



The Next Phase: 2012-2017

A Five-year Strategy for Aboriginal Cultural Tourism in British Columbia



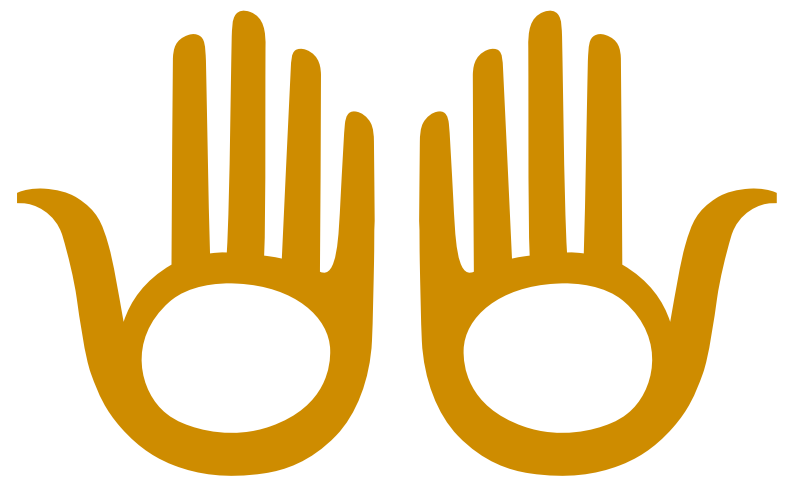
**ABORIGINAL
TOURISM BC**
our story. your experience.

The Next Phase

Five-year Strategic Targets for Success.

Key Five-year Strategies.





ABORIGINAL TOURISM BC

our story. your experience.

Recognized as a World Leader

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



A Proven Record of Success

AtBC achieved all identified and agreed upon performance indicators for the implementation of the Blueprint as established by our funding partners.

The Time is Right

*One in four visitors wants to
add an Aboriginal cultural tourism
experience to their trip.*



*Overall Aboriginal cultural tourism
incidence rates increased by 69%
between 2006 and 2010.*



Five-year Strategic Targets for Success

Revenue of \$68 million
(10% growth per year)



Employment at 4000 full-time equivalent
(10% growth per year)



100 Market-Ready Aboriginal cultural tourism businesses *(10% growth per year in every region)*



Key Five-year Strategies

**Push for
Market-Readiness**

*Business and product
development training programs.*



Community capacity building training programs.



*Front-line employment skills
training programs.*



AtBC delivered Trailblazer training
at the Chawathil First Nation's
Eagle Vision Tourism Training
program - 13 graduates.

AtBC supported the Tsq'escen
(Canim Lake Band) in the
development of their Five Year
Strategic Tourism Plan.

AtBC delivered two Trailblazer training workshops to participants in Gold River and Tofino.

Build and Strengthen Partnerships

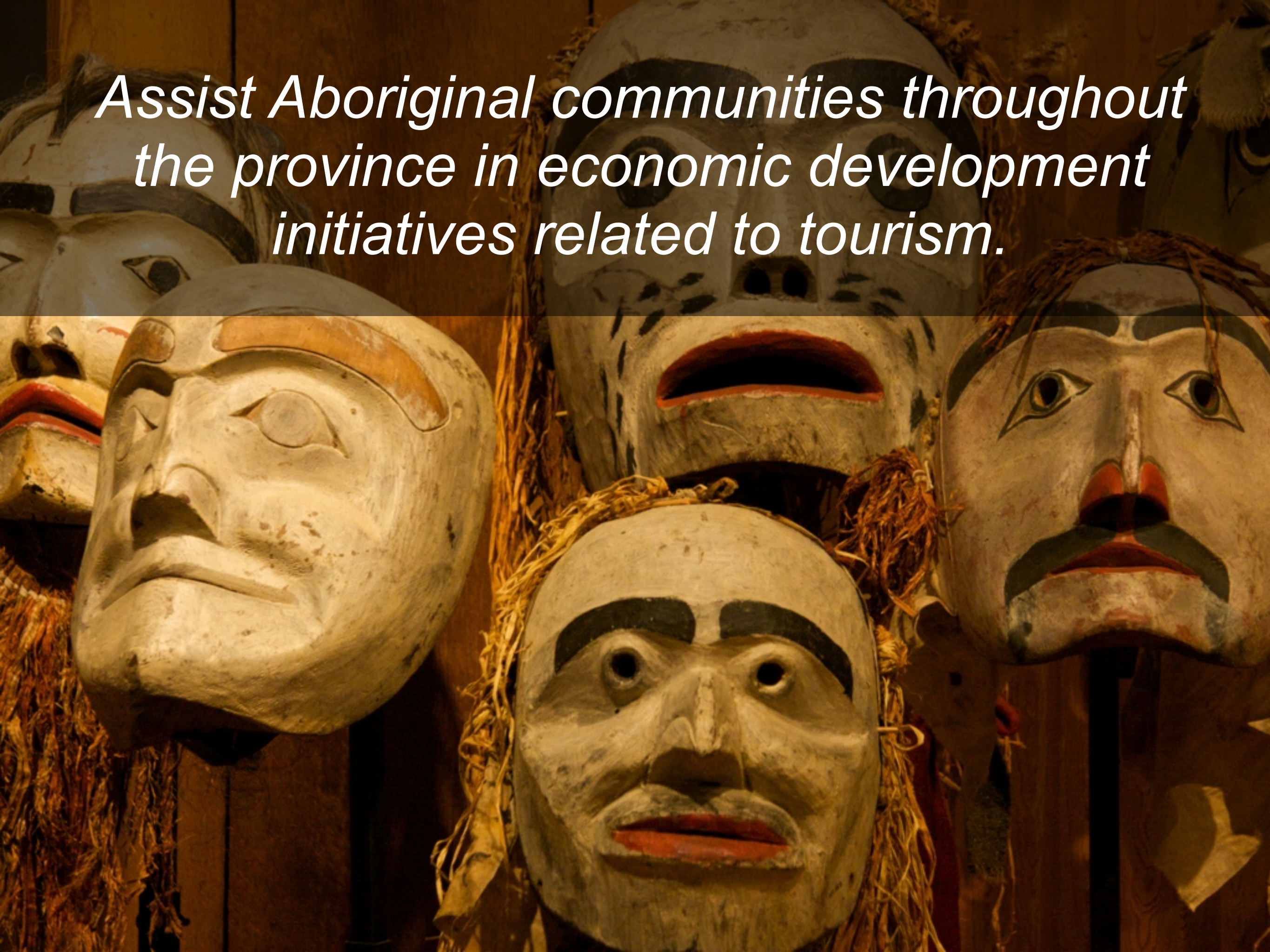
*Strengthen existing partnerships with the
Provincial and Federal governments.*



*Expand partnerships with
each of the Regional Destination
Marketing Organizations.*



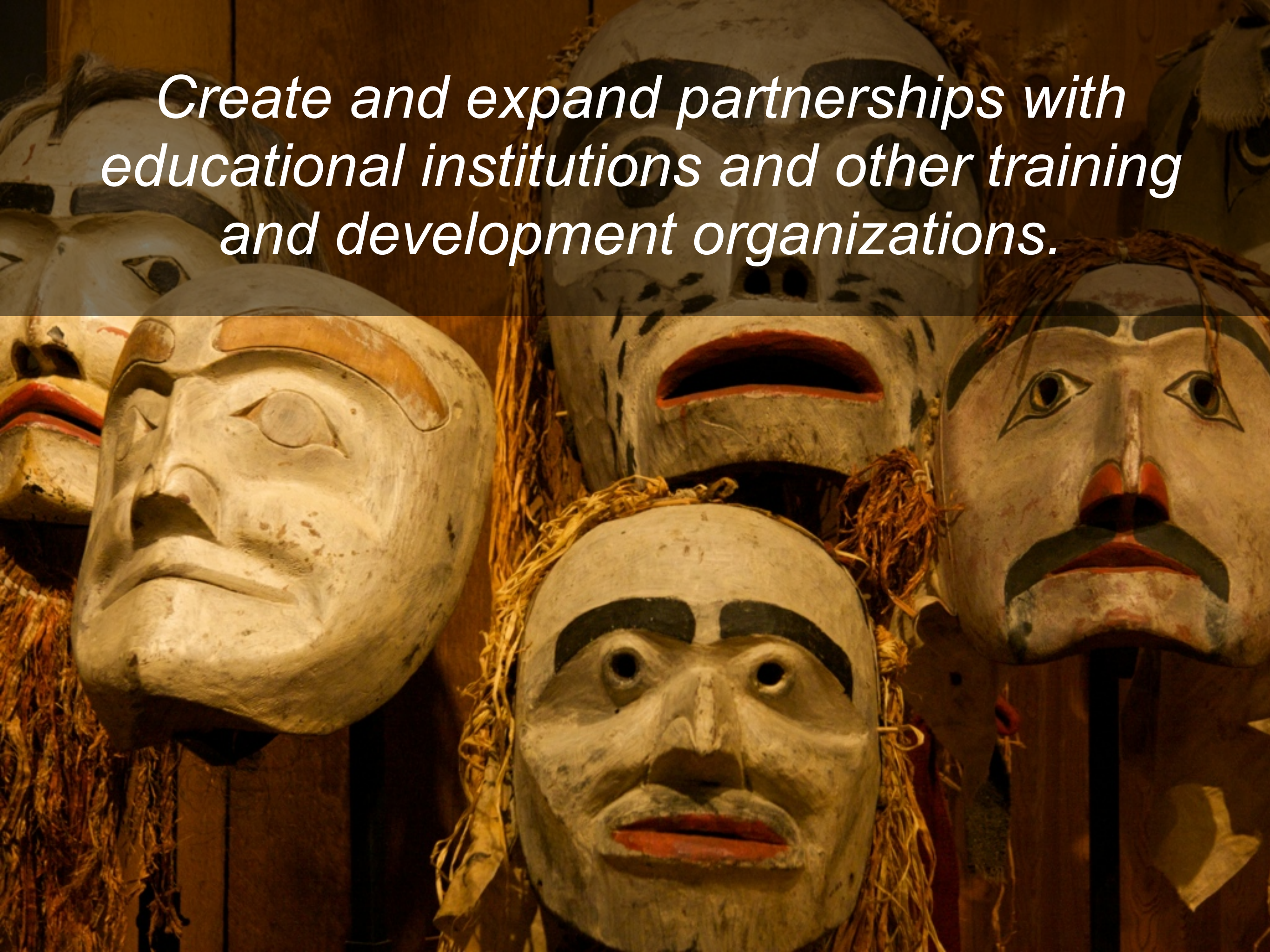
*Assist Aboriginal communities throughout
the province in economic development
initiatives related to tourism.*



*Increase partnerships with
non-Aboriginal tourism businesses.*



Create and expand partnerships with educational institutions and other training and development organizations.



AtBC has been working with the
Great Bear Initiative/Coastal First
Nations on their Tourism
Development Strategy.

AtBC has worked with the
Bands in the Burns Lake area to
develop a tourism strategy.

AtBC has continued to work with
the Cariboo Chilcotin Coast
Tourism Association, Thompson
Okanagan Tourism Association and
Vancouver Island has initiated work.

Focus on Online Marketing

*Upgrade existing websites and expand
online advertising initiatives.*



Ensure that all online Marketing activities are successful on a range of desktop and mobile devices.



Integrate social media activity into every marketing campaign.



*Expand AtBC's collection of digital
image and video assets.*



Provide AtBC Stakeholders with access to online marketing expertise and resources.



AtBC's Facebook content was viewed almost 5 million times by over 790,000 users during July and August.

AtBC produced 14 video “stories”,
some of which were viewed more than
5000 times online.

AtBC is implementing a new
Digital Asset Management System
to efficiently catalogue all of its
images and videos.

Focus on Key and Emerging Markets

*Work in collaboration with
the Province of BC
on international marketing programs.*



Attend consumer, travel trade and media trade shows and events in the five key markets.



*Work in collaboration with Regional
Destination Marketing Organizations.*



Deliver niche marketing campaigns for experiences such as culinary tourism.



*Develop German language online
marketing and print campaigns.*



AtBC has invested in pay-per-click
and banner advertising in BC, Ontario,
Alberta and California.

AtBC developed a German-language micro-site and print collateral to support marketing in Germany.

AtBC collaborated with Tourism BC
on the 100 BC Moments campaign,
ensuring that market-ready
Aboriginal cultural tourism products
were included.

**Focus on
Authenticity
and Quality
Assurance**

*Increase the number of certified
Authentic Aboriginal tourism businesses.*



Expand the existing Authentic Aboriginal program to include certification of Authentic Aboriginal performers and artisan products.



Develop a quality assurance program to help ensure that every visitor receives the best possible experience.



AtBC has expanded its
Cultural Authenticity program to
include Artisan products.

AtBC has developed a new website
to showcase authentic Aboriginal
products and experiences.

AtBC completed a new intake of
Aboriginal tourism businesses into the
Authentic Experiences program.

Regional Approach

*Develop six comprehensive regional
Aboriginal cultural tourism strategies.*



Promote packages along routes connecting multiple regions of the province and develop other inter-regional initiatives.



*Develop programs connecting BC's
diverse coastal experiences.*



*Work in close collaboration with
Regional and Community Destination
Marketing Organizations.*



*Continue to operate the Klahowya Village
in Stanley Park and expand this event
to include events in Victoria and Kamloops.*



AtBC produced 6 regional brochures
that highlight the market-ready
Aboriginal cultural tourism product
in each region.

AtBC developed region-specific full-page ads for inclusion into the 2013 regional Travel Guides.

AtBC showcased Aboriginal culture from each of the 6 tourism regions through videos and images as part of the 'Our story. Your experience.' consumer campaign.

Estimated Five-year Project Expenditures

	2012/13
Push for Market-Readiness	\$650,000
Build and Strengthen Partnerships	\$200,000
Focus on Online Marketing	\$300,000
Focus on Key and Emerging Markets	\$650,000
Focus on Authenticity and Quality Assurance	\$150,000
Regional Approach	\$100,000
	\$2,050,000

	Five-year Total
Push for Market-Readiness	\$3,250,000
Build and Strengthen Partnerships	\$1,000,000
Focus on Online Marketing	\$1,500,000
Focus on Key and Emerging Markets	\$3,250,000
Focus on Authenticity and Quality Assurance	\$750,000
Regional Approach	\$500,000
	\$10,250,000

A person wearing a traditional Indigenous mask and costume, possibly during a ceremony. The mask is green and red with a large red nose and mouth. The person has long, dark hair and is wearing a blue and white garment. The background is a wooden wall with a large, dark, curved shape.

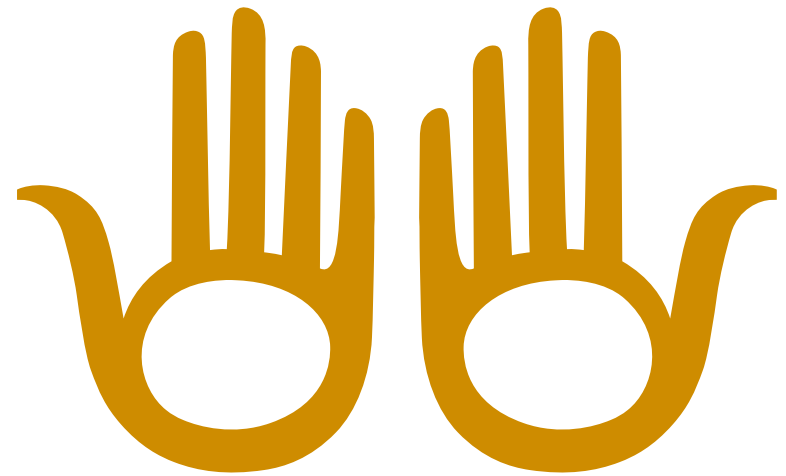
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