AtBC / DBC marketing Stakeholder standards. In addition, AtBC has committed to developing a pricing structure for cultural tours being offered at Lelem Arts & Cultural Cafe.

Outcome: Lelem Arts & Cultural Cafe has become a full marketing Stakeholder with AtBC. In addition, AtBC has committed to working with and growing existing Kwantlan businesses to meet market ready standards. Furthermore, AtBC has continued to work with Kwantlan Seyem (the economic development corporation for Kwantlan First Nation) to support future development plans as a result of the success of the Arts & Cultural Cafe.

Currently, tours are being operated at no cost to the visitor. AtBC has committed to working with the community to develop a fair market pricing sheet that can be marketed to tour operators and fully independent travellers and be a viable business model.

Nisga’a Museum

AtBC Program: Skills Development for Entrepreneurs – AtBC / DBC Market-Ready & Export Ready Standards, Working with Tour Operators

Strategy Alignment: Push for Market Readiness

Nature of Support: AtBC supported a training Program for twelve Aboriginal youth from the BC Coast.

Outcome: In partnership with Vancouver Island University, North Island College and Heiltsuk Tribal Council,

AtBC supported the Aboriginal Ecotourism Training Program with twelve successful participants. Each student participated in 5 courses (for a total of 13 credits) in intensive week long course delivery with hands on experiences. These courses included: Guiding Skills 1, Canoeing (Introduction to Paddle Craft Skills for Aboriginal Ecotourism), Heritage Interpretation in Tourism, Tour Group Packaging, VHF Radio Certification, and Wilderness First Aid.

AtBC has recognized a continued need to support growth of tourism in communities by community champions. The youth trained in the Program now have the skills necessary to either return to their communities to support local Aboriginal tourism operations or support development of a community tourism project. Three of the students will continue their education in Aboriginal tourism; five of the students have found employment in the field / returned to work following the completion of the course. In addition to the trained front-line employees, fourteen tourism businesses supported the training of the youth.

Saysutshun Newcastle Island

AtBC Program: Skills Development for Entrepreneurs – AtBC / DBC Market-Ready & Export Ready Standards, Websites that Work

Strategy Alignment: Push for Market Readiness

Nature of Support: AtBC reviewed the AtBC / DBC requirements for market readiness. AtBC supported the re-branding of the Saysutshun website as it transitions from Newcastle Island Park.

Outcome: After reviewing the market ready criteria, Saysutshun Newcastle Island became a marketing Stakeholder with AtBC.

As a result of the Park acquisition, Saysutshun is in the process of rebranding away from the Newcastle Island brand. AtBC supported the refurbishment of the website, including rebranding and new copy to reflect the traditional name Saysutshun. AtBC has also consulted with the project manager about the addition of cultural tours being offered on the website and the inclusion of traditional foods at the local cafe. With the acquisition, the nation (Snuneymuxw) will be able to support employment for the campsite, tours and food services. AtBC will continue to support Saysutshun as it grows in the future.

Songhees Nation Tours

AtBC Program: Skills Development for Entrepreneurs – AtBC / DBC Market-Ready & Export Ready Standards, Working with Tour Operators, Packaging your Experience

Strategy Alignment: Push for Market Readiness, Build and Strengthen Partnerships

Nature of Support: AtBC supported Songhees Nation to develop tour packages available for sale to FITs and Travel Trade Operators after reviewing the AtBC / DBC market ready standards. Additionally, AtBC has worked with Songhees Nation as a key partner for the Victoria Cultural Festival (held in June, 2014) which has become an annual event.

Outcome: AtBC worked with Songhees Wellness Centre management to inventory and develop a tour package for FITs and Tour Operators that is feasible for the Nation (previous tours had been impromptu and without charge). By planning the tours in advance, this allowed the Nation to maximize staff resources both for FITs (with a weekly scheduled tour) and for group tours (with an a la carte, customizable tour offering).

AtBC continues to work with Songhees Nation on the Victoria Aboriginal Cultural Festival which will be hosted again this year. The event involves local ambassadors, food services (provided by the Wellness Centre's catering department) and community artists. Songhees Nation Tours will be able to showcase their tour offerings as well as promote to local festival partners leading up to and during the event.

Sxwimele Boutique & Gift Shop

AtBC Program: Skills Development for Entrepreneurs – AtBC / DBC Market-Ready & Export Ready Standards

Strategy Alignment: Push for Market Readiness

Nature of Support: AtBC discussed Stakeholder Benefits with the Sxwimele Boutique & Gift Shop including ways of

supporting the business to grow in the future.

Outcome: Sxwimele Boutique and Gift Shop became a full Marketing Stakeholder with AtBC. As with Lelem Arts & Cultural Cafe (also owned by Qwantlan Seyem Development Corporation) AtBC will continue to work with the Nation as it develops its marketing planning for the future.

Tzoonie Wilderness Resort

AtBC Program: Skills Development for Entrepreneurs – AtBC / DBC Market-Ready & Export Ready Standards, AtBC Stakeholder Benefits

Strategy Alignment: Push for Market Readiness

Nature of Support: AtBC reviewed market-ready standards with Tzoonie Wilderness Resort and provided an orientation for the AtBC Stakeholder benefits.

Outcome: Tzoonie Wilderness Resort met the AtBC requirements for market-ready standards. The resort will participate in the AtBC marketing program for the 2015 season and will see benefits including the website listing and inclusion on the AtBC Stakeholders map.

Meares Island Campsite Planning (MHSS Ahousaht Business Corporation)

AtBC Program: Exploring the Potential of Aboriginal Cultural Tourism in your Community; Skills Development for Entrepreneurs – Establishing an Entrepreneurial Business, Feasibility Analysis; AtBC Market-Ready Standards, AtBC Marketing Stakeholder Benefits

Strategy Alignment: Push for Market Readiness

Nature of Support: AtBC supported a business plan for Maaqutusiis Hahoulthee Stewardship Society (Ahous Business Corporation) to develop their campsite plans for Meares Island.

Outcome:

AtBC provided support for the business planning and feasibility of a campsite on Meares Island, off the coast of Tofino. The planning process included a site visit and meetings with management and leadership. While preliminary clean-up of the site has begun, the campsite will not be operation in the 2015 season.

AtBC will continue to work with management to meet market-ready criteria.

Walters Cove Resort

AtBC Program: Skills Development for Entrepreneurs – AtBC / DBC Market-Ready & Export Ready Standards, AtBC Stakeholder Benefits, Business Planning, Should you advertise?

Strategy Alignment: Push for Market Readiness

Nature of Support: AtBC supported Walters Cove Resort as it was acquired by the Ka:'yu:'k't'h'/Chek'tles7et'h' First Nations. This included reviewing business planning that had already taken place and supporting the Lodge through its rebranding, website and marketing material creation.

Outcome: AtBC review the market-ready standards with Walters Cove management. As the resort had been acquired and was fully operational, these standards were easily met. Additionally, AtBC reviewed the Marketing Stakeholder benefits including supports and marketing available for the transitioning product.

Walters Cove successfully rebranded to better showcase its Aboriginal ownership. The business will be featured in an upcoming AtBC contesting campaign which will provide significant awareness through not only the AtBC channels but also through the Walters Cove mailing list (thousands of recipients) that was acquired during the purchase.

Walters Cove Resort is a significant employer for the Ka:'yu:'k't'h'/Chek'tles7et'h' members; as part of the business plan, succession planning has been made a priority to ensure that community members are being trained to run the Resort in the future.

Wind Spirit Art

AtBC Program: Skills Development for Entrepreneurs – AtBC / DBC Market-Ready & Export Ready Standards, AtBC Stakeholder Benefits

Strategy Alignment: Push for Market Readiness

Nature of Support: AtBC reviewed the AtBC / DBC Market-Ready & Export-Ready standards for Wind Spirit Art gallery located on the Sunshine Coast.

Outcome: After reviewing the standards, Wind Spirit Art became a full marketing Stakeholder with AtBC. AtBC will include the gallery not only on the website and map but as a feature gallery with the Authentic Indigenous Program in the 2015 season.

Lake Babine Nation

AtBC Program: Exploring the Potential of Aboriginal Cultural Tourism in your Community; Building Community Support for Aboriginal Cultural Tourism; Skills Development for Entrepreneurs – Establishing an Entrepreneurial Business, Feasibility Analysis; AtBC Market-Ready Standards, AtBC Marketing Stakeholder Benefits

Strategy Alignment: Push for Market Readiness

Nature of Support: AtBC supported a regional tourism plan for the Lake Babine Nation.

Outcome: Lake Babine Nation requested AtBC support in developing a regional plan for tourism as part of their five-year community plan. Several of the communities of the Lake Babine Nation or their members are already participating in tourism, or would like to participate in tourism in the near future.

AtBC support included providing recommendations and guidance for the Chief and Council as well as the Economic Development Officer to determine how best to manage existing band-owned assets for tourism development. Through the strategy process, AtBC identified several opportunities for regional tourism growth. Specifically, AtBC met with operational businesses to review Market-Ready standards. AtBC will continue to work with these businesses in the 2015-16 fiscal to guide these businesses to meet the market ready standards.

The review also identified some capacity development needs including the need for a staff position at the community level to manage the tourism projects. Ideally, this person would work directly with AtBC in the future to ensure that all Lake Babine tourism operations meet market-ready standards.

I-Hos Cultural Tours

AtBC Program: Skills Development for Entrepreneurs – AtBC / DBC Market-Ready & Export Ready Standards, Packaging your Experience, Tour Operator Relations

Strategy Alignment: Push for Market Readiness

Nature of Support: AtBC met with management from I-Hos Tours to review the AtBC market-ready criteria including a workshop to develop pricing for working with the travel trade.

Outcome: AtBC assisted I-Hos Cultural Tours in developing pricing appropriate for working with the travel trade to ensure that pricing is viable and also includes commission for the tour operators. As a result of this work, I-Hos Cultural Tours has providing net pricing to JAC Travel.

Sekw'el'was Experience Tours

AtBC Program: Skills Development for Entrepreneurs – AtBC / DBC Market-Ready & Export Ready Standards, Websites that Work

Strategy Alignment: Push for Market Readiness, Build and Strengthen Partnerships

Nature of Support: AtBC supported Sekw'el'was Experience Tours in reviewing market ready criteria. Additional support for developing signage at the tour site is ongoing.

Outcome: Sekw'el'was Experience Tours worked through the market ready criteria. AtBC assisted in connecting the company with Point of Sale and payment providers (debit, credit cards). Future development is needed; the tour company will be operational for the summer 2015 season.

Wya Point Resort

AtBC Program: Skills Development for Entrepreneurs – AtBC / DBC Market-Ready & Export Ready Standards, Websites Development, Social Media

Strategy Alignment: Push for Market Readiness

Nature of Support: AtBC worked with Wya Point to develop photography for use on websites and social media.

Outcome: As part of the commitment to grow Wya Point Resort, AtBC worked with management to prepare extensive high-quality photography. This photography was used for AtBC's blog campaign as well as a social media contest. The contest resulted in overwhelming success, including direct bookings for the resort during their shoulder season (approximately 10% year on year). The contest included more than 1000 shares and reached 160,000 people.

The success of this campaign identified capacity and training needs at the community level including online reputation management training and front line service training for the staff. A request has been made to address these needs in the upcoming fiscal.

Nuxalk Nation Tourism Plan

AtBC Program: Exploring the Potential of Aboriginal Cultural Tourism in your Community; Building Community Support for Aboriginal Cultural Tourism; Skills Development for Entrepreneurs – Establishing an Entrepreneurial Business, Feasibility Analysis; AtBC Market-Ready Standards, AtBC Marketing Stakeholder Benefits

Strategy Alignment: Push for Market Readiness

Nature of Support: AtBC supported a regional tourism plan for the Nuxalk Nation.

Outcome: The Nuxalk Nation requested AtBC support in developing their tourism plan. The comprehensive strategy identified several existing (Tier 2) businesses as well as many opportunities to grow tourism for the community.

Support for the Nuxalk strategy will be ongoing. AtBC has planned a site visit to evaluate and support the existing petroglyphs tours. This will include assisting with guide training, website development and ongoing support for the community run business to meet market ready criteria in the 2015-16 fiscal.

Appendix B

Identify & Support Tourism Opportunities (by Community)

AtBC has worked with communities across the Province through ongoing work in the regional strategy process. Through this, several community opportunities have been assessed:

Nat'oot'en (Lake Babine Nation): Tier 2 – Tachet Campground / Cabins – would like to expand with hookups, cook shack, showers etc.; Tier 2 – Interpretive Centre in Fort Babine – would like to expand and promote; Tier 1 – Babine Lake Resort just received as part of Treaty negotiations, not currently operating, would like to operate as a viable business; have identified houseboats of Lake Babine as an opportunity; Tier 1 – cultural interpretive boat tours on Lake Babine; additional camping and cabins; Tier 2 (entrepreneur) Fort Babine Lodge

Ts'il Kaz Koh First Nation (Burns Lake Band): Tier 1 Hotel in conceptual stages; Tier 1 – walking tour through Village of Burns Lake with traditional carvings / interpretive signage in development.

Moricietown: Tier 2 – Viewing sites for traditional fishing in the canyon could become Tier 3 interpretive tours; Interpretive Centre being underutilized by community; Tier 1 concepts for accommodation (RV), food & beverage and additional cultural interpretive tours on the river.

Nak'azdli Band: Tier 2 – small craft store; Tier 2 guides / boats can be arranged to visit the 21 pictograph sites on the north shore of Stuart Lake; Tier 1 – opportunities to service Nation Lakes Canoe Route; opportunities to offer guiding along Stuart-Trembleur-Takla Lake boating system.

Kispiox First Nation: Tier 2 – Skeen Eco-Expeditions offering rafting and fishing tours on the Skeena River.

Old Massett Village Council: Tier 2 – Totem Tour of Old Massett; Tier 3 Interpretive Centre and Longhouse Accommodation at Hiellen

Tahltan First Nation: Tier 2 Riversong Motel and Restaurant; Tier 1 – grow mountain biking opportunities (Currently host Chief's ride on Aboriginal Day)

Taku River Tlingit First Nation: Tier 3 King Salmon Lodge would like to grow visitor volumes; Tier 1 – cultural interpretation included in visitor experience

West Moberly First Nation: Tier 2 Dunne-Za Lodge – requires feasibility and business planning support to refocus and secure returns from past and potential future investment; possible expansion of facility; Tier 1 development of cultural tours based from Lodge.

Quatsino First Nation: Tier 1 – considering kayak / cabins along route, fishing charters; partnerships with existing non-Aboriginal partners should be explored.

'Namgis First Nation: Tier 3 – U'mista Cultural Centre; Tier 2 Grease Trail – trail, cabin, composting toilets, 12 elevated tent platforms; Alert Bay Ecological Park; 16kms of trails on Comorant Island; world's tallest totem pole; Tier 1 – specific tour programs being developed for pocket cruise passengers / groups of 25 or more; group 'feast' programs also being explored.

Wuikinuxv: Tier 1 – opportunity for grizzly bear viewing, cultural interpretive hikes to see CMT's; cabins or wilderness lodge on the river; gold panning; sport fishing; local artists / carving shed; plan to expand Lodge for visitor use and incorporate a restaurant; convenience store to expand to grocery store.

Da'naxda'xw Nation: Tier 2 – Guided tours to learn culture, history and traditions are available; 8 campsites, laundry and showers; Tier 1 opportunity to expand camping and add cabins; Tier 1 – potential for tours to Dzawadi / Klinaklini Estuary Conservancy; grizzly bear viewing.

Homalco First Nation: Tier 2 – Bear viewing in Bute Inlet – not sold direct to public – offered through other tour operators / resorts – partnership with Sonora Resort; Tier 1 – opportunity for community to buy own boat and

manager transfers / take direct bookings; community discussions underway to offer visitors traditional feast, dance / cultural performance, language / storytelling; some discussion about possible adventure / zip line experience.

Mowachaht / Muchalaht: Tier 2 rustic cabins and campsites; day use landing fees at Yuquot; Tier 1 proposed Interpretive Centre at Yuquot including camping and cabin accommodations, gift shop, historic church and access to Nootka Trail.

Hesquiaht First Nation: Tier 2 Hot Springs Lodge – 6 unit motel style lodge across from Hot Springs Cove. Tier 2 small campground adjacent to government dock near boardwalk to hot springs; Tier 2 Hooksum Outdoor School; Additional Tier 1 in 2000 study to include hiking, whale watching, kayaking, sport fishing, wilderness lodge, traditional food products, and artist centre.

Tla-o-qui-aht Nation: Tier 3 Tin Wis Best Western Resort; Tier 3 T'ashii Paddle School; Tier 2 Meares Island Tours; Clayquot Sound Canoe Tour; Currently receive royalties from West Coast Wild Zip Line; Tier 1 potential to work with Parks Canada to offer programs to Park guests.

Yuu-thuth-aht Nation: Tier 3 - Wya Point Resort - campsites, yurts and luxury lodges; Tier 3 Wya Point Surf Shop; Tier 3 - Kwisis Visitor Centre / Gift Shop; Tier 3 - Thornton Motel; Tier 1 - future opportunities include expansion of Way Point to include hotel / spa; Tier 2 Interpretive / Welcome Centre

Ditidaht Nation: Tier 2 Nitinat Lake Motel; Windsurfers Park – rustic camping / general store / restaurant / gas bar; West Coast Trail Comfort Camping; Tier 2 Salmon BBQs available through Edgar family; Tier 1 - Nitinat Lake popular for wind / kite surfing; close to Carmanah Walbran Provincial Park - largest remaining old growth trees - Cheewhat Cedar; Tier 1 - developing concept for West Coast Resort - accommodation based on the traditional longhouse design; aboriginal cuisine, arts / crafts, dugout canoe rides; guided hikes, boat rides, wildlife viewing, storm watching etc.

Huu-ay-aht Nation: Tier 2 - Market / café in Bamfield; Bamfield East Dock - moorage, fuel sales; Pachena Bay campground - hope to expand to include RV sites, yurts, offer rentals, food / beverage, laundry; Tier 1 - Kiix'in is the site of undisturbed standing remains of a traditional longhouse-National Historic Site - opportunity to develop cultural tourism

Lyackson First Nation: Tier 2 - small campground with 2 yurts - would like to improve and expand facilities and create viable business; Tier 1 - considering 'glamping'

Lake Cowichan First Nation: Tier 1 - study underway considering uses of 1 acre parcel of waterfront - considering interpretive centre, gift shop, café, marina (100,000 campers each summer)

Scia'new First Nation: Tier 2 - marina / moorage; Tier 1 - consider ways to incorporate tourism offerings into resort development; mountain biking and hiking trails being considered

T'souke First Nation: Tier 1 - Canoe eco-tours in partnership with local hotel and expand beyond this once established - community has largest carved log canoe in the world; possible camping at Sooke Pot Holes; Galloping Goose Trail connects Sooke to Victoria

Songhees Nation: Tier 1 - considering meal experience, canoe / boat tours in the harbour; interpretive signage; sales of walking tour book; cultural performances for conferences booking meeting rooms; cruise ship shore excursion