





ABORIGINAL TOURISM BC

our story. your experience.

Our mission is to contribute to the preservation of the Aboriginal culture and the advancement of the economic development through support, facilitation and promotion of the growth and sustainability of a quality and culturally rich Aboriginal tourism industry in British Columbia.



AtBC is now expanding its Authenticity Program to including a provincial branding segment aimed at the promotion and protection of Aboriginal artisan products within British Columbia.

The Authentic Aboriginal Artisan Program was formed to raise awareness of authentic Aboriginal products thereby supporting the protection and preservation of First Nation's economies and culture in BC.

Meet the team:

Shain Jackson, Aboriginal Artist, Lawyer and owner of Spirit Works Ltd.
Tamara Goddard, Aboriginal Artist, Business Consultant and Owner of Mahigan Consulting
Loa Fridfinnson, Marketing Advisor of Activ8 Corporate Relations



Project Mission

- To create awareness that Aboriginal art and handcrafts are of significant economic and cultural value to Aboriginal communities and peoples.
- To educate consumers, travelers and resellers as to the positive community impact of buying Authentic Aboriginal art and craft.
- To influence consumers, travelers and resellers to seek out and purchase Authentic Aboriginal products in BC.
- To nurture economical and culturally sustainable communities for BC's First Nations and their artists.



Economics

“Within already marginalized and impoverished communities, one needs to devote time to what will provide the most material wellbeing.”

- Shain Jackson, Spirit Works Ltd.





Opportunity

By engaging our first primary audience of tourists/consumers in a memorable and action-oriented promotional campaign, we can:

- ✧ Increase brand awareness of “Authentic Aboriginal Products” in BC
- ✧ Drive consumer demand and buying preference for authentic artisan products
- ✧ Encourage tourists/consumer word-of-mouth viral marketing online
- ✧ Retain revenue in BC First Nations communities, where it belongs
- ✧ Engage well known artists and galleries to sponsor and support the program



Photography by Todd Curran,
Freelance Urban Design Group



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Message to travelers and consumers:

“It’s the best way to protect our communities, buy Authentic while you’re here.”



“Own a piece of authentic history, an ancient story.”







