



Teela Brooks, Klahowya Village Staff

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Git Hayetsk Dancers





## Background

The Klahowya Village experience in Stanley Park is a project strategy to promote the Aboriginal cultural tourism industry by taking advantage of a key gateway to British Columbia – Vancouver. The Klahowya Village creates a cohesive, branded and viable visitor experience, merging a more traditional artisan longhouse, craft activities and walking cultural interpretive tours with contemporary Aboriginal experiences, art and culture. This year was the fourth year Klahowya Village operated in the park, following the 2010 legacy from the Winter Olympic Games. Klahowya offers an interactive, engaging experience for all visitors. Once again, Aboriginal Tourism BC (AtBC) operated the miniature train, themed this year with the “Legend of the Spirit Bear.”

Building on knowledge and experiences from previous year of Klahowya Village, the Village opened on June 21, 2013. Based on peak visitor times from previous years, Klahowya Village opened daily at 11 am, staying open until 4 pm Monday to Thursday and 5 pm Friday thru Sunday (and statutory holidays). The Village included the Spirit Catcher Train (themed with the Legend of the Spirit Bear) as well as several scheduled free and paid for activities. This year, the Village was shrunk to the upper plaza, allowing more activities in a tighter space allowing greater ease for visitors to Klahowya.

Klahowya Village in Stanley Park is located within the traditional and shared territories of the Musqueam, Squamish and Tsleil-Waututh First Nations. With the support of all three Nations, AtBC was honoured to host the event in partnership with the Vancouver Parks Board. The three nations were engaged in discussion early on and were invited to participate in Nation Day weekends throughout the summer. Each of the respective Nations hosted a weekend including their own storytellers, weavers, artisans and dance performances.

Utilizing the existing pathways and open areas, Klahowya Village included 21 unique activities and stations for guests to visit including a new covered stage, the miniature train, a crafting workshop, a Metis trading post, Artisan Longhouse and 10 new story boards. Once again, the Village was free to visitors with the exception of the train and the craft workshop. Klahowya Village welcomed 34,665 in the 2013 season and included a noteworthy increase in foot traffic this year.

The Klahowya Village and Miniature Train experience provided a unique media and business opportunity to raise the profile of AtBC and its stakeholders. The 2013 Klahowya Village season once again included a Visitor Information Centre. This centre served to answer questions about programming in the Village and AtBC Stakeholders. This information was supported by the “Our Story. Your Experience” vignettes produced in 2012, as well as a product map. In addition to this, a Stakeholder Information booth was set up near the entrance of the Village supported by storyboards about each region, rack cards and contest information. Visitors were able to ask direct questions about product offerings, whereas staff were able to inquire about where the visitor traffic planned to visit.

Klahowya Village in Stanley Park supports AtBC’s mission to contribute to the preservation of Aboriginal culture and advancement of economic development through support, facilitation and promotion of the growth and sustainability of a quality and culturally rich Aboriginal tourism industry in British Columbia.

Klahowya Village in Stanley Park supports AtBC’s vision of a healthy, prosperous, strong, respectful and dynamic Aboriginal tourism industry, sharing authentic high quality products that exceed visitor expectations.

## Partnerships

AtBC has excellent partnerships with the tourism industry to create unique and entertaining cultural tourism experiences. The Klahowya Village in Stanley Park has continued to be a great opportunity to showcase the City and the diverse Aboriginal culture and would not be possible without our key partners including:



**Vancouver Parks Board:** Klahowya Village was only made possible with the important partnership with the Vancouver Parks Board. Together, the two organizations worked toward building an authentic cultural experience that will support awareness of the Aboriginal cultural tourism industry in British Columbia. Klahowya Village became a tourism event that was engaging, colourful and a welcome addition to Stanley Park. The Spirit Catcher Train themed as “Legend of the Spirit Bear” built on the great popularity of the park’s miniature railway programs—already among Vancouver’s most popular attractions. Additionally, Klahowya Village/AtBC were included in the Stanley Park’s 125<sup>th</sup> Birthday celebrations which included booths with information and rack cards at strategic meeting places throughout the park.

**Ministry of Jobs, Tourism, and Skills Training:** AtBC recognizes the support from the Province of British Columbia through the Ministry of Jobs, Tourism and Skills Training (MJTST). MJTST provided a financial contribution and provided other supportive assistance. AtBC met with the Travel Trade, Marketing and Media teams at MJTST and thanks these individuals for their assistance on building the awareness for Klahowya Village.



**Aboriginal Affairs and Northern Development Canada (AANDC):** AtBC recognizes the support from the Federal Government through Aboriginal Affairs and Northern Development Canada for supporting, in part, the Klahowya Village feasibility, business planning, capital and marketing costs for Klahowya Village in 2013.



Aboriginal Affairs and  
Northern Development Canada

Affaires autochtones et  
Développement du Nord Canada

The success of this year’s Klahowya Village wouldn’t have been possible without these key partners who provided financial support used primarily for staffing support and the acquisition of a Longhouse.



Finally, this season would not have been possible without the support of the Host Nations – Squamish, Musqueam and Tsleil-Waututh. The Spirit Catcher train theming would not have been possible without the permission and support from the Kitasoo/XaisXais. We would also like to thank the BC Métis Federation for their support in providing the exhibits that were part of the Métis Trading Post.

Each summer Aboriginal people from across British Columbia come together to build Klahowya Village to welcome visitors from around the world, and share authentic experiences, traditions and culture.

**Klahowya Village**  
in Stanley Park

Discover the Legend of the Spirit Bear.  
Open Friday, June 21, to  
Monday, September 2, 2013

[vancity.com/KlahowyaVillage](http://vancity.com/KlahowyaVillage)

# Objectives

To develop and deliver a world class, authentic 76-day Aboriginal cultural tourism experience, AtBC completed the following:

- Provide guests with an extraordinary Aboriginal cultural and interactive experience by honouring traditions, values, and a shared vision of authenticity.
- Ensure the highest level of guest satisfaction by delivering unparalleled cultural tours, performances, artisan kiosks, cuisine, and interactive displays to meet our guests' needs.
- Celebrate Aboriginal culture, traditions, and teachings.
- Provide viable business opportunities for artisans and craftspeople.
- Create a must-see tourism attraction and Aboriginal visitor experience in downtown Vancouver during the summer tourist season.
- Provide skill development and on-the-job training in tourism for Aboriginal individuals and the Trailblazer program.
- Build partnerships with communities and corporate sponsors.
- Maximize awareness of AtBC and its Stakeholders to national and international media.
- Identify and promote AtBC Stakeholder's business and sales opportunities.
- To meet or exceed visitation and ridership of the 2012 season.

## Goals

1. Spirit Catcher Train Ridership – 31,500 tickets
2. # of Trailblazer trained and hired – 14 Trailblazers
3. Increase the awareness of Aboriginal Tourism Stakeholders.
4. Top 25 Vancouver Attraction on Trip Advisor



Mike Retasket, Klahowya Village Staff

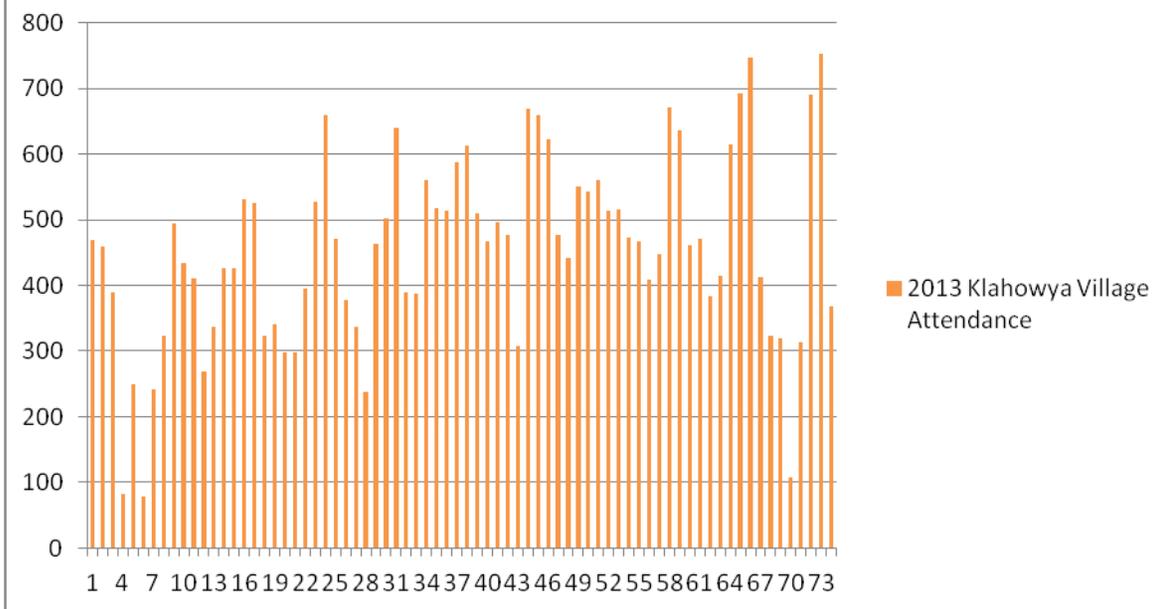
# Results of Klahowya Village in Stanley Park

## Train Ridership

Target: 25,950 Visitors

Outcome: **33,572**

### 2013 Klahowya Village Attendance



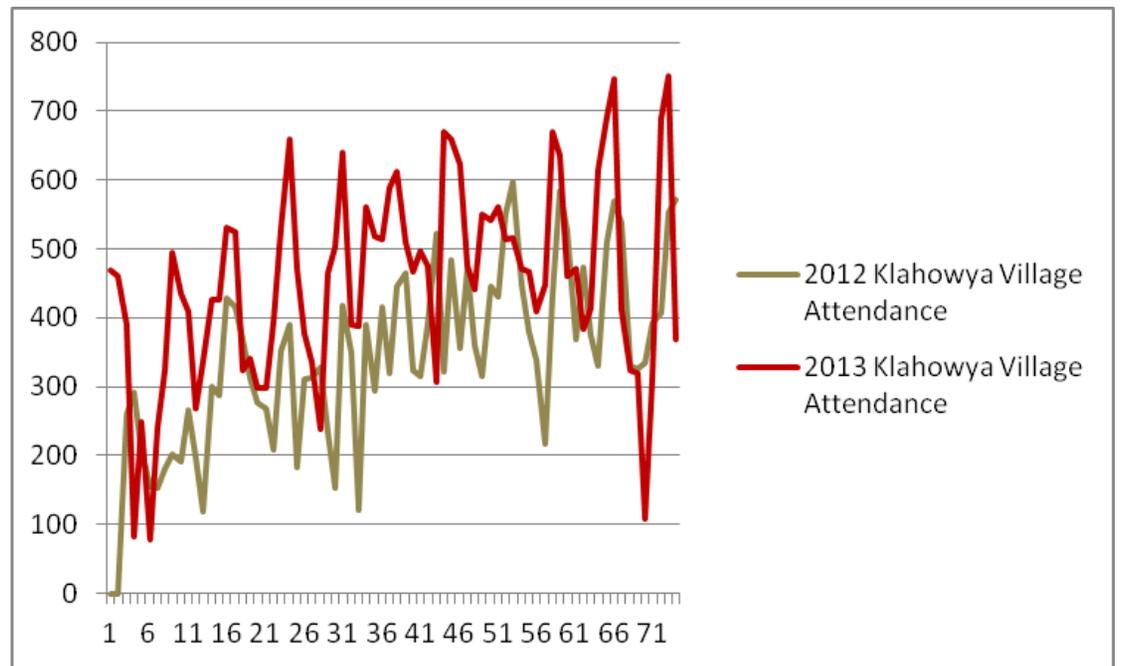
Klahowya Village in Stanley Park operated from June 21 (National Aboriginal Day) until September 2 (Labour Day) and the total number of full price riders on the train was approximately 33,572 people. This was an increase of more than 29.5% during the same time period in 2012.

In addition to these sales, in both the 2012 & 2013 season's, Klahowya Village offered a Groupon campaign with a reduced ticket price for purchase. It is important to note that due to the reporting style of the Groupon campaign, we are not able to include these numbers in the above image. While the offer was promoted to more than 436,000 people in the Lower Mainland, this year only 450 Groupons were purchased. Of these tickets 1082 were redeemed.

When Groupon numbers are considered, the total ridership for 2013 was 34,364, up 11.5% over the previous season (based on 30,962 tickets sold).



Schoahs Family, Klahowya Village



Daily visitor attendance averaged 442 guests (based on a total attendance of 33,572).

Overall, AtBC has established a first class tourist destination for all those who want to experience authentic Aboriginal culture in Vancouver. AtBC celebrated another successful summer in which it has continued to set foundations for the future success of Klahowya Village. This is also important in future years with the possible expansion of a permanent structure with the Vancouver Parks Board in the old Children's Farmyard.

### Pricing and Revenue

Following the overwhelming success of the discounted tickets last year post-fire, tickets were priced at \$5 per person to ride the train. Season's Passports were offered this year which included unlimited rides on the train, a colouring book with spots to collect stamps placed throughout the Village, a craft workshop and the download code for the train soundtrack (available at [bit.ly/SpiritBear](http://bit.ly/SpiritBear)). The Season's Pass was priced at \$20. Additionally, craft workshops were sold independent of the Passport for \$7; colouring books were sold for \$5. Overall, this pricing structure was well received by the locals and the visiting public.

The total revenue generated for Klahowya Village 2013 was \$165,804.



## Visitor Response

As Klahowya Village is still relatively new to the tourism scene in Vancouver, a major goal of Klahowya Village has been to increase responses on social media, encouraging others to visit. A heavily focused medium has been TripAdvisor as the operator is able to respond and interact with visitors who have responded.

The goal was to reach a Top 25 attraction in Vancouver for the 2013 season, which would put Klahowya Village on the first page of things to do in Vancouver. Klahowya Village staff distributed nearly 5000 reminder cards to guests encouraging these reviews.

The efforts resulted in a ranking of 38/175 attractions in Vancouver, with a 4 out of 5 star rating. A total of 37 reviews were written this season broken down with the following ratings:

- 37 reviews in 2013
  - 5 star rating - 26
  - 4 star rating - 5
  - 3 star rating - 2
  - 2 star rating - 2
  - 1 star rating - 2



The comments on TripAdvisor will be used to build on Klahowya Village in future years marking successes and places that have room for improvement.

*"If you want glitz or polish, this isn't it. If you want people who are genuinely excited about sharing their culture, this is a nice intro."*

*5/5—js\_in\_san\_jose, San Jose, CA*

A few examples of comments include\*:

### “Must visit, continues to impress.... support local history”

Reviewed August 31, 2013 I have come down to visit Klahowya Village every summer for the last 3 years and can see how extremely well managed it is . It improves every year and there is always something different to see. I am intrigued by our native ancestry in BC and feel how crucial it is to learn about our native people and ensure that our history is preserved and taught to our future generations. What a great place for Canadians to experience native values and culture and as well for tourists from other countries to come learn about BC history and enjoy great aboriginal dance performances .Relaxing and enjoyable great atmosphere and will continue to visit. Knowledgeable and friendly staff. – 5/5 localguy2013, Vancouver

### “Amazing experience”

Reviewed July 29, 2013 This stop was one of the highlights of our 18 day trip. The Klahowya Village, with train ride, clearly defined the ancestry of the area. Tribes people are readily on hand to explain any and all aspects of their heritage and way of life. A truly rewarding experience!!! -5/5 Christine D, Mantua

### “Preschool Fieldtrip!”

Reviewed July 19, 2013 We took our Preschool Singing Frog Aboriginal Headstart class to Klahowya it was an amazing experience! we went on the spirit train, were able to participate in a smudging ceremony,watched a performance, and had our own tour. We learned alot of valuable teachings from the village and the dancers. the staff were friendly and patient with our little ones! Thank you for the great experience.We look forward to our next visit. – 5/5 Diana J, Vancouver

### “A good place to go”

Reviewed July 18, 2013 [via mobile](#) It's a great place to learn about Aboriginal people's values and spirit.It's also a unique place for visitors to see a part of history and culture of Canada. Thanks Forest and his co-workers, who are energetic and knowledgeable guides in the village. I highly recommend that klahowya village is a good place to go to. – 4/5 Mayy1207

*“The programming was great. Not only did my girls enjoy the train ride but they also loved being part of the story-telling, learn to sing and drum workshop and the dance performances. Everything was interactive and well-orchestrated.” – 5/5 Dana S, Squamish*

\*For a full list of TripAdvisor responses please see Appendix

## Group Tours & Special Events

Another successful programme at Klahowya Village was the promotion of group tour packages. The a-la-carte programme options included options for private walking tours, storytelling, train rides, catered lunches and craft workshops.

In total, Klahowya Village hosted 34 pre-booked groups this season totalling more than 900 visitors.

For the first time this year, Klahowya Village hosted an Aboriginal 'Four Directions' Fashion Show to promote First Nations fashion designers. The event included 4 local designers and was a draw for local fashion media. Models from a local agency donated their time, as did the makeup artists and show organizers. The event was a great showcase of modern Aboriginal art in motion.

Klahowya Village was also promoted as a location for evening events. Two events were hosted this summer:

- The BC Metis Federation rented the space for an evening of culture and a barbecue fundraiser. In addition to the rental fee, Klahowya Village was able to host a cash bar.
- AtBC hosted an evening event for a group of Australian delegates. As part of a familiarization tour, the tour included a catered dinner from Salmon n Bannock Bistro and a cultural performance by Lelala Dancers. Tables were set in front of the stage for a higher end "dinner and a show" feel, which was very well received by the visitors.

## Support of the Spirit Bear

Klahowya Village worked in partnership with Spirit Bear Coffee Company to sell Spirit Bear souvenirs in support of foundations that do work with the Spirit Bears in captivity. Gifts included Spirit Bear Coffee beans, mugs and teddy bears.

Profits from the sales of these items will be donated to these foundations.

## Key Attractions and Elements:



## New Elements

### *Spirit Bear Story - Klahowya Train Experience:*

The 13 minute Aboriginal-themed train ride is designed for adults and children of all ages. A custom Aboriginal-inspired audio track, with the story of the Spirit Bear, was a crowd favourite. This year welcomed the Spirit Bear as a new character (played by 3 youth) and a Raven.

The Spirit Bear story taught riders about encroaching on natural habitats and human impact – using both traditional and modern stories about the Spirit Bear. The voice over on the train coupled with the live performers, singing and drumming, captured the imagination of the children and their parents.

### *Aboriginal Visitors Info Centre & Stakeholder Booth:*

Stakeholder promotion was provided to guests in the centre of the Village. The Info Centre represented all of AtBC's Market-Ready stakeholders by providing visitors with a map of the province and regional rack cards. The AtBC Info Centre was open daily, during train hours. A

draw for the Information Booth was the "Our Story. Your Experience." videos produced in 2012, which provided guests with a visual and inspiring take-away from the Village. Many guests inquired about the videos and the products featured.

New to the Village this year was the AtBC Stakeholder Booth. The area was used to promote AtBC stakeholders, addressing previous complaints that not enough promotion was done throughout past seasons. Klahowya Village and AtBC staff members were available to assist with guest questions. This booth was supported by storyboards about each of the regions including product listings for each. These were highlighted during the walking tour with staff as well.

### *Special Weekend Events:*

Due to the shortened season, there were eleven weekends while the Village was open. Four of these weekends were Nation Days weekends, where members from the Host Nations were invited to bring their culture, crafts and nation members to the Village. These events included Musqueam, Squamish, Tsleil-Waututh and Metis Days. Specific dates for these events are listed below:

- June 28 – June 30: Squamish Nation Days
- July 26 - July 28: Musqueam Nation Days
- August 23 – August 25: Tsleil-Waututh Nation Days
- August 30 – September 1: Metis Days

The Nation Days were very well received both by the public and the members of each Nation. In addition to these days, the Klahowya Village weekend performances included Git Hayetsk, Lelala, the Lake Babine Dancers and Singers, Alex Wells (and friends), Spakwus Slulum, and Sts'ailes Sasquatch Dancers.

### *Tepee, Longhouse:*

This year AtBC/Klahowya Village purchased a Longhouse to be included at the Village this year. The Longhouse was used to host several artisans over the course of the summer, giving them a safe, secure and dry place to sell their wares. Additionally, the BC Metis Federation supported an exhibit at the Village which included a tepee that guests could go into. These two buildings were supported with storyboards from last year.

### *Artisan Village:*

This year, Klahowya Village welcomed five full time artisans: Sky Spirit Studios, Spirit Works, Infinity Design Studio and Derrick Whiteskycloud. In addition, several other vendors participated on weekends, or for shorter periods of time. All of the participating vendors have become AtBC Associate Stakeholders and are working with our staff for inclusion in the Authentic Aboriginal programme for artists.

The Nation's also brought their artisans for their respective weekends. These artisans included Métis sash weavers, cedar and wool weavers and jewellers.

The Artisan pathway created a venue where visitors could be guaranteed and authentic Aboriginal product; all products were designed, manufactured and sold by Aboriginal people. The artisans were located on the main pathway through Klahowya Village, ensuring the greatest amount of visitor traffic would see their product.



### *Stage:*

Klahowya Village had live performances everyday. The performances were at 12:30 pm and 2:30pm on these days, and were approximately 30 minutes in length. On the weekends, the performance included troops from the Host Nations, local performers and others who had travelled from great distances. So as not to disappoint the visitors who did not make the weekend shows, Klahowya Village staff were encouraged to perform during the week. These included solo dances and group drumming/singing and dance performances from many members of the staff.

The stage was moved to the centre of the Village, utilizing the stage from the other themed trains. The position of the stage gathered some of the largest crowds we have ever seen to the Village. Due to extremely good weather conditions this season, all the shows were performed on the outdoor stage.

### *Three AtBC Entrances:*

The entrances to the Klahowya Village were simplified this year to feature the AtBC logo. Large orange hands were fastened to the gates leading from the parking lot, from Lumberman's Arch and from the concession stand.

### *Ten New Storyboards:*

Storyboards were created for displays inside Klahowya Village. Themes of these storyboards included regalia, cedar/wool weaving, canoes, Stories of Stanley Park and a storyboard for each of the regions. These storyboards (in addition existing boards about housing and the protocol 3 Host Nations boards) were also utilized by staff during their cultural tours (part of regular daily programming).

### *Klahowya Village Passport:*

For the first time this year, Klahowya Village offered a passport, available for purchase. This included unlimited train rides, a colouring book (for collecting stamps), a craft workshop and the download code the soundtrack. The stamps (placed throughout the Village) were one of the highlights for children, who eagerly travelled station to station to collect them!

Children of Takaya, Tseil-Waututh Nation Days





## Existing Elements

### *Storytelling Circle:*

This area is designated for selected storytellers to share Aboriginal stories and legends. Due to popular demand, AtBC programmed daily storytelling and utilized cedar benches for participants.

### *Spirit Stone Pathway:*

The series of flat stones were laid beside an existing path on the site. The stones have totemic figures sandblasted into them, reminiscent of traditional petro glyphs.

Signage beside each stone told visitors which spiritual quality each figure stands for so they could determine which totem best represents their own characteristics. Many of the artisans on site were then able to create items for purchase representing these animal characteristics.

## Daily Operations

### Staffing

Klahowya Village operated with approximately 15 full/part time positions and was managed by two AtBC staff members. As the season progressed, several staff left to pursue other endeavours leaving the 11 full time staff. The staff was comprised of train performers, Information Centre staff, greeters, cultural guides, crafting teachers, storytellers and dancers.

Many staff members returned from the previous season and were complemented by outstanding new staff. Each of the staff members were given daily programming activities throughout the day as well as shifts in the Information/Stakeholder booths.

## Programming for Klahowya Village 2013

The programme schedule was posted at the Information Centre where guests were able to stop and ask questions about upcoming activities. Additionally, several reminder cards were posted for guests to take at the Village. These programmes were also distributed to local hotel concierges and Tourism Vancouver, as well as being available on [www.KlahowyaVillage.com](http://www.KlahowyaVillage.com). Announcements about upcoming activities were made in a timely manner at the Village.

Klahowya Village staff and artisans were responsible for programming outside of the train. All of the programming took place in the figure-eight pathway around the plaza area. The strategy for this year's programming was to ensure that visitors to Klahowya could potentially spend the day with us. As such, the programming was staged every 15-minutes so visitors could move from one area to another and participate in various activities.

*"It improves each year and there is always something different to see." - 5/5 localguy2013, Vancouver*

### *Weekday Programme (Monday to Thursday)*

- 11:00 Opening Prayer/Song
- 11:15 Meet and Greet the Train Characters
- 11:30 Craft Workshop
- 11:45 Weaving Demo
- 12:00 Storytelling
- 12:15 Artisan Demo
- 12:30 Cultural Performance
- 12:45 Learn to Drum and Sing
- 1:00 Cultural Tour
- 1:15 Meet and Greet the Train Characters
- 1:30 Craft Workshop
- 1:45 Weaving Demo
- 2:00 Storytelling
- 2:15 Artisan Demo
- 2:30 Cultural Performance
- 2:45 Learn to Drum and Sing
- 3:00 Cultural Tour
- 3:15 Meet and Greet the Train Characters
- 3:30 Craft Workshop
- 3:45 Closing Prayer/Song



Forrest George, Klahowya Village Staff

### *Weekend Programme (Friday to Sunday & Holidays)*

- 11:00 Opening Prayer/Song
- 11:15 Meet and Greet the Train Characters
- 11:30 Craft Workshop
- 11:45 Weaving Demo
- 12:00 Storytelling
- 12:15 Artisan Demo
- 12:30 Cultural Performance
- 12:45 Learn to Drum and Sing
- 1:00 Cultural Tour
- 1:15 Meet and Greet the Train Characters
- 1:30 Craft Workshop
- 1:45 Weaving Demo
- 2:00 Storytelling
- 2:15 Artisan Demo
- 2:30 Cultural Performance
- 2:45 Learn to Drum and Sing
- 3:00 Cultural Tour
- 3:15 Meet and Greet the Train Characters
- 3:30 Craft Workshop
- 3:45 Weaving Demo
- 4:00 Storytelling
- 4:15 Artisan Demo
- 4:30 Learn to Drum and Sing
- 4:45 Closing Prayer/Song

## Village Branding and Way-finding

Keeping with the theme of the Spirit Bear, the perimeter of the Village was lined with large banners featuring the logo, Klahowya Village and the website. These were located at the main parking lot entrance. Another banner was placed on the roof of the Longhouse for the numerous float planes that travel overhead each day. Large information signs were also placed at the parking lot entrance, the Lumberman's Arch entrance and near the bus stop (located beside Klahowya Village). These included pricing, wayfinders, information about the Village and website information.

Village way-finding signs were placed throughout the park to guide visitors to the Village. In total, 7 signs were strategically placed at 'turning' points throughout the park to increase visibility. The signs were printed in bright turquoise which stood out compared to other park signs.

Within the Village, the same turquoise colour was used for activity way-finding signs. Spirit Bear cut-outs were placed throughout the Village and along the train route for photo opportunities. The image was designed by Andy Everson of Komoks First Nation.

Aboriginal Tourism BC branding was also used as the background to the stage. The Information Centre/ Stakeholder Booth were branded with the AtBC logo as well, supported by information about AtBC at its stakeholders in the centre. This was further branded by including the AtBC Attractions Map in the Info Centre.

## Training and Staff Development

Klahowya Village continued to work with Aboriginal youth interested in tourism. AtBC provided tourism training experience for 15 Aboriginal youth. Seven of the staff at Klahowya Village returned from previous seasons. The returning staff was utilized for their Trailblazer skills to mentor and work with new staff. This mentorship and hands-on experience at Klahowya provided all employees with tourism industry experience. Each of the staff were wonderful ambassadors to Aboriginal Tourism. In addition, three of the new staff had completed training programmes at another Aboriginal Tourism product, demonstrating exceptional leadership and tourism knowledge.

Of the trained staff:

- 3 staff members are returning to school – two returned to high school, one is enrolled to take Aboriginal Tourism at Native Education College.
- 3 staff members have gained full time employment – both of these individuals have secured full time work for the winter months.
- The remainder of the staff will either be returning home or will be staying local and looking for employment. We are confident that these individuals will be able to use their skills learned at Klahowya Village to secure future work!



## Marketing and Media Relations

### About Klahowya Village

Klahowya Village in Stanley Park with its famous miniature train is a spectacular showcase of Aboriginal culture and fun for kids and adults alike. Travel through the lush forest in Stanley Park and listen to a modern day story with a traditional twist as Aboriginal youth act out the story while you ride. Klahowya Village is one of Vancouver's top tourism attractions, and also features cultural programming, art and cuisine seven days per week. Admission is free. Check [aboriginalbc.com](http://aboriginalbc.com) for details.

### Klahowya Village Facts

#### Dates and Hours of Operation:

- June 21 to September 2, 2013
- Monday to Thursday 11 am to 4 pm
- Friday to Sunday and Holiday Mondays 11 am to 5 pm

#### Admission:

- General admission FREE!
- Spirit Catcher Miniature Train  
\$5 each ride
- Season's Passport – includes unlimited ride pass, colouring book with stamps, craft workshop and download code for the story  
\$20 each pass

#### Location:

- Miniature Train Plaza in Vancouver's Stanley Park off Pipeline Road

#### TransLink:

- #19 bus stops at the west entrance to Klahowya Village

Check [www.klahowyavillage.com](http://www.klahowyavillage.com) for map, information on artisans, special events and more.





### Overall Goal:

To attract over 25,950 paying visitors; representing \$165,000 in revenue for the Spirit Catcher train experience

### Target Markets:

- Families with children living in the Lower Mainland area
- Families with children and couples visiting British Columbia
- Visitors to British Columbia booked on any of the Sightseeing Companies (Big Bus, Big Pink Bus, Vancouver Trolley, West Coast Sightseeing Tours, etc.)
- Tour groups visiting British Columbia (International Tour Operators)

### Summary of Tactics:

**Tactic 1: Social Media** Run an effective social media campaign that informs and engages the audience of upcoming special events, and daily programming at KV. Goal is to build excitement and word of mouth especially amongst the Lower Mainland residents.

**Tactic 2: Marketing Tools / Advertising** Develop marketing and sales tools to create awareness of Klahowya Village resulting in higher visitations.

**Tactic 3: Sales and Promotional Activities** Execute sales and promotional activities with local partners, hotels, visitor centres and local sightseeing bus companies to ensure that each of these providers / referrers promote KV to their clients.

**Tactic 4: Media Outreach** Generate editorial coverage in relevant publications and online channels to increase awareness of Klahowya Village resulting in higher visitations.

**Tactic 5: Work with the Travel Trade** to ensure the local travel trade is pushing KV to their clients during the summer of 2013 and that KV is included in international tour operator offerings for 2014.

**Tactic 1: Social Media** Run an effective social media campaign that engages and informs the audience of upcoming special events, and daily programming at KV. Goal is to build excitement and word of mouth especially amongst the Lower Mainland residents.

Objective	Responsible	Activities	Outcome
Run a contest prior to KV opening to vote for the miniature train theme	Update Company/ Craig	Posted 4 potential themes for the public to vote on for this year's miniature train: thunderbird, orca, wolf, Spirit Bear	Spirit Bear theme won by 51 %
<p>By September 2, 2013 grow the number of <b>Facebook likes</b> by 50% - total of 4,050 likes. By September 3, 2012 grow the number of <b>Twitter followers</b> by 20%.</p> <p>Provide daily updates, monitor social media engagement and ensure that the audience understands the main message "the train experience" as well as the current events and the programming to entice visitation</p>	Teresa / Update Company	<p>Posted Klahowya Village commercial</p> <p>Posted a collection of train images from Sean's shoot</p> <p>Ran Facebook ads targeting women with kids in the Lower Mainland.</p> <p>Featured daily posts and up-to-date images on KV's Facebook page</p> <p>Use email marketing to update unique viewers about contest</p>	<p>Commercial viewed 785 times on YouTube channel</p> <p>Exceeded goal with over 6,700 Facebook fans to date</p> <p>With 6,700 fans, the total organic reach for Klahowya Village posts is now more than 271,000.</p> <p>Over the season – 137 new posts by KV Management and Update Company which led to 12,900 interactions and 9,100 comments on the page</p> <p>Klahowya Village now has 581 followers on Twitter</p> <p>Facebook Ads generated 11,550 clicks, 17,875 actions and 2,334,764 impressions</p> <p>Sent 1 email to 2,495 unique subscribers</p> <p>1,050 unique opens (estimated, 44%) 337 recipients clicked a link (32%) 96 could not be delivered (4%) 71 people unsubscribed (3%) 9 people marked as SPAM (0%)</p>

Objective	Responsible	Activities	Outcome
Run contests through social media channels throughout the summer	Craig/KV Management/ Update Company	Ran a successful contest to increase 'likes' on KV's Facebook page, promoted on Twitter	<ul style="list-style-type: none"> <li>• 2,758 unique entries</li> <li>• 1,731 Facebook shares from the contest app</li> <li>• 4,998 entries total after counting bonus entries for shares</li> <li>• Gathered 2050 email addresses (74% opt-in)</li> </ul>

Klahowya Village iPod Giveaway, Design—Andy Everson



**Tactic 2: Marketing Tools / Advertising** Develop marketing and sales tools to create awareness of Klahowya Village resulting in increased ridership on the miniature train.

Objective	Responsible	Activities	Outcome
Utilize existing <b>micro site</b> for Klahowya Village that showcases up-to-date events and information.	Craig	Launched <b>micro site</b> on July 9, 2012 Micro site shows calendar of events and up-to-date information, commercial, map of how to get to the Village	<ul style="list-style-type: none"> <li>• 5,960 unique page views</li> <li>• 2nd most popular page on the website (after the home page)</li> </ul> <p>In addition to the KV web page, KV has a listing similar to other Marketing Stakeholder listings. The KV listing was the 4th most popular listing on <a href="http://AboriginalBC.com">AboriginalBC.com</a></p>
Bus wrap to increase awareness amongst sightseers	Not completed	In the interest of maintaining a cohesive brand on their own, the bus company chose not to wrap busses this year	Klahowya Village bus remained wrapped until mid-July (for free) Partnered with bus companies on their coupon distribution
Place <b>KV ads</b> in relevant publications to reach the sightseers and visitors to Vancouver	KV Management	Placed Klahowya Village advertisement on Stanley Park, Big Bus/ West Coast and Trolley Maps Placed KV Ads on #19 Trolley Bus Routes (Transit)	Maps created awareness amongst guests visiting Stanley Park. Klahowya Ads placed in 100 Trolley Buses as those buses travel the #19 route into the park. KV Ads mentioned by several guests; interest from Transit Bus drivers
Produce and print <b>rack cards</b> and <b>special coupons</b>	Craig/Teresa	Designed and printed 5,000 rack cards and 2,000 coupons	Rack cards and coupons were used at KV's promotional events during the summer, as well as distributed to the local travel trade, hotels, sightseeing companies and Visitor Centres.

**Tactic 3: Sales and Promotional Activities** Execute sales and promotional activities with local partners, hotels, visitor centres and local sightseeing bus companies to ensure that each of these providers / referrers promote KV to their clients.

<p>Produce and air <b>KV Commercial</b> on Global News at the beginning of the season</p>	<p>Jar Design/KV Management</p>	<p>Produced 30-second KV commercial Booked TV ad space with Global TV during for end of July through to August</p>	<p>Commercial ran from July 10 – August 18, 2013 during Global TV’s News Hour in the mornings and evenings. The commercial can be viewed on our YouTube channel.</p> <p>In addition, Global ran free commercials on Global One and promoted KV through their networks Klahowya Village was also featured on Global TV’s “In the Mix” for things to do in the city</p> <p>Commercials spread awareness of Klahowya Village and KV experienced overall increased visitation following the commercial.</p> <p>The commercial reached 2,735,100 people during its airing</p>
<p>Aim for <b>top 20 attraction</b> on <b>TripAdvisor</b> during the season.</p>	<p>KV Staff/Update Company</p>	<p>Managed positive audience engagement to stimulate high-rankings. Invited visitors to rate experience on TripAdvisor by handing out reminder cards at KV</p>	<p>Currently ranked 38/175 Attractions in Vancouver. Rated 4 out of 5 37 reviews in 2013</p> <ul style="list-style-type: none"> <li>5 star rating - 26</li> <li>4 star rating - 5</li> <li>3 star rating - 2</li> <li>2 star rating - 2</li> <li>1 star rating – 2</li> </ul>
<p>Produce radio commercial to air during peak radio hours</p>	<p>Not completed</p>	<p>Several attempts to reach the radio stations did not result in a call back for on-site radio</p>	<p>Used remaining budget from this line towards additional TV commercials</p>
<p>Secure radio broadcast from KV to increase interest from the local Lower Mainland market resulting in increase ridership on the train</p>	<p>Not completed</p>	<p>As above</p>	<p>As above</p>

Objective	Responsible	Activities	Outcome
Cross promotion at the Easter Train to capture local market	Linda	Organized Klahowya Village staff to attend event  Distributed coupons to return to Klahowya Village	Overall well received at a very busy event Several coupons returned to the Village over the summer
Participate in the <b>Canada Day Parade</b> to build awareness of KV prior to the opening.	Teresa / Linda	Participated with float including Klahowya Village Characters	Estimated 250,000 people attended the parade and 99,000 viewers watched the parade on TV.
Execute successful <b>Grand Opening Event</b> at Klahowya Village on June 21, 2012.	All	Executed successful Grand Opening Event at Klahowya Village on June 21, 2012.	Approximately 300 people attended the opening event, including representatives from the 3 Host Nations, funding partners, sponsors and the ITA. Additionally, many hotel partners attending and took promotional materials to distribute over the summer
<b>Partner with various sightseeing companies</b> and tap into their client database to spread the Klahowya Village message.	KV Management/ Dana	. Met with local tour operators and sightseeing companies to include KV on their marketing materials and itineraries.	Included on local maps  Included as optional outing on Destination America's tour as well as several ESL itineraries

<p>Run a successful <b>Groupon Campaign</b> and reach visitors following the campaign with Groupon Now.</p>	<p>Craig/ Teresa</p>	<p>Groupon Campaign ran on July 17, 2013</p>	<p>Deal was emailed to 436,859 Groupon subscribers</p> <ul style="list-style-type: none"> <li>• 450 Groupons sold</li> <li>• Earned \$4,018.50</li> <li>• 229 groupons redeemed</li> </ul> <p>245 Likes for the Deal on <a href="http://Groupon.com">Groupon.com</a></p> <p>Second only to Facebook as a referral source on <a href="http://AboriginalBC.com">AboriginalBC.com</a></p> <p>Of the customers who used their Groupon:</p> <ul style="list-style-type: none"> <li>o 71% were new to Klahowya Village</li> <li>o 74% would recommend Klahowya Village to friends</li> <li>o 77% were female</li> <li>o the majority were between 36 and 50 years of age</li> </ul>
<p>Conduct <b>Sales Blitz</b> and visit Hotel Concierges on the North Shore and in Downtown Vancouver, as well as TVan's Visitor Centre staff to drop off rack cards and free staff tickets</p>	<p>KV Staff</p>	<p>Conducted sales blitz throughout the summer</p>	<p>Visited 20 hotels and visitor centres during the sales blitz</p> <p>Left rack cards and programmes. Front desk and concierge staff were all eager to recommend the KV experience and several phoned back for more materials</p>
<p>Partner with Destination BC to include KV in their marketing efforts</p>	<p>Paula/ Dana</p>	<p>Met with DBC to discuss cooperative marketing</p>	<p>Klahowya Village listing on <a href="http://hellobc.com">hellobc.com</a></p>
<p>Partner with Industry Partners and DMOs to receive additional promotion through their marketing channels</p>	<p>Paula/ Dana</p>	<p>Met with Tourism Vancouver</p>	<p>Featured on TVan's things to do in the summer; supported by racking KV cards during the summer at visitor information centre</p> <p>Featured on Vancouver Coast and Mountains listing page</p>

<p>Conduct sales blitz's and visit hotel concierges on the North Shore and Downtown Vancouver as well as at Tourism Vancouver's Visitor Centre to drop off rack cards and programs</p>	<p>KV Staff</p>	<p>Met with hotel concierge staff, TVan staff and encouraged them to come visit the Village</p> <p>Provided information including rack cards, promo tickets and programs for the concierges and TVan staff</p>	<p>Several concierges and TVan staff visited the Village</p> <p>Regular check-ins with Tourism Vancouver kept rack card stocked all summer.</p>
<p>Promote Klahowya Village to local elementary schools and Aboriginal education coordinators for booked group tours in the shoulder season. Possible discounts to school groups to train KV staff for summer.</p>	<p>KV Management</p>	<p>Discussed tour options with several school groups prior to opening at Klahowya Village</p>	<p>6 groups of school kids visited the Village on opening day and included the train and cultural tours with traditional welcomes</p>
<p>Target summer camps and local daycares to encourage visits to the Village</p>	<p>Melanie/KV Management</p>	<p>Email/phone contact made with several local child care options</p>	<p>Resulted in 8 organized booked tours with KV staff for daycamps/groups</p> <p>Numerous other camps visited the village and made arrangements to visit on their own</p>

**Tactic 4: Media Outreach** Generate editorial coverage in relevant publications and online channels to increase awareness of Klahowya Village resulting in higher visitations.

Objective	Responsible	Activities	Outcome
By September 3, 2013 approach Lower Mainland <b>TV news</b> to report on the event; secure <b>5 stories</b> in publications and online channels (blogs) and <b>3 radio stories</b> .		On January 21 a press release and back-grounder was sent out re: the Klahowya Village  Sent out invites to media contacts for grand opening	Included in Shaw TV's "go Vancouver!" Featured in National Geographic Traveller China – with Git Hayetsk, publication pending Two radio interviews during Stanley Park 125 on CBC Featured as part of CTV's "Weekend in the Park" prize package during Stanley Park's 125 Celebrations.
Approach local bloggers who produce family oriented content and visitor content	Craig/ Update Company	Contact bloggers via social media channels  Invite bloggers to promote/visit	Rebecca Coleman – "Mommy Blogger" visited the Village with her son to check out and promote the site.  Rick Shetty daddyblogger.ca posted about Klahowya Village

“[Our guide] was a joy to interact with. I would recommend this attraction especially to visitors with children or friends if you are looking for something fun, educational and free to do!” - 5/5 Jasmine J, Vancouver

"I had a great experience at Klahowya Village. Walking in at the beginning of the day, we were greeting with an incredible honor song and invited to smudge... an unexpected part of my journey that day."

- 5/5 Michele R, Surrey

**Tactic 5: Work with the Travel Trade** to ensure the local travel trade is pushing KV to their clients during the summer of 2013 and that KV is included in international tour operator offerings for 2014.

Objective	Responsible	Activities	Outcome
Work with the travel trade to ensure KV is included in travel offers. Include 3 group bookings from these operators	Dana/KV Management	Stay in contact with operators	Included 3 travel trade tours this season – Destination America, MYK Enterprises and Club ESL
Send out updates to travel trade during the summer months	Dana	Included Klahowya Village in "What's New" travel trade pamphlet  E-blast to travel trade as well as individual contacts with key partners	Several booked group tours  Interest in including Klahowya Village next year.

## Budget

### Budget for Klahowya Village

As of September 15, 2013

		Original Budget	Actual
<b>Revenues</b>			
#1	Train Revenue from VPB	\$30,000	\$45,125
#2	Corporate Sponsorship (net)	\$40,000	\$40,170
#3	AtBC Investment	\$130,000	\$130,000
#4	Group Bookings	\$0	\$3,304
Total Revenues		<b>\$200,000</b>	<b>\$218,599</b>
<b>Expenditures</b>			
#1	Village Theming / KV Passport Stations	\$35,000	\$33,974
#2	Retheming Klahowya Village Mini-Train	\$35,000	\$29,555
#3	Train Performer Wage	\$40,000	\$78,656
#4	Klahowya Village Plaze Area - Misc.	\$22,000	\$23,658
#5	Live Performances	\$33,000	\$34,103
#6	Marketing	\$35,000	\$22,015
Total Expenditures		<b>\$200,000</b>	<b>\$221,961</b>
<b>NET INCOME</b>		<b>\$0</b>	<b>-\$3,362</b>

## Next Steps...

The Klahowya Village closed in September 2013, but the attraction's strong attendance – which surpassed the previous season's ridership on the train – have further demonstrated the marketing potential this event has for the Aboriginal Tourism industry. The 2013 season saw some of the largest visitor ridership in Klahowya Village history.

This season has taught AtBC that this event is most successful if the business planning, execution and staffing is maintained close to the organization. In addition to this, Klahowya Village has just begun to scratch the surface in terms of relationships with operators, making a name for itself in the tourism industry – continuing to fill a void for Aboriginal Tourism products in Vancouver. With these knowledgeable insights, Klahowya Village can no doubt be successful in 2014.

Some of the Klahowya Staff celebrating our 5000th like on Facebook!



## Appendix A - TripAdvisor Comments

### ["Great experience, great people. I enjoyed the visit!"](#)

Reviewed September 7, 2013 I recommended for families with children, we enjoyed very much the dance and music. They have a short train ride that explains about their culture and the environment. – 5/5 MarielaAlejandra, Toronto

### ["Very good overview to native culture"](#)

Reviewed September 7, 2013 We really enjoyed the visit here coming from Germany. A very big surprise was the guided tour with three natives representing three different tribes who explained their culture from their own perspective. – 5/5 Nobody N., Steinbach, Germany

### ["Look, Mommy, it's a story train!"](#)

Reviewed September 4, 2013 The guide books say it's a 15-minute train ride through the forest. What it DIDN'T say was that it was a train with a story and a moral. My older child was initially excited that there was a story, but the 4 year old got bored with the story about 3 minutes in (because it was kind of rambling and made not a lot of sense), and my husband and I were only slightly making fun of the badly costumed actors doing what I can only imagine were interpretive dances. We may have taken pictures of the actors incredulously because they were just ridiculous looking. My 18 month old was bored as well, which was kind of surprising since they had both been on shorter miniature train rides with no story and LOVED it. I think maybe the story was a little tiring? It was a long train ride, and I think \$5 a person, so I think it was worth it. We didn't bother with the rest of the village since it kind of looked like an empty farmer's market. – 3/5 top001, Los Angeles

### ["Not as good as it used to be"](#)

Reviewed September 2, 2013 It must have been transferred to a new group because the new story that they have on the train is not as good as it was in the past. Costumes for the actors who are in the park during the train ride are not good. I realize it is not going to be a Broadway production, but keep I would not recommend it. I hope it is better next year. – 2/5 DGT Dude, Canada

### ["A journey to the past"](#)

Reviewed September 2, 2013 I really enjoyed my visit here. It reminded me of growing up on the prairies of Saskatchewan. It is in a lovely setting. My whole family loved it. The shows were well done. – 5/5 timlikesun, Vancouver

### ["Interesting intro to First Nations People of BC"](#)

Reviewed September 2, 2013 We heard the drums, so had to go visit the Village--didn't know it was there from our materials about Stanley Park. We were lucky that it was late afternoon, so not crowded. We had a guided walk through the village, with explanations about the carvings, weaving, etc. Got to make cedar bark bracelets (harder than it looks to make it tight and even), and heard a wonderful singer/story teller. If you want glitz or polish, this isn't it. If you want people who are genuinely excited about sharing their culture, this is nice intro. – 5/5 js\_in\_San\_Jose, San Jose, CA

### ["Must visit, continues to impress..... support local history"](#)

Reviewed August 31, 2013 I have come down to visit Klahowya Village every summer for the last 3 years and can see how extremely well managed it is . It

improves every year and there is always something different to see. I am intrigued by our native ancestry in BC and feel how crucial it is to learn about our native people and ensure that our history is preserved and taught to our future generations. What a great place for Canadians to experience native values and culture and as well for tourists from other countries to come learn about BC history and enjoy great aboriginal dance performances .Relaxing and enjoyable great atmosphere and will continue to visit. Knowledgeable and friendly staff. – 5/5 localguy2013, Vancouver, BC

### “So-so”

Reviewed August 31, 2013 I cannot fault the sincerity of the ‘First Nation’ people who are providing this opportunity for Vancouver locals and visitors to experience their values and culture. However the whole site is a bit underwhelming. Aspects were great: For example; a fine dance performance with great masks. But then there were the boring tents with bored exhibitors. This site has lots of potential but is currently just offering ‘plastic culture’. – 2/5 Al\_paca10, Hamilton, NZ

### “A Great Introduction to BC Native History and Life”

Reviewed August 26, 2013 Our guide Kim was truly terrific - she is a native of BC and went out of her way to explain native history and current issues. If you are in Stanley Park, do make use of this free tour through several Native artefacts - it is located near the miniature railway - between the railway and the aquarium. – 5/5 HannahHughes, A Canadian in Wales

### “What an embarrassment”

Reviewed August 26, 2013 I went to this 'experience' out of curiosity. It looks more like a tent city than a proper display of First nations. I was confused by the Metis exhibit. Their are empty tents and buildings. Few carvers or artisans on site. Staff are wearing T-shirt uniforms - how authentic is that? This place is so oversold and under performing it is a waste of visitors time. It is a short cut through to the Aquarium which is a must do for visitors. The train ride is cute - the train part of it. The journey through the technicoloured exhibits is just plain sad. 1/5 DMC90, Vancouver

### “Great first hand experience”

Reviewed August 18, 2013 First time visiting Klahowya Village in Stanley Park, From the aboriginal vendors to aboriginal performances. Caught the 1230pm performance on Sunday, Aug 18th, 2013 about powwows and the powwow way of life. They had the cutiest little chicken dancer dancing. First time watching a 3 time world champion hoop dancer.(Alex Wells) Also some great songs from Smokey Valley Drum Group. Vendors, performances, and train ride are the main attraction. 5/5 Ray S, Vancouver

### “little train + story”

Reviewed August 18, 2013 A short (about 15 min.) miniature train ride through the woods in Stanley Park, accompanied by a story about the relationship between humans and other animals, enacted by young First Nations people. This is a nice adventure for young children, as well as being an easy way to view a forest in Stanley Park. 5/5 Michael A, Pittsburgh, PA

### [“Klahowya village - Stanley Park”](#)

Reviewed August 14, 2013 I had a great experience at Klahowya Village. Walking in at the beginning of the day we were greeted with an incredible honor song and invited to smudge....an unexpected part of my journey that day. As a First Nations person it felt as though this place had always been. It seemed that it was just as it should be.I will be returning to visit again..... 5/5 Michele R, Surrey

### [“Shared experiences”](#)

Reviewed August 14, 2013 We were in a group of 4 adults and were totally delighted in the storytelling. Our guide and storyteller was a woman of about 45 years of age and her use of language and hand gestures kept her audience of mostly children spellbound. She also was the weaver and demonstrated the art of weaving from tree bark (cedar). The settig is relaxing and stimulating at the same time. I will return and send others. – 5/5 Mia K, Livigsto Manor, NY

### [“Great place to take your kids and to learn about Aboriginal culture!”](#)

Reviewed August 12, 2013 My sister and I went here to try out the train and participate in some activities so we could recommend it to visitors at our workplace. We enjoyed the train very much and the kids on the train seemed to enjoy it as well. We were able to follow the story line and watch all the happenings as the ride went on. After that, we walked around and read all of the information boards around the village and were able to catch the weaving demonstration. Rebecca (I hope I spelled it correctly) was a joy to interact with. I would recommend this attraction especially to visitors with children or with friends if you are looking for something fun, educational and free to do! (Note: there is a fee to ride the train but otherwise entrance into the village is free!) – 5/5 Jasmine J, Vancouver

### [“Klahowya Village in Stanley Park”](#)

Reviewed August 11, 2013 My husband and I along with a granddaughter went to this attraction on Aug.10th and had a wonderful experience. We made a bracelet out of cedar and learned a lot from the facilitator about the long time uses of cedar for clothing, head bands etc....Learned the story of the Spirit Bear,rode the miniature train, tried on head gear, got some amazing pictures from the site area, looked at wonderful work from artisans, sat inside a teepee,and watched a very good performance by dancers,drummers,with main attraction Alex Wells, a very gifted hoop dancer. I highly recommend this attraction to all ages. There is something to learn from this culture and they were all warm, welcoming and gracious hosts. Thank you for a wonderful day. – 4/5 Judy M, Maple Ridge

### [“Visiting from Dublin, Ireland”](#)

Reviewed August 11, 2013 My nieces visiting from Dublin, Ireland had great time listening to the wonderful stories. They also greatly enjoyed and benefited from the Raven Dance. All in all it was a great first day visit to Stanley Park. – 5/5 Halima Q, Vancouver

### [“A hidden gem”](#)

Reviewed August 10, 2013 Everyone was so friendly and helpful! My sister and I went with our children (4 total--12, 7, 6 and 4) and had a blast. We

had only planned on staying for 2 hours but ended up staying for 5! We would have stayed longer but they were closing! There are so many fun things to see and do! We wish we had arrived earlier! We did the train ride, the music presentation where they taught the kids how to play instruments, the story telling and a craft project! We didn't have time to do the walking tour, weaving presentation and artisan presentation. :( This is a must see if you live or plan to visit the Vancouver area. The best part is that the Village is free! The only attraction that you pay for are the craft and the train ride! – 5/5 AnnSue619, NY

### [“Amazing!”](#)

Reviewed August 3, 2013 This was the first time my kids interacted with displays and activities of aboriginal culture, and they loved it! My older son loves music, so he was very excited when he got to play with those various native musical instruments. The village is not too big, with just enough sceneries and stands to keep the youngsters engaged. The mini train was the highlight. It was a sunny day in July when we visited, and the 15-min train ride felt like a ride in forest fairyland! We truly enjoyed our visit! – 5/5 Marbu2013, Vancouver

### [“Unique cultural experience in Vancouver”](#)

Reviewed August 2, 2013 22 children thoroughly enjoyed their visit to Klahowya - learned more about First Nations history, daily life, crafts, dance & our environment. The staff was superb - knew their stuff, engaged the children (loved making their cedar bracelets), The kiddies were enthralled with the storytelling and even got to play traditional instruments. Spirit Train & traditional dancing - all excellent. All in all - a great day. Our staff thought it was fun as well. I recommend to everyone of all ages! – 4/5 Diane C, Vancouver

### [“good culture”](#)

Reviewed July 31, 2013 The train ride was fun . we could not stay long as we have to perform at trout lake . We are aboriginal dancers . – 3/5 Daddy-mom, Maple Ridge

### [“Knowledge, culture and hands-on experiences”](#)

Reviewed July 30, 2013 Year on year, Klahowya Village at xwayxway (Stanley Park) grows in character. The youth who provide the context for the displays are knowledgeable and friendly, Mike the Storyteller is engaging to tourists and locals, young and old. The week we went, the Git Hayetsk dancers were in attendance. (www.githayetsk.com) We took in two of their performances, which feature both ancient, passed down songs and dance and new choreography. My children were thrilled, especially with the story of the mosquitoes. The Spirit Catcher train was also a thrill, maybe even more for me as this is the first daytime trip I've taken on it since childhood. The show was sweet and interesting, again blending traditional storytelling and characters with modern-day relevance. We look forward to going back before the season comes to a close. – 5/5, yeepao, Vancouver

### [“Amazing experience”](#)

Reviewed July 29, 2013 This stop was one of the highlights of our 18 day trip. The Klahowya Village, with train ride, clearly defined the ancestry of the area. Tribes people are readily on hand to explain any and all aspects of their heritage and way of life. A truly rewarding experience!!! -5/5 Christine D, Mantua

### [“Beautiful and engaging.”](#)

Reviewed July 23, 2013 We come up from Seattle in the summer to ride the Spirit Catcher Train. The village is low key and populated with really lovely folks anxious to share their culture. The Spirit Bear story is a nice reminder that we are not alone on our planet. The cooler and tent mentioned in another review are meant to represent a modern campsite per the story. The kudos the First Nations youth who reenact the story and to the organizers. Every year the village grows with new events. Loved the weaving demo and the dancers. Though my 8 year old missed the Musqueam archeologist that was there last year. We will be back next year to experience it again. – 5/5 tarewyn, Seattle

### [“Disappointed”](#)

Reviewed July 22, 2013 My husband and I were not too impressed by the Miniature train ride in the Klahowya Village....the narration was good, but the displays were, to say the least, a little bit hokey.... cut out painted plastic pictures, with modern day tents and coleman coolers.....and the coolers still had the labels on them...if this was supposed to be a historical depiction of how the spirit bear came to be....well, let's just say that I am glad I only paid \$5.00 for the train ride, because all I can say is the train ride was nice.....too bad....so much more room to depict First Nations...and as well, yes I agree that we have to save the rain forest, but the ending of the taped narration was too political for me...if you are going to verbalize points of view at a publicly funded site, then you should have to verbalize both sides of the issue.... – 2/5 mik110556, New Westminster

### [“Wonderful Experience”](#)

Reviewed July 22, 2013 We brought out 21 month old daughter who loves trains and dancing! We all had a wonderful time!! Everyone was so friendly and it was so informative! Excellent job!! Can't wait to go back again this summer!! – 5/5 scooby19755, Port Coquitlam

### [“Preschool Fieldtrip!”](#)

Reviewed July 19, 2013 We took our Preschool Singing Frog Aboriginal Headstart class to Klahowya it was an amazing experience! we went on the spirit train, were able to participate in a smudging ceremony, watched a performance, and had our own tour. We learned alot of valuable teachings from the village and the dancers. the staff were friendly and patient with our little ones! Thank you for the great experience. We look forward to our next visit. – 5/5 Diana J, Vancouver

### [“A good place to visit”](#)

Reviewed July 18, 2013 I get a lot of information from my visit to Klahowya Village in Stanley \park. Forest George our tour knowledgeable tool guide introduced to us First Nations history and culture. I am very happy to have had a chance to visit the village and highly recommend others to visit the village, too. – 5/5 Helen H, Vancouver

### ["A good place to go"](#)

Reviewed July 18, 2013 [via mobile](#) It's a great place to learn about Aboriginal people's values and spirit. It's also a unique place for visitors to see a part of history and culture of Canada. Thanks Forest and his co-workers, who are energetic and knowledgeable guides in the village. I highly recommend that Klahowya village is a good place to go to. – 4/5 Mayy1207

### ["Amazing experience"](#)

Reviewed July 18, 2013 Friendly people, great crafts, incredible drum circles and the train experience is something you will never forget. The story told as you go on the train is nothing short of excellent! I've been on the train dozens of times with my work and I love it more every time. The Spirit Bear digging through the blue camp cooler is such a powerful thing to watch--comical and heartbreaking at the same time. You should take yourself and your kids on the train repeatedly! – 5/5 Gerald S, Vancouver

### ["Great Experience"](#)

Reviewed July 15, 2013 The village this year has made many improvements, you can tell they still need some more people and community support but the overall experience was GREAT! Highly recommended. Don't expect a main stream event with fireworks but more of a family orientated experience, great for kids, tourists and locals. Make sure to speak with the organizers to get the event schedule and if your lucky a special tour! – 5/5 tyler\_stowell, Vancouver

### ["First nations attractions"](#)

Reviewed July 14, 2013 Well you can't beat Free; at Klahowya Village, the only thing you pay is the train ride which is 5 Bucks.....great entertainment...all around lots of fun native songs and dances, story telling by Mike Retasket, yeppers Awesome visit.... – 5/5 Larry J, Vancouver

### ["Awful experience"](#)

Reviewed July 13, 2013 My husband and I found this to be very disappointing! It is embarrassing for the City of Vancouver to have this as an attraction to tourists. It is very tacky and unprofessional. We rarely have a reaction like the one we had here and felt the need to comment. The story is good, but they need "real" actors telling the story instead of people reading the script with no emotion and they need to update the wood structures that need painting, etc. Basically they really need to make this more professional! – 1/5 Lori G

### ["A wonderful afternoon"](#)

Reviewed July 6, 2013 A great way to spend the afternoon! They had a crafts area, where we made cedar bracelets, a weaving demonstration area, a Spirit Bear train ride for the kids. Traditional dancing in full traditional wear, storytelling, and much more. Would have given a perfect five stars if they had some bannock to munch on while there! – 4/5 Tazzmaniak, Vancouver

### ["Klahowya Village! What a wonderful place to visit!"](#)

Reviewed June 25, 2013 My twin boys and I absolutely love Klahowya Village in Stanley Park! We love the train ride, the performances, and the friendly people! We really look forward to visiting Klahowya Village in Stanley Park again! – 5/5 jppmama, Burnaby

[“Great insight into First Nations Culture for my Children”](#)

Reviewed June 24, 2013 I took my two girls to Klahowya Village last Saturday. The programming was great. Not only did my girls enjoy the train ride but they also loved being part of the story-telling, learn to sing and drum workshop and the dance performances. Everything was interactive and well-orchestrated. – 5/5 Dana S, Squamish

[“Stanley park first native visit”](#)

Reviewed June 23, 2013 Great activitie with Happy peoples. Children Like music and the stories. Thank you Brooklyn for the bracelet! – 4/5 Mathieu G, Amos, QC  
Visited June 2013

