

2011-2012 ABORIGINAL CULTURAL TOURISM
ACTION PLAN

PROGRESS REPORT

Q3

BUDGET SUMMARY

	Revised Budget	Total to Date	% of Progress
<i>Community Aboriginal Cultural Tourism Awareness</i>	\$100,000	\$128,032	128%
<i>Aboriginal Cultural Tourism Awareness</i>	\$7,500	\$7,324	98%
<i>Trailblazer Cultural Interpretation Training</i>	\$40,000	\$25,263	63%
<i>Aboriginal Cultural Tourism Sector Performance Research</i>	\$35,000	\$0	0%
Total Tier 1	\$182,500	\$160,619	88%
<i>Product and Business Development</i>	\$156,430	\$71,699	46%
<i>Social Media Training</i>	\$12,000	\$0	0%
<i>Economic Development and Education Partnerships</i>	\$30,000	\$11,898	40%
Total Tier 2	\$198,430	\$83,597	42%
<i>AtBC Consumer Brochure</i>	\$35,000	\$35,015	100%
<i>Consumer Advertising</i>	\$107,475	\$119,274	111%
<i>Online Marketing</i>	\$72,800	\$47,129	65%
<i>Special Events</i>	\$0	\$0	0%
<i>Media Relations</i>	\$75,988	\$64,244	85%
<i>Travel Trade Relations</i>	\$65,000	\$27,343	42%
<i>Call Centre and Online Reservations</i>	\$0	\$0	0%
<i>Cultural Authenticity Program</i>	\$68,000	\$48,638	72%
<i>Corporate Partnership Program</i>	\$5,000	\$5,324	106%
Total Tier 3	\$429,263	\$346,967	81%
Klahowya Village	\$202,570	\$218,266	108%
Total All Activities Above (Action Plan)	\$1,012,763	\$809,449	80%
Five-year Strategy	\$5,000	\$6,923	138%
Program Management	\$591,537	\$443,653	75%
Kamloops Indian Band Partnership Strategy	\$7,500	\$7,500	100%
Total Everything	\$1,616,800	\$1,267,525	78%

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TIER 1: TRAINING AND AWARENESS

	Revised Budget	Total to Date	% of Progress
Community Aboriginal Cultural Tourism Awareness			
1.1 Two Community Workshops Focusing on Market Readiness and Sustainable Tourism	\$0	\$0	0%
1.2 Eight Presentations at Regional Economic Development Organization Events	\$20,000	\$10,108	51%
1.3 One Travel Trade Awareness Workshop for AtBC Stakeholders and Key Partners	\$25,000	\$78,357	313%
1.4 10 Presentations at Destination Marketing Organization Events	\$55,000	\$39,566	72%
	\$100,000	\$128,032	128%
Aboriginal Cultural Tourism Awareness			
2.1 Participation at Ten Career Fairs	\$7,500	\$7,324	98%
2.2 Six Secondary and Post-Secondary Class Presentations	\$0	\$0	0%
2.3 Four Strategic Education Conference Presentations	\$0	\$0	0%
	\$7,500	\$7,324	98%
Trailblazer Cultural Interpretation Training			
3.1 Seven "Trailblazers Cultural Interpretation: Participant Training" Course	\$35,000	\$24,292	69%
3.2 One "Trailblazers Cultural Interpretation: Train-the-Trainer" Course	\$0	\$0	0%
3.3 Six "FirstHost" and "WorldHost" Workshops	\$2,000	\$430	22%
3.4 One "WorldHost Training for Chinese Visitors: Train the Trainer" Course	\$3,000	\$541	18%
	\$40,000	\$25,263	63%
Aboriginal Cultural Tourism Sector Performance Research			
4.1 Annual Aboriginal Cultural Tourism Sector Performance Research Report	\$35,000	\$0	0%
	\$35,000	\$0	0%
Total Tier 1	\$182,500	\$160,619	88%

1.1 Two Community Workshops Focusing on Market Readiness and Sustainable Tourism

Summary:

Deliver two workshops for Aboriginal community champions and entrepreneurs—adapting existing market readiness and sustainable tourism materials as required.

Outcome:

100 additional Aboriginal people will be better prepared to meet the growing demands of the tourism industry and will be able to use that knowledge to support market ready and sustainable tourism products and services within their communities.

Funding Status:

Not Funded. Due to budgetary constraints, this activity has not yet been funded. In light of the current funding status, these workshops will be delivered in conjunction with regional economic development organisation events as part of Activity 1.2.

1.2 Eight Presentations at Regional Economic Development Organisation Events

Summary:

Deliver eight targeted Aboriginal cultural tourism presentations for specific economic development audiences. Examples:

- National Business Opportunities Conference (Prince Rupert, April 11 – 13)
- Heritage Sites and Aboriginal Tourism Development (Williams Lake, April 19)
- First Nations Resource Opportunities Conference (Nanaimo, May 9 – 11)

Outcome:

Greater awareness of the economic development potential of Aboriginal cultural tourism and enhanced regional and community specific connections to ATBC and the Aboriginal cultural tourism industry within British Columbia.

Funding Status:

Fully Funded. This activity will proceed as planned.

Q1 Progress:

Presented at the following:

- National Business Opportunities Conference (Prince Rupert, April 11 – 13) -
- Heritage Sites and Aboriginal Tourism Development (Williams Lake, April 19) - 100 Elders/leaders/tourism operators
- First Nations Resource Opportunities Conference (Nanaimo, May 9 – 11) -
- BC Rural Network Conference (Williams Lake, May 23 – 25) – 125 Rural Economic Development

Q2 Progress:

Presented at the following:

- National Aboriginal Business Opportunities Conference - (Osoyoos – September 14 – 16)

Q3 Progress:

Presented at the following:

- BC Rural Network Meeting and AGM – (Richmond - October 16 – 18)
- Nuu-cha-nulth Economic Development Conference – (Port Alberni – October 28)

1.3 One Travel Trade Awareness Workshop for AtBC Stakeholders and Key Partners

Summary:

Deliver one travel trade awareness workshop for AtBC Stakeholders and key partners.

Outcome:

Increased knowledge of the role of travel trade within the industry as well as options for working with the travel trade to promote products and services.

Funding Status:

Fully Funded. This activity will proceed as planned.

Q1 Progress:

Preparations are being made to hold this workshop in conjunction with the Stakeholders' Forum in Q3.

Q2 Progress:

Preparations continue for hosting the workshop in Q3 at the Stakeholder Forum.

Q3 Progress:

In conjunction with the AtBC Stakeholder Forum – (Musqueam - November 17th)

1.4 10 Presentations at Destination Marketing Organisation Events

Summary:

Deliver presentations at 10 regional or other Destination Marketing Organisation events (AGMs and forums)

Outcome:

Stronger relationships between AtBC and DMO's

Greater inclusion of Aboriginal cultural tourism businesses into regional tourism initiatives

Funding Status:

Fully Funded. This activity will proceed as planned.

Q1 Progress:

One presentation was made:

- Clayoquot/Barkley Sound Tourism Planning (May 18 – 19) community Elders/leaders and local resource users.

Q2 Progress:

Presentations made:

- Northern Vancouver Island Tourism Resources – (Port Hardy, September 13) – 30
- Tourism Association of Vancouver Island AGM & Stakeholders Conference – Victoria - September 20 – 23)

Registrations have been made for the following presentations in Q3:

- Northern BC Tourism AGM & Stakeholders Conference – (Prince George - October 3 & 4)
- Cariboo Chilcotin Coast Tourism Association AGM & Stakeholders Conference – (108 the Hills – October 13 & 14)
- BC Hospitality Industry Conference & Expo2011 – (Vancouver - November 7 & 8)

Q3 Progress:

Presentations made:

- Northern BC Tourism AGM & Stakeholders Conference – (Prince George - October 3 & 4)
- Cariboo Chilcotin Coast Tourism Association AGM & Stakeholders Conference – (108 the Hills – October 13 & 14)
- Tourism Industry Association of BC (Victoria – October 24 – 26)
- Thompson Okanagan Tourism Association Summit – (Sun Peaks – November 2 – 4)
- BC Hospitality Industry Conference & Expo2011 – (Vancouver - November 7 & 8)

2.1 Participation at Ten Career Fairs

Summary:

Attend 10 career fairs in communities throughout the 6 tourism regions of British Columbia.

Examples:

- ACCESS Community Forum
- Celebrating Success Seizing Opportunities
- First Nations' Education Society
- Capilano University
- Native Education College

Outcome:

Greater interest in tourism as a career among Aboriginal youth.

Funding Status:

Reduced Funding. Overall funding for this activity has been reduced to **\$7,500**. Actions undertaken as part of this activity will be limited in order to meet the new budget target. **As a result, the targeted number of career fairs has been reduced to six.**

Q1 Progress:

None.

Q2 Progress:

Registration has been made for the following BC Education Career Fairs:

- Abbotsford TRADEX – November 28
- Vancouver Convention Centre – November 29
- Vancouver Island Convention Centre – Nanaimo – December 2
- Prince George Civic Centre – February 10
- Thompson Rivers University – Kamloops – February 13
- The Delta Grand Hotel – Kelowna – February 14 & 15

Q3 Progress:

- Abbotsford TRADEX – November 28
- Vancouver Convention Centre – November 29
- Vancouver Island Convention Centre – Nanaimo – December 2

2.2 Six Secondary and Post-Secondary Class Presentations

Summary:

Deliver 6 in-class presentations explaining the opportunities and requirements of careers in the Aboriginal cultural tourism industry

Outcome:

Greater interest in tourism as a career among Aboriginal youth.

Funding Status:

Not Funded. Due to budgetary constraints, this activity has not yet been funded. Despite the lack of funding, two presentations have been made:

- Q1 - BCIT Tourism Management Class (May 2) 12 students
- Q3 - Camosun College – Aboriginal Business Development Class – (Victoria - October 27th)

2.3 Four Strategic Education Conference Presentations

Summary:

Deliver four presentations at strategic education conferences explaining the potential of Aboriginal cultural tourism as a career.

Outcome:

Educators and leaders understand the opportunities and benefits of careers in the Aboriginal cultural tourism industry. Examples:

- Rural Tourism Educators' Conference (108 Mile the Hills, April 19 – 21)
- New Pathways to Gold Educators' Forum (TBD)
- Provincial Gathering of AtBC and Tourism/Hospitality Educators (TBD)

Funding Status:

Not Funded. Due to budgetary constraints, this activity has not yet been funded. Despite the lack of funding, one presentation has been made:

- Q1 - Rural Tourism Educators' Conference 108 the Hills (April 19 – 21) 150 tourism educators/leaders/operators (in conjunction with New Pathways to Gold).

3.1 Seven “Trailblazers Cultural Interpretation: Participant Training” Courses

Summary:

Deliver seven “Trailblazers Cultural Interpretation Participant Training” courses—one in each tourism region plus an additional course in Vancouver in collaboration with Bladerunner/ ACCESS.

Outcome:

100 additional (currently 154) Aboriginal people certified as Trailblazers who are confident with entry level tourism skills and possess industry recognised tourism skills certificates.

Funding Status:

Reduced Funding. Overall funding for this activity has been reduced to **\$35,000**. Actions undertaken as part of this activity will be limited in order to meet the new budget target. **As a result, the targeted number of courses to be delivered has been reduced to one.** Additional funding has been requested from HRSDC.

Q1 Progress:

Working with go2/STEC/LinkBC/FNES to pilot the delivery of Trailblazers’ Ready-to-Work in Q4.

Q2 Progress:

Preparations continue for the delivery of the course in Q4.

Q3 Progress:

STEC Program Review – (Saskatchewan – November 19 – 24) development of draft MoU to be presented to the AtBC Board of Directors, January 2012.

3.2 One “Trailblazers Cultural Interpretation: Train-the-Trainer” Course

Summary:

Deliver one Trailblazers: Cultural Interpretation Train-the-Trainer Course

Outcome:

16 additional (currently 42) Aboriginal people who can deliver the participant training—having more trainers in each region save costs of delivery of the Cultural Interpretation Participant Training.

Funding Status:

Not Funded. Due to budgetary constraints, this activity has not yet been funded. Additional funding has been requested from HRSDC.

3.3 Six “FirstHost” and “WorldHost” Workshops

Summary:

Utilise Trailblazer Trainers to deliver six, 2-day FirstHost and WorldHost Training workshops for AtBC Stakeholders as well as for other Aboriginal organisations—one workshop in each tourism region.

Outcome:

- 72 additional Aboriginal people with front-line tourism skills.
- Increased experience for Trailblazer Trainer Graduates.

Funding Status:

Reduced Funding. Overall funding for this activity has been reduced to **\$2,000**. Actions undertaken as part of this activity will be limited in order to meet the new budget target.

Q1 Progress:

Two workshops are planned for Q2:

- FirstHost Training - VCM Region - (June)
- WorldHost Fundamentals – CCCTA Region – (August 12)

Q2 Progress:

Delivered two workshops:

- FirstHost Training - VCM Region - (June) – 8 Participants
- WorldHost Fundamentals – CCCTA Region – (August 12) - 16 Participants

Q3 Progress:

Delivered two workshops:

- FirstHost Training - VCM Region - (October) – 13 Participants
- WorldHost Fundamentals – VCM Region – (December) 7 participants

3.4 One “WorldHost Training for Chinese Visitors: Train the Trainer” Course

Summary:

Deliver one “WorldHost Training for Chinese Visitors: Train the Trainer” course for existing Trailblazer Trainers.

Outcome:

16 Trailblazer Trainers capable of delivering the “WorldHost Training for Chinese Visitors” participant training course.

Funding Status:

Reduced Funding. Overall funding for this activity has been reduced to **\$3,000. As a result, partnerships are being sought in order to complete this activity and meet the new budget target.**

Q1 Progress:

Preparations are being made to host the workshop in Q4 in partnership with TBC Worldhost.

Q2 Progress:

Preparations continue in partnership with TBC Worldhost for Q4 delivery of the course.

Q3 Progress:

Meeting set-up for January with WorldHost team.

4.1 Annual Aboriginal Cultural Tourism Sector Performance Research Report

Summary:

AtBC will conduct research into incidence rates, overnight visits, expenditures, tax revenue generation, business development and job creation within British Columbia's Aboriginal cultural tourism industry.

Outcome:

AtBC will have an accurate listing of Aboriginal cultural tourism businesses within British Columbia as well as information on employment rates, tax revenue and the overall benefit of Aboriginal cultural tourism in the province.

Funding Status:

Reduced Funding. Overall funding for this activity has been reduced to **\$35,000**. Actions undertaken as part of this activity will be limited in order to meet the new budget target.

Q1 Progress:

None.

Q2 Progress:

None.

Q3 Progress:

None.

TIER 2: PRODUCT AND BUSINESS DEVELOPMENT

	Revised Budget	Total to Date	% of Progress
<i>Product and Business Development</i>			
5.1 Two "Transforming Aboriginal Communities Through Tourism" Forums	\$0	\$0	0%
5.2 One AtBC Stakeholder Engagement Forum	\$10,000	\$0	0%
5.3 Six Product and Business Development Workshops for AtBC Stakeholders	\$26,430	\$0	0%
5.4 One Trailblazer Aboriginal Tourism Business Development Course	\$0	\$0	0%
5.5 Six Regional Protocols and Community Partnerships Workshops	\$120,000	\$71,699	60%
	\$156,430	\$71,699	46%
<i>Social Media Training</i>			
6.1 Two "Intro to Social Media" Workshops	\$12,000	\$0	0%
6.2 Ongoing One-On-One Social Media Training and Support	\$0	\$0	0%
	\$12,000	\$0	0%
<i>Economic Development and Education Partnerships</i>			
7.1 Membership with Economic Development Organizations	\$10,000	\$3,040	30%
7.2 Participation in Four Strategic Economic Development Events	\$20,000	\$8,858	44%
	\$30,000	\$11,898	40%
Total Tier 2	\$198,430	\$83,597	42%

5.1 Two “Transforming Aboriginal Communities Through Tourism” Forums

Summary:

Facilitate 2 forums. At each forum, six communities are invited to attend—each community will be at different stages of Aboriginal cultural tourism development and facing different opportunities and challenges.

Outcome:

“Community Tourism Champions” will learn best practices from other communities and understand community tourism development principles and will take this knowledge back to benefit their home communities.

Funding Status:

Reduced Funding. Overall funding for this activity has been reduced to **\$25,000**. Actions undertaken as part of this activity will be limited in order to meet the new budget target. **As a result, the targeted number of forums has been reduced to one.**

Q1 Progress:

Preparations are being made to host one forum in Q4 in partnership with LinkBC.

Q2 Progress:

Preparations continue for delivery in Q4.

Q3 Progress:

Preparations continue for delivery in Q4.

5.2 One AtBC Stakeholder Engagement Forum

Summary:

Facilitate one AtBC Stakeholder forum where AtBC Stakeholders are brought together for training, information and networking sessions.

Outcome:

AtBC's Stakeholders build skills, knowledge and relationships and AtBC is strengthened as an organisation.

Funding Status:

Reduced Funding. Overall funding for this activity has been reduced to **\$10,000**. Actions undertaken as part of this activity will be limited in order to meet the new budget target. **As a result, this forum will be combined with activity 1.3 Travel Trade Awareness Workshop.**

Q1 Progress:

Preparations are being made to host the forum in Q3.

Q2 Progress:

Preparations continue.

Q3 Progress:

In conjunction with the AtBC Stakeholder Forum – (Vancouver- November 16 - 19)

5.3 Six Product and Business Development Workshops for AtBC Stakeholders

Summary:

AtBC will deliver six Product and Business Development Workshops for AtBC Stakeholders. Examples:

- Checklist for Success – An opportunity for existing tourism businesses to review and enhance their business operations.
- Websites that Work – Build and enhance an effective website
- Tour Packaging and Travel Trade
- Marketing
- Liabilities and Risk Management (Laws and Insurance)
- Sustainability

Outcome:

AtBC Stakeholders will become or will continue to be Market Ready and will demonstrate excellence through their products and services.

Funding Status:

Reduced Funding. Overall funding for this activity has been reduced to **\$26,430**. Actions undertaken as part of this activity will be limited in order to meet the new budget target. **As a result, these workshops will be delivered in conjunction with activities 1.2 and 1.4.**

Q1 Progress:

None.

Q2 Progress:

None.

Q3 Progress:

None.

5.4 One Trailblazer Aboriginal Tourism Business Development Course

Summary:

AtBC will deliver one “Trailblazer Aboriginal Tourism Business Development” course to 16 entrepreneurs or communities to provide them with the skills to develop a comprehensive tourism related business plan.

Outcome:

16 new Aboriginal cultural tourism business start-ups.

Funding Status:

Not Funded. Due to budgetary constraints, this activity has not yet been funded.

5.5 Six Regional Protocols and Community Partnerships Workshops

Summary:

AtBC will facilitate six regional community partnership workshops to develop and enhance working relationships through working protocols. Examples:

- Experience the Fraser – Hope to the Salish Sea
- New Pathways to Gold – Hope to Barkerville and Prince George
- Coastal First Nations' Development
- Great Bear Initiative
- Treaty 8
- Clayoquot/Barkley Sound Tourism Planning Initiative
- Sts'ailes Development Corporation

Outcome:

Enhance community and individual working relationships. Protocols for community engagement in Aboriginal Cultural Tourism Development and enhancement within regional development plans and processes. Increased Aboriginal tourism business development and inclusion in regional marketing strategies, suggested itineraries and packaging opportunities.

Funding Status:

Fully Funded. This activity will proceed as planned.

Q1 Progress:

Four workshops have been delivered to date:

- Experience the Fraser – Hope to the Salish Sea
- Mission Interpretive Forest/Stave Lake Dam - ongoing
- New Pathways to Gold – Hope to Barkerville and Prince George - ongoing
- Coastal First Nations' Development - Heiltsuk

Q2 Progress:

No workshops were delivered in Q2.

Q3 Progress:

Fall Gathering – Mission Interpretive Forest – (Zajac Ranch - October 19)

6.1 Two “Intro to Social Media” Workshops

Summary:

AtBC will deliver two “Intro to Social Media” workshops to assist new and existing Aboriginal cultural tourism businesses with the successful use of social media as a promotional tool. Stakeholders will leave the workshops with strategies for using Facebook, TripAdvisor, YouTube and Flickr to enhance the success of their business.

Outcome:

Aboriginal cultural tourism operators will understand the value of participating in social media and how to start incorporating social media into their marketing planning.

Funding Status:

Fully Funded. This activity will proceed as planned.

Q1 Progress:

Due to the timing of receiving confirmation of funding, this activity was not completed in Q1. This activity has been rescheduled for Q4 to support the build up to the 2012 tourism season.

Q2 Progress:

None.

Q3 Progress:

Preliminary planning has been made for scheduling multiple workshops (at least one in each region) for delivery in Q4.

6.2 Ongoing One-On-One Social Media Training and Support

Summary:

AtBC will provide ongoing, one-on-one assistance to AtBC Stakeholders in order to simplify their social media learning curve and to maximise the effectiveness of their businesses use of social media as a promotional tool.

Outcome:

AtBC Stakeholders will be actively using Facebook, Flickr, YouTube, Twitter and Trip Advisor to promote their business and will be using Google Analytics to track the success of their social media activities.

Funding Status:

Partially Funded. Limited funding was secured in Q3 to implement this activity in Q4. Details are still being finalised.

Q1 Progress

None.

Q2 Progress

None.

Q3 Progress

Planning has been made for Q4 implementation of this activity.

7.1 Membership with Economic Development Organisations

Summary:

AtBC will maintain membership with regional and national economic development and other financial organisations. Examples:

- Council for the Advancement of Native Development Officers (CANDO)
- Industry Council for Aboriginal Business (ICAB)

Outcome:

Maximise AtBC opportunities through strategic relationships and partnerships

Funding Status:

Fully Funded. This activity will proceed as planned.

Q1 Progress:

Four memberships have been purchased to date:

- Council for the Advancement of Native Development Officers (CANDO)
- Industry Council for Aboriginal Business (ICAB)
- BC Museums Association (BCMA)
- Aboriginal Finance Officers (AFO)
- Tourism Industry Association of BC (TIABC)

Q2 Progress:

No new memberships were purchased in Q2.

Q3 Progress:

No new memberships were purchased in Q3.

7.2 Participation in Four Strategic Economic Development Events

Summary:

AtBC will attend and present at four strategic economic development events hosted by regional and national Economic Development Organisations.

Outcome:

British Columbia's Aboriginal cultural tourism industry will take advantage of new opportunities created through maintaining existing relationships and by building new relationships with important economic development organisations throughout Canada.

Funding Status:

Fully Funded. This activity will proceed as planned.

Q1 Progress:

Preparations have been made to participate in the following events in Q2:

- Business Resources for First Nations – All Nations' Trust – June 2 – Williams Lake
- Business Resources for First Nations – All Nations' Trust – June 23 – Penticton
- Sts'ailes Resources for First Nations Businesses – June 15 – Sts'ailes

Q2 Progress:

Attended the following events:

- Business Resources for First Nations – All Nations' Trust – June 2 – Williams Lake
- Business Resources for First Nations – All Nations' Trust – June 23 – Penticton
- Sts'ailes Resources for First Nations Businesses – June 15 – Sts'ailes – 28 people

Q3 Progress:

Attended the Following Event:

- Council for the Advancement of Native Development Officers (CANDO Conference – Richmond – November 8 – 10)

TIER 3: MARKETING AND PROMOTION

		Revised Budget	Total to Date	% of Progress
Tier 3	AtBC Consumer Brochure			
	8.1 Design and Production of an Updated Consumer Brochure	\$0	\$0	0%
	8.2 Distribution of AtBC Consumer Brochures	\$35,000	\$35,015	100%
		\$35,000	\$35,015	100%
	Consumer Advertising			
	9.1 Ongoing Creative Services	\$20,000	\$10,852	54%
	9.2 Domestic Consumer Advertising	\$40,000	\$58,369	146%
	9.3 International Consumer Advertising	\$0	\$0	0%
	9.4 Participation in Tourism BC Marketing Program	\$0	\$0	0%
	9.5 Participation in Regional DMO Marketing Programs	\$30,000	\$27,153	91%
	9.6 Special Advertising Opportunities	\$17,475	\$22,900	131%
	9.7 Share Your Stories Contest	\$0	\$0	0%
	9.8 Evaluation of Campaign Performance	\$0	\$0	0%
		\$107,475	\$119,274	111%
	Online Marketing			
	10.1 Maintain Website Infrastructure	\$6,000	\$3,905	65%
	10.2 Ongoing Website Maintenance	\$48,000	\$37,884	79%
	10.3 Ongoing Search Engine Marketing	\$13,800	\$5,340	39%
	10.4 Ongoing Social Media Participation	\$0	\$0	0%
	10.5 Integration of Stakeholder Management Software	\$0	\$0	0%
	10.6 Ongoing Email Marketing	\$0	\$0	0%
	10.7 Ongoing Online Advertising	\$5,000	\$0	0%
	10.8 Translation of Website Content and Digital Assets	\$0	\$0	0%
		\$72,800	\$47,129	65%
	Special Events			
	11.1 Participate in the Annual Rogers Santa Claus Parade	\$0	\$0	0%
		\$0	\$0	0%
	Media Relations			
	12.1 10 Media Fam Tours	\$15,000	\$20,039	134%
	12.2 Distribution of Digital Press Kits and other Media Materials	\$0	\$0	0%
	12.3 Production of Updated Digital Assets	\$25,000	\$18,551	74%
	12.4 Participate in Three Media Marketplaces & Events	\$20,000	\$16,828	84%
	12.5 12 Press Conferences & Events	\$5,000	\$3,818	76%
	12.6 Media Assistance and Special Event Coordination	\$10,988	\$5,008	46%
		\$75,988	\$64,244	85%
	Travel Trade Relations			
	13.1 Participate in Six Tour Operator Marketplaces & Events	\$15,000	\$5,942	40%
	13.2 Tourism Organization Memberships and Partnerships	\$0	\$0	0%
	13.3 Six Familiarization Tours for Tour Operators	\$10,000	\$0	0%
	13.4 One Travel Trade Training Forum for AtBC Stakeholders	\$0	\$0	0%
	13.5 Development of 12 Tour Package	\$15,000	\$3,491	23%
	13.6 Travel Trade Coordinator	\$25,000	\$17,911	72%
		\$65,000	\$27,343	42%
	Call Centre and Online Reservations			
	14.1 Establish an AtBC Call Centre	\$0	\$0	0%
	14.2 Implement an Online Reservation System	\$0	\$0	0%
		\$0	\$0	0%
	Cultural Authenticity Program			
	15.1 Cultural Authenticity Program	\$68,000	\$48,638	72%
		\$68,000	\$48,638	72%
	Corporate Partnership Program			
	16.1 Corporate Partnership Program	\$5,000	\$5,324	106%
		\$5,000	\$5,324	106%
	Total Tier 3	\$429,263	\$346,967	81%

8.1 Design and Production of an Updated Consumer Brochure

Summary:

AtBC will design and produce a new consumer brochure featuring AtBC Stakeholder products.

Outcome:

80,000 brochures will be printed.

Funding Status:

Not Funded. Due to budgetary constraints, this activity has not yet been funded. **Supplies of the existing brochure will be used until the next fiscal year.**

8.2 Distribution of AtBC Consumer Brochures

Summary:

The Aboriginal Culture & Adventures Guide is AtBC's primary collateral for showcasing the stakeholder products to the Travel Trade, consumers and media. The guide has a new innovative design to better assist with showcasing the Aboriginal experiences, itinerary planning and interesting stories about each of the regions.

AtBC will work with Certified Folder for the majority of the distribution. Other avenues of distribution will be through Tourism BC and the Regional DMOs to coordinate the distribution of the AtBC consumer brochure along key visitor routes throughout British Columbia. The Guide is also available on line for downloading, which will add to the distribution of the guide.

Outcome:

Visitors to British Columbia will have convenient and frequent access to Aboriginal cultural tourism information and will be more likely to include AtBC Stakeholder products in their itinerary.

Funding Status:

Reduced Funding. Overall funding for this activity has been reduced to **\$35,000**. Actions undertaken as part of this activity will be limited in order to meet the new budget target.

Q1 Progress:

The distribution program includes:

- Certified Folder Packages
 - BC Ferries Deluxe Package – all ferry routes, Vancouver (super cities), Okanagan Valley, Vancouver Island, Whistler(super cities), Fraser Valley, Kamloops/Merritt, Calgary/Edmonton(super cities)
- Tourism BC Offices Worldwide
- Canadian Tourism Commission offices worldwide
- Trades and Consumer shows – Rendezvous Canada, Canada's West Marketplace
- BC Visitor Centres
- General requests to AtBC
- Available online for download
- AtBC Information booth

Q2 Progress:

The total inventory of brochures printed was 100,000 with 98,000 soft-folded and 2,000 flat. These brochures have been distributed as follows:

- Tourism BC - 16,000 soft-folded have been shipped to Tourism BC. These will be distributed to the DMO Regional Offices and other requests that they receive from their offices located in North America and overseas.
- AtBC - 4,000; 2,000 flat and 2,000 soft-folded for distribution at consumer and travel trade tradeshows, community meetings and Direct Mail Requests through AtBC advertising and other call-to-action placements.
- Certified Folder Displays - 80,000; includes: Hotels, Vancouver Super Cities - Visitor Information Centres(VIC), Okanagan Valley, Vancouver Island, Fraser Valley, Whistler,

Kamloops/Merritt, BC Ferries Deluxe Package – includes all routes, Vancouver International Airport, White Rock border crossing, Calgary/Edmonton (Super Cities)

Q3 Progress

Continued to distribute AtBC's consumer brochures as follows:

- Tourism BC has been distributing the AtBC brochure via their DMO Regional Offices as requests come in.
- AtBC distributed brochures at AtBC's Travel Trade event mid-November and at Canada's West Marketplace in late November. In addition, brochures have been mailed to direct consumers as a result of advertising and other call-to-action placements.
- Certified Folder Displays has been distributing the brochures to Hotels, Vancouver Super Cities - Visitor Information Centres(VIC), Okanagan Valley, Vancouver Island, Fraser Valley, Whistler, Kamloops/Merritt, BC Ferries Deluxe Package – includes all routes, Vancouver International Airport, White Rock border crossing, Calgary/Edmonton (Super Cities)

9.1 Ongoing Creative Services

Summary:

AtBC will contract a design firm to provide creative services to support all consumer advertising initiatives.

Outcome:

AtBC and its Stakeholders will be represented with consistent, effective and professional design creative that builds trust in the AtBC brand and inspires visitors to participate in Aboriginal cultural tourism experiences.

Funding Status:

Reduced Funding. Overall funding for this activity has been reduced to **\$20,000**. Actions undertaken as part of this activity will be limited in order to meet the new budget target.

Q1 Progress:

Continue to work with Myron Advertising and Design for the majority of AtBC's creative designs. This includes the consumer brochure, advertising and other collateral required.

Q2 Progress:

Myron Advertising has assisted with the design and creative on:

- AtBC website
- AtBC brochure
- Advertisements
- Banners for tradeshow and events

Q3 Progress:

Worked with Niche Market Design to create and develop online brochure for suggested itineraries and packages.

9.2 Domestic Consumer Advertising

Summary:

AtBC will conduct a domestic consumer advertising campaign using broadcast, magazine, online, radio and newspaper.

Outcome:

Aboriginal cultural tourism in British Columbia will be viewed frequently and prominently in the domestic market leading to increased traffic on www.AboriginalBC.com and increased click-through to AtBC Stakeholder websites.

Funding Status:

Reduced Funding. Overall funding for this activity has been reduced to **\$40,000**. Actions undertaken as part of this activity will be limited in order to meet the new budget target.

Q1 Progress:

Produced a special supplement section in The Province and Vancouver Sun newspapers for an AtBC Aboriginal Day showcase to building awareness to our largest domestic market, the people in BC. This was an exclusive opportunity for the AtBC Stakeholders and partners. The combined newspapers have a reach of over 1 million readers and 67% in Metro Vancouver.

The Aboriginal Day supplement was a feature to reach a large audience and to capitalise and leverage on the June 21 National Aboriginal Day. The stories featured were to teach readers about the Aboriginal history in the province, the rich fabric that Aboriginal people weave into BC and the many Aboriginal tourism experiences that are available.

Q2 Progress:

Other advertising purchased to date:

- Backroad Mapbook – Outdoor Recreation Guide
 - ▶ Targeted to the outdoor lifestyle market – with a 3 year shelf life
 - ▶ 2011 Guide targeted to Northern BC and Cariboo Chilcotin Regions
- Jonview Canada – 2012 Fly/Drives and Packages for the Independent Traveller
 - ▶ Highlight on Bear watching at Spirit Bear Lodge
 - ▶ Tariff for tour wholesalers and travel agents worldwide
 - ▶ Canada's leader for the inbound tour industry

Q3 Progress

None.

9.3 International Consumer Advertising

Summary:

AtBC, in collaboration with the Canadian Tourism Commission, will conduct an international consumer advertising campaign using select niche promotions in key markets.

Outcome:

Awareness of British Columbia as an Aboriginal cultural tourism destination will be increased in key foreign markets leading to increased traffic on www.AboriginalBC.com and increased click-through to AtBC Stakeholder websites.

Funding Status:

Not Funded. Due to budgetary constraints, this activity has not yet been funded.

9.4 Participation in Tourism BC Marketing Programs

Summary:

AtBC will participate in Tourism BC marketing programs designed to reach over 8 million travellers a year through the www.HelloBC.com website as well as call centres and Visitor Centres.

Outcome:

Increased traffic on www.AboriginalBC.com and increased click-through to AtBC Stakeholder websites.

Funding Status:

Not Funded. Due to budgetary constraints, this activity has not yet been funded.

9.5 Participation in Regional DMO Marketing Programs

Summary:

AtBC will participate in Regional DMO marketing programs intended to promote regional Aboriginal cultural tourism operators.

Outcome:

Increased traffic on www.AboriginalBC.com and increased click-through to AtBC Stakeholder websites.

Funding Status:

Reduced Funding. Overall funding for this activity has been reduced to **\$30,000**. Actions undertaken as part of this activity will be limited in order to meet the new budget target.

Q1 Progress:

AtBC will continue representing the stakeholders in each of the six tourism regions by advertising in each of the regional guides in 2011/2012 and will do more online advertising in 2011/2012.

We'll also strengthen the partnerships by building our relationships in each of the regions marketing organisations and Visitor information centres and other tourism partners.

Q2 Progress:

Advertising purchased in each of the 6 tourism regional guides in British Columbia

- Vancouver Coast and Mountains
- Tourism Vancouver Island
- Thompson Okanagan
- Cariboo Chilcotin
- Kootenay Rockies
- Northern BC

Other Advertising:

- Tourism BC – Vacation Planner 2012
- Tourism BC – Outdoor Adventure Guide

Q3 Progress

None.

9.6 Special Advertising Opportunities

Summary:

AtBC will take advantage of special advertising opportunities created by the CTC and Tourism BC throughout the year. AtBC will sponsor the Aboriginal cultural tourism authenticity award at the Tourism Industry Association of BC.

Outcome:

AtBC capitalises on opportunities to showcase its Stakeholders and increase traffic on www.AboriginalBC.com and increase click-through to AtBC Stakeholder websites.

Funding Status:

Increased Funding. Overall funding for this activity has been increased to **\$17,475**.

Q1 Progress:

None.

Q2 Progress:

No activities this quarter.

Q3 Progress

None.

9.7 Share Your Stories Contest

Summary:

AtBC will promote a contest on its website, at consumer trade shows and through consumer advertising that invites consumers to share their Aboriginal cultural tourism stories.

Outcome::

Increased interest in Aboriginal cultural tourism stories and exposure of AtBC Stakeholder product is generated as a result of the sharing of stories.

Funding Status:

Not Funded. Due to budgetary constraints, this activity has not yet been funded. AtBC started a modified contest themed around the “Spirit of Aboriginal Day” at the end of Q1. The contest closed in Q2 and inexpensive prizes were awarded.

9.8 Evaluation of Campaign Performance

Summary:

Using surveys and online tracking systems, AtBC will conduct ongoing market research to evaluate the performance of all advertising campaigns.

Outcome:

AtBC advertising campaigns and strategies will be constantly refined and improved leading to increased return on investment.

Funding Status:

Not Funded. Due to budgetary constraints, this activity has not yet been funded.

10.1 Maintain Website Infrastructure

Summary:

AtBC will contract professional website and email hosting, domain name registration, domain name acquisition and website performance and availability monitoring services.

Outcome:

AtBC's websites and email will operate at a high level of performance without interruption or disruption and AtBC's brands are protected through the acquisition and retention of relevant domain names.

Funding Status:

Reduced Funding. Overall funding for this activity has been reduced to **\$6,000**. Actions undertaken as part of this activity will be limited in order to meet the new budget target. **As a result, planned domain acquisitions may not proceed depending on the costs associated.**

Q1 Progress:

All essential infrastructure services are being maintained at their current levels. These services include: email, website hosting, domain name registrations, website performance and availability monitoring, email marketing, form hosting, DNS hosting and client relationship management software.

Q2 Progress:

All essential infrastructure services are being maintained at their current levels. These services include: email, website hosting, domain name registrations, website performance and availability monitoring, email marketing, form hosting, DNS hosting and client relationship management software.

Q3 Progress:

All essential infrastructure services are being maintained at their current levels. These services include: email, website hosting, domain name registrations, website performance and availability monitoring, email marketing, form hosting, DNS hosting and client relationship management software. The only new service added was Hootsuite Social Media software.

10.2 Ongoing Website Maintenance

Summary:

AtBC will contract professional webmaster services to manage the content on AtBC's websites and to coordinate website infrastructure, search engine marketing and social media activities.

Outcome:

AtBC's websites will feature frequently updated content that is integrated into Social Media and is highly visible in all search engines.

Funding Status:

Fully Funded. This activity will proceed as planned.

Q1 Progress:

Stakeholder listing updates, event postings, email marketing updates and other website content updates are proceeding as planned.

Q2 Progress:

Stakeholder listing updates, event postings, email marketing updates and other website content updates are proceeding as planned.

Q3 Progress:

Stakeholder listing updates, event postings, email marketing updates and other website content updates are proceeding as planned.

10.3 Ongoing Search Engine Marketing

Summary:

AtBC will contract Search Engine Marketing services to implement search engine optimisation and pay-per-click advertising in a highly trackable manner.

Outcome:

www.AboriginalBC.com will rank higher in all search engines leading to increased traffic and increased click-through to AtBC Stakeholder websites.

Funding Status:

Reduced Funding. Overall funding for this activity has been reduced to **\$13,800**. Actions undertaken as part of this activity will be limited in order to meet the new budget target.

Q1 Progress:

Search engine optimisation is proceeding as planned. Pay-per-click advertising has been suspended until the upgraded travel website is launched. Unused pay-per-click advertising budget from Q1 will be reallocated to Q3 and Q4 to support the build up to the 2012 tourism season.

Q2 Progress:

Search engine optimisation is proceeding as planned. Pay-per-click advertising has been suspended until the upgraded travel website is launched. Unused pay-per-click advertising budget from Q1 and Q2 will be reallocated to Q3 and Q4 to support the build up to the 2012 tourism season.

Q3 Progress:

Search engine optimisation is proceeding as planned. Pay-per-click advertising has been suspended until the upgraded travel website is launched. Unused pay-per-click advertising budget from Q1 - Q3 will be reallocated to Q4 to support the build up to the 2012 tourism season.

10.4 Ongoing Social Media Participation

Summary:

AtBC will hire staff to monitor activity and post content in AtBC's social media accounts.

Outcome:

AtBC's Facebook, Twitter, YouTube, Flickr and TripAdvisor accounts will feature frequently updated content and responsive discussions with visitors leading to increased traffic and increased click-through to AtBC Stakeholder websites.

Funding Status:

Partially Funded. Limited funding was secured in Q3 to implement this activity in Q4. Details are still being finalised.

Q1 Progress

AtBC's Facebook, Twitter, YouTube, Flickr and TripAdvisor accounts continued to be updated by existing staff as time allows. Though not meeting their full potential, these accounts are functioning in a professional manner and are supporting AtBC's marketing and communications.

Q2 Progress

AtBC's Facebook, Twitter, YouTube, Flickr and TripAdvisor accounts continued to be updated by existing staff as time allows. Though not meeting their full potential, these accounts are functioning in a professional manner and are supporting AtBC's marketing and communications.

Q3 Progress

Planning has been made for Q4 implementation of this activity. In Q3 AtBC's Facebook, Twitter, YouTube, Flickr and TripAdvisor accounts continued to be updated by existing staff as time allows. Though not meeting their full potential, these accounts are functioning in a professional manner and are supporting AtBC's marketing and communications.

10.5 Integration of Stakeholder Management Software

Summary:

AtBC will integrate stakeholder management software into its corporate website.

Outcome:

Stakeholder application and management will be automated and efficient and all information will be contained in a single database.

Funding Status:

Not Funded. Due to budgetary constraints, this activity has not yet been funded. AtBC has adopted the affordable client relationship management software Highrise as a first step towards effective internal management of Stakeholder information. Monthly costs associated with this software have been moved to activity 10.1 “Maintain Website Infrastructure”. Plans to integrate Highrise with AtBC’s website and form hosting service will proceed only if additional funding for this activity can be found.

10.6 Ongoing Email Marketing

Summary:

AtBC will conduct regular email marketing campaigns targeting travel trade, media and industry partners.

Outcome:

Increased awareness of new products and upcoming events and promotions amongst the travel trade, media and industry partners leads to increased traffic on www.AboriginalBC.com and increased click-through to AtBC Stakeholder websites.

Funding Status:

Not Funded. Due to budgetary constraints, this activity has not yet been funded.

10.7 Ongoing Online Advertising

Summary:

AtBC will use banner ads on prominent travel blogs and websites to promote British Columbia's Aboriginal cultural tourism.

Outcome:

Online consumer advertising will promote BC's Aboriginal cultural tourism industry to a highly targeted audience leading to increased traffic on www.AboriginalBC.com and increased click-through to AtBC Stakeholder websites.

Funding Status:

Reduced Funding. Overall funding for this activity has been reduced to **\$5,000**. Actions undertaken as part of this activity will be limited in order to meet the new budget target.

Q1 Progress:

All funds will be shifted to Q4 to support the build up to the 2012 tourism season.

Q2 Progress:

Preparations are being made to purchase advertising in the BC content pages of TripAdvisor in Q4.

Q3 Progress:

Preparations are being made to purchase advertising in the BC content pages of TripAdvisor in Q4.

10.8 Translation of Website Content and Digital Assets

Summary:

AtBC will translate portions of its website and digital asset collection into 6 key foreign languages.

Outcome:

Increased understanding in international markets of the Aboriginal cultural tourism opportunities available within British Columbia leading to increased traffic on www.AboriginalBC.com and increased click-through to AtBC Stakeholder websites.

Funding Status:

Not Funded. Due to budgetary constraints, this activity has not yet been funded.

11.1 Participate in the Annual Rogers Santa Claus Parade

Summary:

AtBC will participate in the annual Rogers Santa Claus Parade in Vancouver with 1 festive float staffed by 8 Trailblazers.

Outcome:

The large consumer exposure will increase awareness of AtBC's profile within domestic markets.

Funding Status:

Not Funded. Due to budgetary constraints, this activity has not yet been funded.

12.1 10 Media Fam Tours

Summary:

Coordinate 10 familiarisation (Fam) tours for Media gain first hand experience of Aboriginal cultural tourism story ideas available within the six regions of British Columbia.

Outcome:

AtBC Stakeholders, and British Columbia's Aboriginal cultural tourism industry as a whole, will be featured in newspaper and magazine articles as well as on radio, television and the internet —both domestically and internationally.

Domestic and international visitors will be influenced by stories in the media and will seek out further information on www.AboriginalBC.com and ultimately select AtBC Stakeholders to be apart of their vacation itinerary.

Funding Status:

Reduced Funding. Overall funding for this activity has been reduced to **\$15,000**. Actions undertaken as part of this activity will be limited in order to meet the new budget target. **As a result, the targeted number of Media Fam trips is now set at five.**

Q1 Progress:

None.

Q2 Progress:

No Activities to date but will begin soon.

Q3 Progress:

None.

12.2 Distribution of Digital Press Kits and other Media Materials

Summary:

AtBC will distribute digital copies of Press Kits to media that include press releases, a profile of AtBC, images and story ideas targeted to domestic and international media.

Outcome:

Media will be influenced to write stories about Aboriginal cultural tourism products within British Columbia's six regions.

Funding Status:

Not Funded. Due to budgetary constraints, this activity has not yet been funded. Existing digital press kits will continue to be distributed.

12.3 Production of Updated Digital Assets

Summary:

AtBC will coordinate the production of 10 5-minute, high-definition video vignettes as well as 500 high resolution images featuring Aboriginal cultural tourism product from the six regions of British Columbia.

Outcome:

AtBC has high quality video and images available for use by AtBC stakeholders, industry partners, travel trade, media and for all AtBC marketing purposes.

Funding Status:

Reduced Funding. Overall funding for this activity has been reduced to **\$25,000**. Actions undertaken as part of this activity will be limited in order to meet the new budget target.

Q1 Progress:

Continue to work with Bill Ceasar productions for 2011.2012 – currently shooting at Klahowya Village and will do more trips to other stakeholders.

Have Tom Ryan shooting images at Klahowya Village and have a photographer shoot other stakeholders locations.

Q2 Progress:

Recent activities include:

- Shooting footage of Takaya Tours
- Completion of AtBC Corporate video for presentations

Q3 Progress

None.

12.4 Participate in Three Media Marketplaces & Events

Summary:

AtBC will participate in two major national and international travel media events as well as scheduled meetings at the Canadian Tourism Commission Media Marketplace in the United States in order to present AtBC Stakeholders to the respected opinion leaders, journalists, and writers who endorse Aboriginal cultural tourism.

Outcome:

Media stories featuring British Columbia's Aboriginal cultural tourism products will increase interest within domestic and international target markets and inspire visitors to purchase AtBC Stakeholder products.

Funding Status:

Fully Funded. This activity will proceed as planned.

Q1 Progress:

Attendance at Canada's Media Marketplace in New York City – April 4-6, 2011. Met with approximately 25 media writers mainly from the U.S. and other international writers. Currently following up with a few really good leads for Aboriginal tourism stories – a real interest in the Adventure tourism area and Haida Gwaii is always a most requested area for writing stories. Have pitched a number of story ideas to the journalists – with some interest but they are usually scheduling their travels 4-6 months in advance.

Q2 Progress:

GoMedia Canada Marketplace is an annual media event led by the Canadian Tourism Commission. This year's GoMedia was held in Edmonton, September 18 – 22, 2011. The primary reasons media attends this show is for journalists to get face time with the Canadian tourism-industry partners. Also to learn about the latest experiences, network, build relationships and hear about potential stories for various outlets in broadcast, newspapers, magazines and blogs. This year's GoMedia Marketplace Canada had more than 125 media reps from CTC's key international markets.

Q3 Progress:

None.

12.5 12 Press Conferences & Events

Summary:

AtBC will host press conferences throughout the year to generate publicity around major announcements, events or launches. Examples:

- Tourism awards announcements
- Partnership announcements
- Klahowya Village launch

Outcome:

Positive publicity and media endorsement (print, online, television and radio) of key AtBC activities that will influence visitors to attend and support AtBC and Stakeholder products.

Funding Status:

Reduced Funding. Overall funding for this activity has been reduced to \$5,000. Actions undertaken as part of this activity will be limited in order to meet the new budget target. **As a result, the targeted number of Press Conferences has been reduced to two.**

Q1 Progress:

None.

Q2 Progress:

No activities.

Q3 Progress:

No activities.

12.6 Media Assistance and Special Event Coordination

Summary:

AtBC will contract a communications firm to provide media assistance and special event coordination throughout the year. Example:

- PACE Group

Outcome:

The potential of AtBC media and special events to promote AtBC's initiatives and AtBC Stakeholder products will be maximised.

Funding Status:

Reduced Funding. Overall funding for this activity has been reduced to **\$10,988**. Actions undertaken as part of this activity will be limited in order to meet the new budget target.

Q1 Progress:

AtBC continues to work with PACE Group, specifically for media coverage. The largest event was the Klahowya Village Media Launch – June 27, 2011. Media coverage included: Vancouver Sun, Metronews, 24 Hours and North Shore News.

Q2 Progress:

PACE Group continued to facilitate media coverage of the Klahowya Village throughout the summer.

Q3 Progress:

None.

13.1 Participate in Six Tour Operator Marketplaces & Events

Summary:

AtBC will work in partnership with the Canadian Tourism Commission and Tourism British Columbia to attend tour operator marketplaces and events in Canada and at international locations. Examples:

- Rendezvous Canada
- Canada's West Marketplace
- Western Outdoor Show,
- Spotlight Canada,
- ITB
- NTA

Outcome:

AtBC will continue to build and establish connections between tour operators and AtBC stakeholder products.

Funding Status:

Reduced Funding. Overall funding for this activity has been reduced to **\$15,000** Actions undertaken as part of this activity will be limited in order to meet the new budget target. **As a result, the targeted number of events has been reduced to four.**

Q1 Progress:

AtBC attended Rendezvous Canada in Quebec City – May 14 – 19, 2011. We had over 50 meetings with the travel trade – we met with many international buyers, the German market continues to be the largest international market with an interest in the Aboriginal tourism product.

A real interest in the Aboriginal tourism products – the first follow up has been completed which will be ongoing to have more of the AtBC stakeholder products included in their packaging and sales.

Q2 Progress:

2nd round of follow up completed. AtBC suggested itineraries to be completed October 7 and sent to the travel trade. Canada's West Marketplace in November 2011.

Q3 Progress:

AtBC attended Canada's West Marketplace (CWM) in Vancouver from November 28 to December 1, 2012. Approximately 150 BC sellers and 145 buyers joined this year's CWM. Sixteen countries were represented by buyers including Australia, China, Germany, India, Japan, Mexico, South Korea, the U.K., the U.S. and Canada. AtBC met with 47 buyers and industry partners during the 1 1/2 days.

Tradeshow follow-up has been completed with tailored messaging to the buyers. In addition AtBC has also sent leads to its Stakeholders.

13.2 Tourism Organisation Memberships and Partnerships

Summary:

AtBC will maintain membership with regional and national tourism organisations in order to leverage partnerships that will help promote AtBC Stakeholder products. Examples:

- NTA
- COTA
- Vancouver Board and Trade

Outcome:

Maximise opportunities through strategic relationships and partnerships.

Funding Status:

Not Funded. Due to budgetary constraints, this activity has not yet been funded. Tourism Organisation Memberships and partnerships will be funded out of the 7.1 Membership with Economic Development Organisations activity.

13.3 Six Familiarization Tours for Tour Operators

Summary:

In collaboration with Tourism BC's "North American Fams" and "Overseas Fams" programs, AtBC will coordinate six familiarisation trips for receptive tour operators, tour wholesalers, and travel agents as well as a reception for DMO staff and Visitor Information Centre staff so that they are able to promote AtBC Stakeholder product from first hand experience.

Outcome:

Travel trade, and those who are in a position to influence the travel decisions of tourists, are inclined to recommend AtBC Stakeholder products to tourists planning their British Columbia itinerary.

Funding Status:

Reduced Funding. Overall funding for this activity has been reduced to **\$10,000**. Actions undertaken as part of this activity will be limited in order to meet the new budget target. **As a result, the targeted number of Fam trips has been reduced to one.**

Q1 Progress:

None.

Q2 Progress:

FAM to Klahowya Village in Stanley Park with 3 local tour operators attending.

- JAC Travel Canada
- JTB International (Canada) Ltd.
- Kintetsu International

FAM to Tuckkwiowhum Heritage Interpretive Centre - review of product with Vancouver Coast and Mountain representatives – media and travel trade.

- Excellent product with ongoing development
- New product for Vancouver Coast and Mountains to include in their circle tours and for stories

Q3 Progress:

AtBC hosted a successful travel trade networking event at the Musqueam Cultural Pavilion on November 17, 2011. Close to 40 key travel trade partners from the Lower Mainland joined the event and were interested in making business connections with AtBC Stakeholders for their future travel offerings. The event provided a perfect opportunity to learn about AtBC Stakeholders' experiences from all over BC in a casual, tradeshow-style setting. At the event AtBC also introduced its recently developed Aboriginal-themed itineraries and packages to the travel trade. The feedback AtBC received from the Travel Trade and AtBC Stakeholders was tremendously positive.

13.4 One Travel Trade Training Forum for AtBC Stakeholders

Summary:

AtBC will host a travel trade training forum for AtBC Stakeholders.

Outcome:

AtBC Stakeholders have the skills and knowledge required to work with the travel trade and as a result their products become offered as part of tour packages.

Funding Status:

Not Funded. Due to budgetary constraints, this activity has not yet been funded. This activity will be combined with activity 1.3 One Travel Trade Awareness Workshop for AtBC Stakeholders and Key Partners.

13.5 Development of 12 Tour Packages

Summary:

AtBC will develop 12 Aboriginal cultural tourism packages incorporating AtBC Stakeholders and mainstream tourism operators from the 6 tourism regions of British Columbia.

Outcome:

AtBC Stakeholders will see increased sales as a result of their inclusion in the 12 tour packages.

Funding Status:

Reduced Funding. Overall funding for this activity has been reduced to **\$15,000**. Actions undertaken as part of this activity will be limited in order to meet the new budget target.

Q1 Progress:

None.

Q2 Progress:

Tour packages have been refined to be in line with the AtBC Culture & Adventures Guide. The guide has been reviewed for consistency and will be branded with the same creative look and feel as the other AtBC marketing materials. The AtBC Packages will be ready for distribution by mid October.

Q3 Progress:

AtBC finalized the development and design of 16 suggested itineraries and packages. Consumers and travel trade partners have access to these packages from AtBC's home page.

13.6 Travel Trade Coordinator

Summary:

AtBC will contract a Travel Trade Coordinator to provide follow-up assistance to AtBC Stakeholders working with the Travel Trade and to coordinate the production and maintenance of AtBC's Travel Trade planning guide.

Outcome:

AtBC Stakeholders will see increased bookings through travel trade.

Funding Status:

Reduced Funding. Overall funding for this activity has been reduced to **\$25,000**. Actions undertaken as part of this activity will be limited in order to meet the new budget target.

Q1 Progress:

AtBC will contract Dana Schoahs for working on the packaging, sales and promotion of the Aboriginal tourism products. The focus will be to build awareness and promotion of the stakeholders products and experiences through packaging, suggested itineraries and a sales program over the next six months.

Q2 Progress:

AtBC has contracted Dana Schoahs and she has begun coordinating follow up with travel trade. There are various goals for enhancing the coordination of the actions across the stakeholders, industry partners, education partners and the travel trade. The program will include regional, domestic and international marketing and sales. The goals include:

- AtBC stakeholders ability to price and package their products competitively
- Awareness and assistance for a wide range of industry partners to understand the Aboriginal cultural tourism products, location, pricing, packaging
- Close the gap for the travel trade to include an Aboriginal tourism experience in their offering - assist the travel trade with including experience in their existing packages and change their packages to include the Aboriginal Tourism experiences
- Assist the fully independent travellers to include an Aboriginal cultural tourism experience in their travel plans

Q3 Progress:

Dana Schoahs continued to coordinate travel trade and marketing initiatives for AtBC including:

- Development of suggested itineraries and packages
- Developed and presented "How to work with the Travel Trade" workshop at AtBC's Stakeholder Forum in November
- Coordinated AtBC's Travel Trade Event in November
- Attended Canada's West Marketplace; scheduled appointments with the travel trade and executed follow-up correspondence with buyers and AtBC Stakeholders
- Developed travel trade key account list and imported contacts into Highrise
- Facilitated brainstorming session for 2012 Marketing Campaign
- Assisted Stakeholders with special requests from the Travel Trade

14.1 Establish an AtBC Call Centre

Summary:

AtBC will operate a Call Centre providing information and direct sales support to visitors interested in including an Aboriginal cultural tourism product or package in their British Columbia itinerary.

Outcome:

Visitors inquiring via phone, email, chat and social media will purchase AtBC Stakeholder products and packages as part of their British Columbia vacation.

Funding Status:

Not Funded. Due to budgetary constraints, this activity has not yet been funded.

14.2 Implement an Online Reservation System

Summary:

AtBC will develop and operate an online reservation system allowing visitors to book their Aboriginal cultural tourism product or package online.

Outcome:

AtBC Stakeholders will receive increased bookings as a result of the convenience the online reservation system provides visitors.

Funding Status:

Not Funded. Due to budgetary constraints, this activity has not yet been funded.

15.1 Cultural Authenticity Program

Summary:

AtBC will increase promotion of certified “Authentic Aboriginal” businesses and raise awareness of the value of cultural authenticity among consumers, travel trade and industry partners. AtBC will conduct quality assurance testing as part of the certification process in order to increase the number of AtBC Stakeholders certified as “Authentic Aboriginal”.

Outcome:

Certified Authentic Aboriginal businesses will receive additional exposure leading to increased sales.

Funding Status:

Increased Funding. Overall funding for this activity has been increased. The activity will proceed as planned.

Q1 Progress:

AtBC has continued to build in the destination authenticity program with the Authentic Aboriginal brand that was implemented in 2009. Today there is 13 Aboriginal operators using the revised brand as part of the marketing efforts. AtBC has also included the Authenticity in current AtBC marketing campaigns to increase consumer awareness. AtBC will be encouraging new authenticity applications in Quarter 3.

Proponent Shain Jackson through Spirit Works Limited submitted a funding proposal on behalf of AtBC to the New Relationship Trust (NRT). The proposal would fund the implementation of the authentic Aboriginal products expansion of the existing Authenticity program.

Q2 Progress:

NRT approved the submission in Quarter 1 and AtBC has completed contracting Shain Jackson to further work regarding product authenticity. Shain Jackson and Spirit Works Limited team within the second quarter have accomplished the following:

- Secured New Relationship Trust funding for the expansion of AtBC’s Authenticity Program.
- Began drafting the operational plan for the expansion of the Authenticity Program to be submitted to AtBC within the next quarter;
- Began drafting educational materials to be used in the recruitment of Aboriginal Businesses selling Aboriginal artisan products;
- Began developing content for the website to be used for the expansion of AtBC’s Authenticity Program;
- Began developing promotional material for the expansion of AtBC’s Authenticity Program including working with Vancouver Film School further acquiring a gratis promotional film as well as print material.

Q3 Progress:

Work continues on raising support from Aboriginal Artisans for the expansion of the Authentic Aboriginal certification program. Other activities include:

- Specification and preliminary design and development of AuthenticAboriginal.com
- Edits of Vancouver Film School designed media assets
- Presentation at the AtBC Fall Stakeholder Forum

16.1 Corporate Partnership Program

Summary:

AtBC will develop and maximise corporate relationships that support AtBC's financial sustainability, vision and mission.

Outcome:

AtBC events and initiatives will benefit from the support of corporate partners.

Funding Status:

Reduced Funding. Overall funding for this activity has been reduced to **\$10,000**. Actions undertaken as part of this activity will be limited in order to meet the new budget target.

Q1 Progress:

Several partners have been secured. AtBC continues to enjoy strong corporate partnership even in light of dwindling corporate resources for community investment. The current group of AtBC partners includes RBC, Vancity, the Port of Metro Vancouver, BC Lottery Corporation, Coast Hotels and Resorts and will remain constant with opportunity to add Fortis BC and Tim Hortons in the next quarter. However, financial targets need to be adjusted in order to realistically reflect the current economic situation. Corporations are looking for solid return on investment. Mere logo display is no longer a satisfactory partnership benefit. Corporations such as Fortis BC are looking for long term attachment of their brand to AtBC's. Tim Hortons are looking for labour force development initiatives while Coast Hotels is looking to increase its market share in the Aboriginal market through recognition as a partners and in the FIT and group markets through competitive and attractive product packaging.

A consideration is to revive the AtBC in a financially sustainable manner as they worked well to foster corporate partnerships. Feasibility planning is under way.

Q2 Progress:

Conversations with Fortis BC and Tim Hortons are ongoing.

Q3 Progress:

Conversations with Fortis BC and Tim Hortons are ongoing. Preparations are being made for redesigning the program in Q4.

KLAHOWYA VILLAGE

17.1 Implementation of the 2011 Klahowya Village Business Plan

Summary:

AtBC will directly market British Columbia's Aboriginal cultural tourism industry to more than 200,000 visitors through an interactive and authentic experience in Stanley Park, Vancouver.

Outcome:

Implementation of the 2010-2011 Klahowya Village Business Plan in order to:

- Increase revenue streams.
- Increase new capital investment.
- Implement marketing plan to increase number of visitors.
- Increase employment of Aboriginal youths and Aboriginal people.
- Provide marketing opportunities for AtBC's Stakeholders.

Please reference the 2011 Klahowya Village Business Plan for detailed operational information for the Klahowya Village.

Funding Status:

Reduced Funding. Overall funding for this activity has been reduced. Actions undertaken as part of this activity will be limited in order to meet the new budget target.

Please reference Klahowya Village operational plans for detailed progress information.