

# 2011-2012 Annual Report



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

**Our mission is to provide training, awareness, product development and marketing to support a sustainable and authentic Aboriginal cultural tourism industry in British Columbia while contributing to cultural preservation and economic development.**

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





**AtBC's success is built upon the strength and commitment of our board of directors, staff and Stakeholders.**

**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.**



**2012 AtBC Board of Directors:** *(front row, left to right)* Sophie Pierre; Brenda Baptiste; Lillian Rose; Paula Cranmer-Underhill; *(stairs, bottom to top)* Lori Simcox; Geraldine Thomas-Flurer; Gloria Valencia; Wade Baker; George Taylor; Sharon Bond; Lillian Hunt; *(not in photo)* Douglas Green; Wade Grant.

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Cover image courtesy of the Canadian Tourism Commission



# Chief Executive Officer Message

The Aboriginal Tourism Association of British Columbia (AtBC) has become a world leader in the development of authentic Aboriginal cultural tourism. Together AtBC, our Stakeholders and Aboriginal communities throughout British Columbia continued to work together through fiscal year 2011-2012 to support a coordinated approach for training, product development and marketing.

During 2011-2012, the AtBC management team, guided by the AtBC board, ensured the operational plan for the fiscal year was completed and all tasks met. The AtBC management team followed a comprehensive operational plan that set clear deliverables with measurable outcomes. This has resulted in continued successes in the areas of training, product development and marketing. This commitment to corporate accountability was further reinforced through the AtBC Stakeholder forum held in October 2011, where AtBC continued its efforts to be fully transparent with Stakeholders and partners.

One of the most important achievements during 2011-2012 was the completion of the new AtBC five-year plan entitled; “*The Next Phase 2012-2017*”. This plan was produced based on timely sector research, consultation with AtBC Stakeholders, and economic assessment of consumer demand. Therefore, AtBC is confident that the strategy provides a formula for future success and continued sector growth that leads global trends.

There were a number of other benchmarks achieved during 2011-2012, including the first annual Aboriginal Tourism Conference held in Osoyoos in March 2012, a resurgence of the AtBC Industry Awards, a successful corporate marketing campaign, continuation of the Klahowya Village in

Stanley Park, plus many other items. AtBC received significant support from the Union of BC Indian Chiefs as well as the First Nations Summit, as each respective First Nation leadership organization passed resolutions to support the new AtBC five-year plan.

I want to acknowledge our funding partners at Aboriginal Affairs and Northern Development Canada and the Ministry of Jobs, Tourism, and Innovation for the continued investments to support our industry. Both levels of government have designed updated tourism strategies and ensure Aboriginal tourism will play a role in the future of tourism for British Columbia.

Finally, I want to sincerely thank the AtBC Stakeholders, AtBC board members, and Aboriginal leaders who continue to support the future of AtBC.

AtBC continues to work on organizational sustainability to meet future market and community demands. The AtBC five-year plan provides a clear vision for the future of Aboriginal cultural tourism in British Columbia.

Thank you,

**Keith Henry**

*Chief Executive Officer*



# Executive Summary

The Aboriginal Tourism Association of British Columbia is a non-profit, Stakeholder-based organization that is committed to growing and promoting a sustainable, culturally rich Aboriginal tourism industry. AtBC utilizes three specialized programs in order to meet its goals for AtBC Stakeholders.

## Tier 1: Training and Awareness

AtBC continues to reach towards its goal of 10 per cent growth per year in employment for Aboriginal people wishing to participate in the tourism industry.

This is achieved by:

- Delivering high quality Aboriginal cultural tourism training programs within every region of British Columbia.

Aboriginal communities throughout BC are seeking a variety of paths to become economically sustainable. AtBC believes that the demand for Aboriginal cultural tourism products will meet a large portion of those economic needs.

In order to raise awareness about the industry:

- AtBC gives presentations on its training and business development programs while participating in a variety of forums and events such as First Nations economic development forums, educational institution information and career days, regional tourism planning forums.
- This year, 100 new participants took part in AtBC's training programs. Since the inception of the Blueprint Strategy, jobs in the Aboriginal cultural tourism industry have grown by 35 per cent; reaching a total of 2,266 FTE's to date.

## Tier 2: Product and Business Development

Nearly 200 Aboriginal tourism businesses exist in BC, however not all of them are high quality market ready products. AtBC has a goal of bringing all of these businesses up to high quality authentic Aboriginal, market-ready status. Meeting this goal would contribute greatly towards making these businesses economically viable and profitable. AtBC achieves this goal by delivering the following training:

- Business development training ranging from quality assurance, insurance needs, business financial operations to social media training.
- This year representatives from 192 businesses participated in AtBC's business-ready training initiatives, and community development workshops.

## Tier 3: Marketing and Promotion

AtBC is very proud to promote its world-class market-ready Tier 3 Stakeholders businesses. As in other conventional tourism associations and organizations, these Stakeholders benefit immensely by sharing in all aspects of the association's programs. Their profiles are raised in a cost-efficient cooperative way to the public at large at home and throughout the globe.

Support for AtBC's full Stakeholder market-ready businesses is provided through:

- Participation in AtBC's marketing and advertising initiatives as well as integration into regional and provincial programming.

This year, AtBC saw revenues increase in the Aboriginal Tourism industry to \$42M, up from \$40M in 2010. Tax Revenue generated towards all levels of governments reached \$12M.



# Tier 1: Training And Awareness

## Aboriginal Tourism Awareness

AtBC delivered targeted Aboriginal cultural tourism presentations to specific economic development audiences in every region of the province. Some of these forums included:

- The Heritage Sites and Aboriginal Tourism Development Conference in Williams Lake
- The BC Rural Network AGM in the lower mainland
- Nuu-cha-nulth Economic Development conference

AtBC also continued meeting its goal of achieving stronger relationships with the regional DMOs by presenting at the regional AGM's such as:

- Cariboo Chilcotin Coast AGM
- Thompson Okanagan Summit in Sun Peaks
- Clayoquot Barkley Sound Tourism Planning
- Port Hardy Northern Vancouver Island Tourism Resources Conference
- Tourism Vancouver Island AGM

Career Fairs have been an advantageous venue to attain greater awareness in tourism training and employment among Aboriginal youth and career changers.

AtBC participated in career fairs throughout the province and at a number of training institutions such as:

- ACCESS Community forum
- Celebrating Success and Seizing Opportunities with LinkBC
- Native Education College
- Thompson Rivers University
- Several trade and civic centres

## Trailblazers Cultural Interpretation Participant Training Courses

Training programs were delivered in all regions, and collaborative training was delivered in partnership with:

- Chawathil Eagle Vision Hospitality and Tourism Program and
- Nuu-chah-nulth BladeRunners Tourism Program

## FirstHost and WorldHost Workshops

Trailblazer trainers delivered six training sessions in several regions.

**Actions: 4    Activities: 11**  
**Outcomes: 2,266 FTE's**

## Tier 1 Highlights

- Working with Go2, LinkBC, Saskatchewan Tourism Educators, to pilot the delivery of Trailblazers' Ready-to-Work program
- First ever full participation in Thompson Okanagan (TOTA) Regional Planning Forum
- Presentation at UBC Robson Square for the Chinook Aboriginal Business Program – Sustainable Communities module
- Rural Tourism Educators' Conference at 108 Mile The Hills Ranch
- New Pathways to Gold Educators Forum
- Preparations have begun for the "WorldHost Training for Chinese Visitors"

## Future Direction for Tier 1

AtBC looks forward to supplying the Aboriginal cultural tourism market with high quality, job-ready Aboriginal cultural tourism graduates with a goal of reaching a total of 4,000 employees by the end of the next five years. Included is specialized training to host Chinese visitors, and other culturally responsive initiatives to focus on these new emerging markets.



## Tier 2: Product And Business Development

### Transforming Communities through Tourism Forums

Best practices from other communities are shared, for example Nuxalk Carrier Grease Trail Community Champions workshop.

- Williams Lake, March 1, 2012

### Stakeholder Engagement Forum

Accomplished relationship building and knowledge sharing with other Stakeholders and the whole tourism community in BC.

- Vancouver –November 17 – 19, 2011

All participants of this year's forum contributed to AtBC's five-year planning development through Regional break-out sessions.

### Intro to Social Media Workshops

AtBC provided social media training to Stakeholders in most regions to keep them up to date with this growing technological shift in business promotion and online marketing.

Workshops took place in:

- Yellowknife, NST - Sept 20 – 24, 2011
- Alert Bay – March 2, 2012
- Williams Lake – March 20, 2012
- Vancouver – March 22, 2012

### Product and Business Development Workshops

AtBC continues to bring tourism businesses into the "Market Ready" category, and to improve marketability of existing Stakeholder businesses. Delivery of six workshops took place in all regions covering Tour Packaging, Websites that Work, Marketing, Risk Management and Sustainability. Some areas of training included:

- Sts'ailes – April 18, 2011
- Chawathil (Hope) – February 27, 2012

**Actions: 3    Activities: 8**

**Outcomes: 192 Businesses Reached**



## Tier 2 Highlights

- AtBC Stakeholder Engagement Forum and AGM
- The forum was attended by most of the AtBC Stakeholders and representatives from the provincial Regional DMOs
- Participants engaged in round table discussions, providing input into AtBC's future planning initiatives including the new AtBC Five Year Plan, "The Next Phase"
- Some new workshops include:
  - Websites that work
  - Tour Packaging
  - Liabilities and Risk Management
  - Planning and preparation for Treaty 8 economic forum focussing on Aboriginal tourism
- Full participation in the National Aboriginal Tourism Conference in Osoyoos
- High level involvement in the inaugural Aboriginal Business Match in Prince George
- Embarked on a supportive role for Burns Lake Community Tourism Foundation and the Canim Lake Aboriginal cultural tourism strategy
- Completed planning for the Great Bear initiative

## Future Direction for Tier 2

Through AtBC's growing training initiatives for business owners, the goal is to increase the number of market-ready businesses in British Columbia by 10 per cent per year during the next five-year phase, in every region of the province.

**'Exit surveys over the last two years showed tourists might have come to BC to go skiing or fishing or golfing, but they would participate in other forms of tourism while here. "The one that resonated most frequently with people was the Aboriginal tourism experience," Bell said. "What they did say is 'next time when we come back, we're actually thinking about coming specifically for Aboriginal tourism.'" - Honourable Pat Bell, Minister of Jobs, Tourism and Skills Training**



## Tier 3: Marketing And Promotion

### Creative Services

AtBC would like all of its Stakeholders to be represented with consistent, professional design that builds trust in the AtBC brand and inspires visitors to experience Aboriginal cultural tourism products.

Work was completed by AtBC's marketing team to create online brochures, banner ads for TripAdvisor, German-language postcards for ITB travel show in Berlin, and a German-language landing page.

### Consumer Brochure

100,000 Brochures were distributed throughout visitor centre networks, BC Ferries, CTC, Tourism BC offices worldwide, and were also made available for download.

- Commenced new design of 2012/13 regional brochure format for launch in June 2012.

### Domestic Consumer Advertising

AtBC conducted a domestic consumer advertising campaign using broadcast, magazine, online, radio and newspaper in order to increase traffic to AboriginalBC.com and click-throughs to AtBC Stakeholders' websites. Some examples included advertising purchased in Tourism BC Outdoor Adventure Guide and Vacation Planner, Jonview Canada's International Tariff and Backroad Mapbook.

### International Consumer Advertising

Participation and collaboration with the Canadian Tourism Commission in consumer advertising campaign whose purpose was to promote key niche

markets. AtBC's Stakeholder businesses were showcased through the CTC's highly coveted "Signature Experiences Collection" campaign.

- Produced postcard for the German-speaking market and distributed 1,000 copies during ITB.

### Website Infrastructure, Ongoing Search Engine Marketing and Website Maintenance

AtBC's webmaster implemented search engine optimisation, domain name registration and monitoring services in order to maintain a high level of performance without interruption.

Stakeholder listings, event postings and other website content updates were consistently maintained. Upgrades were made to the existing travel website, including a German-language landing page.

### Email Marketing

Email marketing increased awareness of new products and upcoming events and promotions among travel trade, media and industry partners. A Travel Trade specific email marketing template was developed and used to invite Travel Trade to networking events, as well as a German-language specific consumer subscriber list.

## Updated Digital Assets Production

AtBC made several videos in a number of regions featuring Stakeholder products. High quality video and images are available for use by AtBC Stakeholders, industry partners, travel trade, media and for all AtBC marketing purposes.

## Participation in Media and Tour Operator Marketplace Events

AtBC continues to work in partnership with the Canadian Tourism Commission and Tourism British Columbia to build and establish relationships with tour operators on behalf of AtBC Stakeholders. AtBC's sales team attended:

- Rendezvous Canada in Quebec City – May 2011
- AtBC had over 50 meetings with travel trade representatives
- Canada's West Marketplace in Vancouver – December 2011
- Attended by 150 BC sellers and 145 buyers from sixteen countries
- AtBC met with 47 buyers and industry partners

In addition AtBC attended ITB in Berlin for the first time this year, providing promotional materials and conducting scheduled meetings with German and other European travel trade including tour operators, travel agents and travel media.

AtBC hosted a successful Travel Trade networking event at the Musqueam Cultural Pavilion in November, 2011. The event's purpose was to capitalize on the presence of many AtBC Stakeholders from around the Province during the AtBC Forum in Vancouver, and to facilitate business to business connections between the Stakeholders and the Travel Trade from the

Lower Mainland. Close to 40 individuals from approximately 30 key Travel Trade partners joined the event and were interested in making business connections with AtBC Stakeholders for their future travel offerings.

Media marketplaces give AtBC the opportunity to present their Stakeholders to the respected journalists and travel writers who endorse Aboriginal cultural tourism.

- AtBC attended the CTC's GoMedia Canada Marketplace in Edmonton, where 125 media representatives from CTC's key international markets were in attendance
- At Canada's Media Marketplace in New York appointments were held with 25 US Travel Media writers

## Familiarization Tours for Tour Operators

Tours were created in collaboration with Tourism BC's "North American Fams" and "Overseas Fams" for receptive tour operators, wholesalers and travel agents, DMO staff and Visitor Information Centres.

## Tour Package Development

AtBC developed 16 Aboriginal cultural tourism packages incorporating AtBC Stakeholders and mainstream tourism operators from the six tourism regions. Suggested itineraries and packages are presented on AtBC's website.

**Actions: 9    Activities: 24**

**Outcomes: \$42M Estimated  
Aboriginal Tourism Revenue,  
\$12M Estimated Tax Revenue**

## Tier 3 Highlights

The Vancouver Sun and Province newspaper ran an Aboriginal Day supplement featuring stories that educated readers about Aboriginal history, simultaneously weaving them into BC's Aboriginal tourism experiences.

- The combined papers have a reach of over 1 million readers
- Tariff packaging content for tour wholesalers was produced
- AtBC sponsored the Cultural Tourism Award at the Tourism Industry Conference
- Social Media Participation was improved such that:
- All social media accounts were updated frequently with new content
- Responses to visitors on all sites, Facebook, Twitter, YouTube, Flickr and TripAdvisor, led to increased traffic and increased click-throughs to AtBC Stakeholders' sites
- Production of targeted banner ads on TripAdvisor in order to capitalize focused marketing opportunities
- Development of an on-line brochure promoting suggested itineraries and packages

Adhering to AtBC's mandate of working more closely with Regional partners, ads were purchased in all six of the Regional Guides:

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

First-ever Travel Trade networking event, held at the new Musqueam Cultural Pavilion.

This tradeshow-style event provided the Travel trade an opportunity to learn about AtBC Stakeholders' experiences from every region in BC.

In attendance:

- 40 key travel trade partners
- 20 plus AtBC Stakeholders

AtBC took the opportunity of the aforementioned event to introduce its recently developed Aboriginal-themed itineraries. Feedback from all attendees was extremely positive

AtBC's Stakeholder businesses were chosen to participate in the CTC's "Signature Experiences" campaign

## Future Direction for Tier 3

As our world becomes more technological in nature, AtBC will make a greater shift away from print marketing activities. Improvements to AtBC websites and expanding social media activity, email marketing and online advertising will take place.

To convert more website visits into bookings, AtBC will build on the pilot project launched this year to increase Aboriginal-themed travel itineraries and packages.

# Cultural Authenticity Program

Certified Authentic Aboriginal Stakeholder businesses must meet, not only cultural specifications, but also quality assurance criteria. This program will be expanded to include artisan's products.

Website, marketing and educational and promotional materials have been developed in order to further promote and implement this specialized certification program. Outreach sessions have taken place with several First Nation communities to raise awareness and interest in achieving this high-quality designation.

AtBC has taken steps to include Aboriginal artisan products in the tourist gift market. Authentic Aboriginal handcrafts are of significant economic and cultural value to Aboriginal communities.

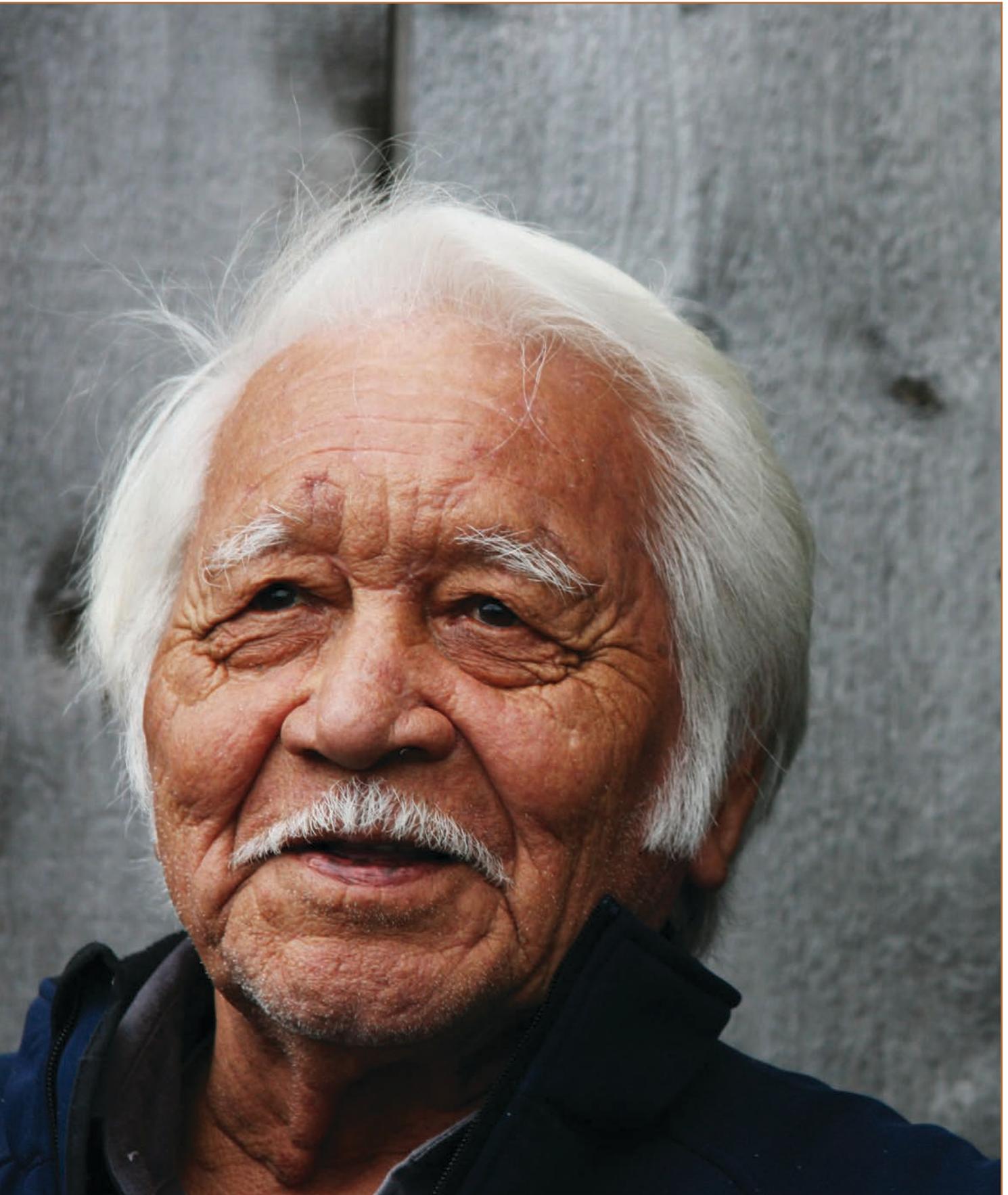
## Future Direction of Authenticity

In addition to increasing the number of Authentic Aboriginal certified tourism businesses, AtBC will strengthen its quality assurance efforts to ensure that every visitor receives the best possible experience when they include an Aboriginal cultural experience in their visit.

# Corporate Partnership Program

AtBC has developed and maximised corporate relationships that support AtBC's financial sustainability, vision and mission. AtBC events have benefited from the support of corporate sponsors.







# Klahowya Village

The Klahowya Village is an example of AtBC taking the lead and implementing unique marketing strategies to deliver a world-class, authentic Aboriginal cultural tourism experience in the heart of Vancouver at the world-famous location of Stanley Park.

AtBC utilizes this authentic Aboriginal cultural experience to engage directly with 200,000 visitors and introduce them to the Aboriginal cultural tourism industry in BC. The venue provides marketing opportunities for AtBC's Stakeholders, artisans and cultural performers.

The village employs graduates of Aboriginal Tourism Trailblazers training programs, and provides an introduction to Tourism as an employment option to Aboriginal youth and adults.

Klahowya Village held a special Media Launch event on opening day, which was covered by Vancouver Sun, Metro News, 24 hours and North Shore News.

**“We are committed to increasing economic development opportunities and job opportunities in First Nations communities and the Aboriginal business sector.”**  
**– Honourable John Duncan,  
Minister of Aboriginal Affairs  
and Northern Development**

## Klahowya Village Highlights

### Gained 15 New Stakeholders

Trained and employed 21 Trailblazers, six of whom went on to attain full-time employment, seven others returned to school, and two were expectant mothers

The three host nations; Musqueam, Squamish and Tsleil-Waututh, held ‘Nation Days’ throughout the summer-long event to promote and educate visitors about their history, culture and traditions. All reported a high level of community pride in this undertaking

Media stories totalled 35, which in industry standards translates to \$316,000 in advertising value

Corporate sponsors involved included:

- CIBC
- VanCity
- BC Lottery Corporation
- Vancouver Sun/Province

## Future Direction for Klahowya Village

Strong attendance numbers and marketing potential have tourism industry representatives planning for future continuation of Klahowya Village. AtBC works with the Vancouver Parks Board to secure the venue each season.

# Financials

## Culver & Co.

CHARTERED ACCOUNTANTS

305 – 1177 WEST HASTINGS STREET VANCOUVER, BC V6E 2K3

Telephone 604-685-1321

Facsimile 604-689-9695

### Independent Auditors' Report

#### To the Members of Aboriginal Tourism Association of British Columbia

We have audited the accompanying combined financial statements of **Aboriginal Tourism Association of British Columbia**, which comprise the statements of financial position as at **31 March 2012 and 2011 and 1 April 2010** and the statements of operations and changes in net assets and cash flows for the years then ended, and a summary of significant accounting policies and other explanatory information.

#### *Management's responsibility for the financial statements*

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free of material misstatement, whether due to fraud or error.

#### *Auditor's responsibility*

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform an audit to obtain reasonable assurance about whether the financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

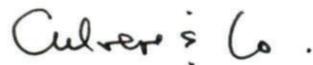
We believe that the audit evidence that we have obtained is sufficient and appropriate to provide a basis for our qualified audit opinion.

#### *Basis for Qualified Opinion*

Revenue from Klahowya Village train tickets is under the control of the City of Vancouver and so we were not able to determine if revenue remitted by the City was in accordance with the agreement. Accordingly, our work on revenue from ticket sales was limited to examining the amounts recorded in the accounts of the Association, and we were not able to determine whether any adjustments might be necessary to revenue and net assets.

#### *Qualified Opinion*

In our opinion, except for the possible effects of the matter described in the Basis for Qualified Opinion paragraph, these financial statements present fairly, in all material respects, the financial position of the Association as at 31 March 2012 and 2011 and 1 April 2010 and the results of its operations and cash flows for the years then ended in accordance with Canadian accounting standards for not-for-profit organizations.



# Aboriginal Tourism Association of British Columbia

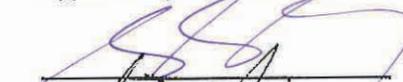
Statement of Financial Position  
31 March 2012

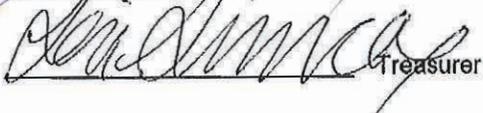
	31 March 2012	31 March 2011	1 April 2010
<b>Assets</b>			
<b>Current assets</b>			
Cash	\$ 500,640	\$ 583,774	\$ 349,017
Contributions receivable	875,017	749,371	1,237,640
GST/HST receivable	48,471	90,670	32,433
Prepaid expenses	5,000	-	2,008
	1,429,128	1,423,815	1,616,098
<b>Equipment [note 3]</b>	3,359	6,729	48,963
	\$ 1,432,487	\$ 1,430,544	\$ 1,670,061

## Liabilities and Net Assets

<b>Current liabilities</b>			
Accounts payable and accruals	\$ 110,476	\$ 162,189	\$ 633,194
Deferred project funding [note 4]	933,800	800,000	-
	1,044,276	962,189	633,194
<b>Net assets</b>	388,211	468,355	1,036,867
	\$ 1,432,487	\$ 1,430,544	\$ 1,670,061

Approved by the Board:

  
\_\_\_\_\_  
President

  
\_\_\_\_\_  
Treasurer

# Aboriginal Tourism Association of British Columbia

## Statement of Operations and Changes in Net Assets

Year ended 31 March 2012

	2012	2011
Revenue		
Contributions [note 4]	\$ 2,588,602	\$ 2,271,371
Sponsorships	43,774	154,900
Klahowya Village	347,786	68,197
Stakeholder fees	20,658	26,069
Consulting/contract fees	22,659	-
Administration fees	18,150	-
Interest and miscellaneous	15,908	9,948
<b>Total revenue</b>	<b>3,057,537</b>	<b>2,530,485</b>
Administrative expenses		
AGM and board	21,300	31,896
Amortization	3,369	21,117
Bank charges	16,831	15,050
Consultants and activities	7,000	-
Office and miscellaneous	13,069	34,514
Professional fees	12,075	11,000
Rent	49,635	51,003
Staff training	-	5,166
Telephone	23,859	27,274
Travel	-	237
	147,138	182,207
Project expenses [schedule]	2,990,543	2,637,966
<b>Total expenses</b>	<b>3,137,681</b>	<b>2,820,173</b>
Excess (deficiency) of revenue over expenses	(80,144)	(289,688)
Net assets at beginning of year	468,355	758,043
<b>Net assets at end of year</b>	<b>\$ 388,211</b>	<b>\$ 468,355</b>

# Aboriginal Tourism Association of British Columbia

## Statement of Cash Flows Year ended 31 March 2012

	2012	2011
Cash provided by (used in):		
Operations:		
Excess (deficiency) of revenue over expenditures	\$ (80,144)	\$ (289,688)
Add amortization, an item not involving cash	3,369	21,117
	(76,775)	(268,571)
Changes in non-cash working capital items		
Contributions receivable	(125,646)	243,507
GST/HST receivable	42,199	233
Prepaid expenses	(5,000)	3,842
Accounts payable and accruals	(51,712)	(57,391)
Deferred project funding	133,800	800,000
<i>Cash provided by (used in) operations</i>	(83,134)	722,620
Financing:		
Bank line of credit	-	(70,000)
<i>Cash provided by (used in) financing activities</i>	-	(70,000)
Increase (decrease) in cash position	(83,134)	652,620
Cash (overdraft), beginning of year	583,774	(68,846)
Cash, end of year	\$ 500,640	\$ 583,774
Supplementary cash flow information:		
Cash paid for interest on line of credit	\$ 11,311	\$ 11,358





## Conclusion

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.

“The Next Phase” in AtBC’s future is based on consultation with AtBC Stakeholders, economic assessment of consumer demand and timely sector research. AtBC is confident that the future of the Aboriginal tourism industry will enjoy continued sector growth and economic success.

This beautiful part of the world has been the most significantly populated area of North America by Aboriginal people for thousands of years. If British Columbia is “**Canada’s Gateway**”, Aboriginal Tourism operators in BC are more than ready to be the ambassadors to host all who visit this land.

## Be Part Of The Excitement!

AtBC encourages all interested individuals, businesses and organizations to work together with AtBC to help grow British Columbia’s Aboriginal cultural tourism industry. Through committed partnerships, all Stakeholders will benefit and communities in every region of the province will see increased prosperity.

**The Aboriginal tourism Association of British Columbia**  
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Email: [Info@AboriginalBC.com](mailto:Info@AboriginalBC.com)  
Website: [www.AboriginalBC.com](http://www.AboriginalBC.com)

**AtBC thanks its Funding Partners for their continued support.**



Aboriginal Affairs and  
Northern Development Canada

Affaires autochtones et  
Développement du Nord Canada

