



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

**AtBC Presentation**  
**September 2011**

# Forum Presentation

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- AtBC Mission & Vision
- Background
- Where is Aboriginal Tourism Today?
- Who is the Tourism Consumer in BC?
- What is required to support the Aboriginal Tourism Industry?
- How do Aboriginal companies compete in the Tourism Industry?
- Conclusion

# AtBC Mission

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- The AtBC Mission is to provide training, awareness, product development and marketing to support a sustainable authentic Aboriginal cultural tourism industry in British Columbia while contributing to cultural preservation and economic development.

# AtBC Vision

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- The AtBC Vision is a prosperous and respectful Aboriginal cultural tourism industry sharing authentic products that exceed visitor expectations.

# Background

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- AtBC formed in 1996
- Society based on stakeholder model, revised in 2009
- 2005 – Aboriginal Cultural Tourism Blueprint Strategy
- Blueprint Strategy completed initial implementation as of March 31<sup>st</sup>, 2011

# Background



# Background

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## Regional Representatives (6):

- Vancouver Coast & Mountain
  - Vancouver Island
  - Thompson Okanagan
  - Northern BC
  - Cariboo Chilcotin
  - Kootenay Rockies
- Wade Grant
- Lillian Hunt (Secretary)
- Sharon Bond
- Geraldine Flurer
- Douglas Green
- Sophie Pierre (Chairperson)

# Background

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## At Large Representatives (6):

- At Large Bill Helin
- At Large Richard Krentz
- At Large Lori Simcox (Treasurer)
- At Large George Taylor
- At Large Gloria Valencia
- At Large Dorothy Grant
- **Ex-officio** Brenda Baptiste (Co-Chair)

# Background - Staffing

## AtBC Board of Directors



# Where is the Aboriginal Cultural Tourism Industry Today:

- Tourist visits have increased 97% between 2006 - 2010
- The Aboriginal market continues to be strong with one in four visitors to BC seeking out an Aboriginal Tourism experience
- Aboriginal tourist revenues have increased to \$42M in 2010 and increasing to \$43 M by 2012
- Aboriginal cultural tourism is the fastest growing tourism sector in BC
- Consumers demand an Authentic Experience



# Where is the Aboriginal Cultural Tourism Industry Today – Incidence Levels:

Market	2006 (%)	2007 (%)	2008 (%)	2009 (%)	2010* (%)	% Change 2006/2010
<b>BC</b>	9	11	15	15	15	88
<b>Domestic</b>	17	11	17	17	17	0
<b>US</b>	22	22	31	31	31	41
<b>Other</b>	34	38	37	37	37	8
<b>Overall</b>	13	17	22	22	22	69%

# Where is the Aboriginal Cultural Tourism Industry Today – Visitor Volumes:

Market	2006 (000s)	2007 (000s)	2008 (000s)	2009 (000s)	2010 (000s)	2011 (000s)	2012 (000s)	% Change 2006- 2010	% Change 2009-2010
<b>Domestic</b>	962	1,093	1,496	1,573	1,981	2,024	2,085	106%	26%
<b>US</b>	598	747	969	1,022	1,101	1,095	1,128	84%	8%
<b>Other</b>	315	462	549	538	608	643	662	93%	12.90%
<b>Overall</b>	<b>1,875</b>	<b>2,302</b>	<b>3,014</b>	<b>3,133</b>	<b>3,689</b>	<b>3,761</b>	<b>3,874</b>	<b>97%</b>	<b>18%</b>

# Where is the Aboriginal Cultural Tourism Industry Today – Visitor Expenditures:

	2006	2007	2008	2009	2010	2011	2012	% Change 2006- 2010	% Change 2009- 2010
Aboriginal Related	20	26	37	38	40	42	43	100%	6%

# Where is the Aboriginal Cultural Tourism Industry Today – Tax Revenues:

Tax Type	2009 (\$Millions)	2010 (\$Millions)	2011 (\$Millions)	2012 (\$Millions)	% Change 2009-2012	% Change 2009-2010
Federal	5.5	5.8	6.1	6.3	13%	5%
Provincial	4.3	4.5	4.7	4.8	13%	5%
Municipal	1.0	1.0	1.1	1.1	13%	5%
Overall	10.8	11.3	11.9	12.2	13%	5%

# Where is the Aboriginal Cultural Tourism Industry Today – Tourism Businesses:

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Estimated Businesses	2006 <sup>1</sup>	2009 <sup>2</sup>	2010 <sup>3</sup>	% Change 2006-2010
<b>Total</b>	110	131	227	101%

# Where is the Aboriginal Cultural Tourism Industry Today – Aboriginal Employment:

Jobs	2006*	2008**	2009**	2010***	%Change 2006-2010
<b>Full-time</b>	1,454	1,679	1,708	1,857	28%
<b>Part time</b>	264	305	310	409	55%
<b>Overall FTEs</b>	1,718	1,984	2,018	2,266	32%

# Where is the Aboriginal Cultural Tourism Industry Today – Marketing Advancements Media Coverage:

Year	# of publications	Circulation	Advertising Value
<b>Canadian Print Media</b>			
<b>2009</b>	740	66,008,173	2,281,896
<b>2010</b>	528	365,079,237	2,832,401
<b>% Canadian change 2009/2010</b>	<b>-28.6%</b>	<b>453.1%</b>	<b>24.1%</b>
<b>US Print Media</b>			
<b>2010</b>	402	388,547,063	4,014,764
<b>Total Canadian and US 2010</b>	<b>930</b>	<b>753,626,300</b>	<b>6,847,165</b>

# Where is the Aboriginal Cultural Tourism Industry Today – Marketing Advancements in Website Interest:

	2008	2009	2010	% Change 2008-2010
January	1,419	3,472	5,079	257%
February	1,672	3,791	8,514	409%
March	1,738	4,483	5,597	222%
<b>Total Annual Page Views</b>	<b>25,673</b>	<b>45,767</b>	<b>51,843</b>	<b>100%</b>

# Where is the Aboriginal Cultural Tourism Industry Today – Marketing Advancements in Consumer Brochures:

TARGET / QTY PRINTED	2006/07	%	2007/08	%	2008/09	%	2009/10	%
	100,000		100,000		100,000		160,000	
<b>BRITISH COLUMBIA</b>	<b>77,000</b>	<b>77.0%</b>	<b>4,000</b>	<b>74.0%</b>	<b>68,000</b>	<b>68.0%</b>	<b>70,000</b>	<b>43.8%</b>
Vancouver Coast & Mountains	22,000	<b>30.0%</b>	22,000	<b>22.0%</b>	20,000	<b>20.0%</b>	22,000	<b>13.8%</b>
Vancouver Island	15,000	<b>15.0%</b>	12,000	<b>12.0%</b>	12,000	<b>12.0%</b>	12,000	<b>7.5%</b>
Thompson Okanagan	10,000	<b>10.0%</b>	10,000	<b>10.0%</b>	10,000	<b>10.0%</b>	10,000	<b>6.3%</b>
Northern BC	10,000	<b>10.0%</b>	10,000	<b>10.0%</b>	8,000	<b>8.0%</b>	8,000	<b>5.0%</b>
Kootenay Rockies	10,000	<b>10.0%</b>	10,000	<b>10.0%</b>	8,000	<b>8.0%</b>	8,000	<b>5.0%</b>
Cariboo Chilcotin	10,000	<b>10.0%</b>	10,000	<b>10.0%</b>	10,000	<b>10.0%</b>	10,000	<b>6.3%</b>

# Where is the Aboriginal Cultural Tourism Industry Today – Marketing Advancements in Consumer Brochures:

Distributed by BC TOURISM	11,500	11.5%	11,500	11.5%	15,000	15.0%	15,000	9.4%
Alberta	2,500	2.5%	2,500	2.5%	3,000	3.0%	3,000	1.9%
Ontario	1,000	1.0%	1,000	1.0%	1,500	1.5%	1,500	0.9%
Other Canada	1,500	1.5%	1,500	1.5%	1,500	1.5%	1,500	0.9%
USA	3,000	3.0%	3,000	3.0%	3,600	3.6%	3,600	2.3%
Germany	1,000	1.0%	1,000	1.0%	1,800	1.8%	1,800	1.1%
Australia	500	0.5%	500	0.5%	800	0.8%	800	0.5%
Japan	500	0.5%	500	0.5%	800	0.8%	800	0.5%
Other International	1,500	1.5%	1,500	1.5%	2,000	2.0%	2,000	1.3%

# Where is the Aboriginal Cultural Tourism Industry Today – Marketing Advancements in Consumer Brochures:

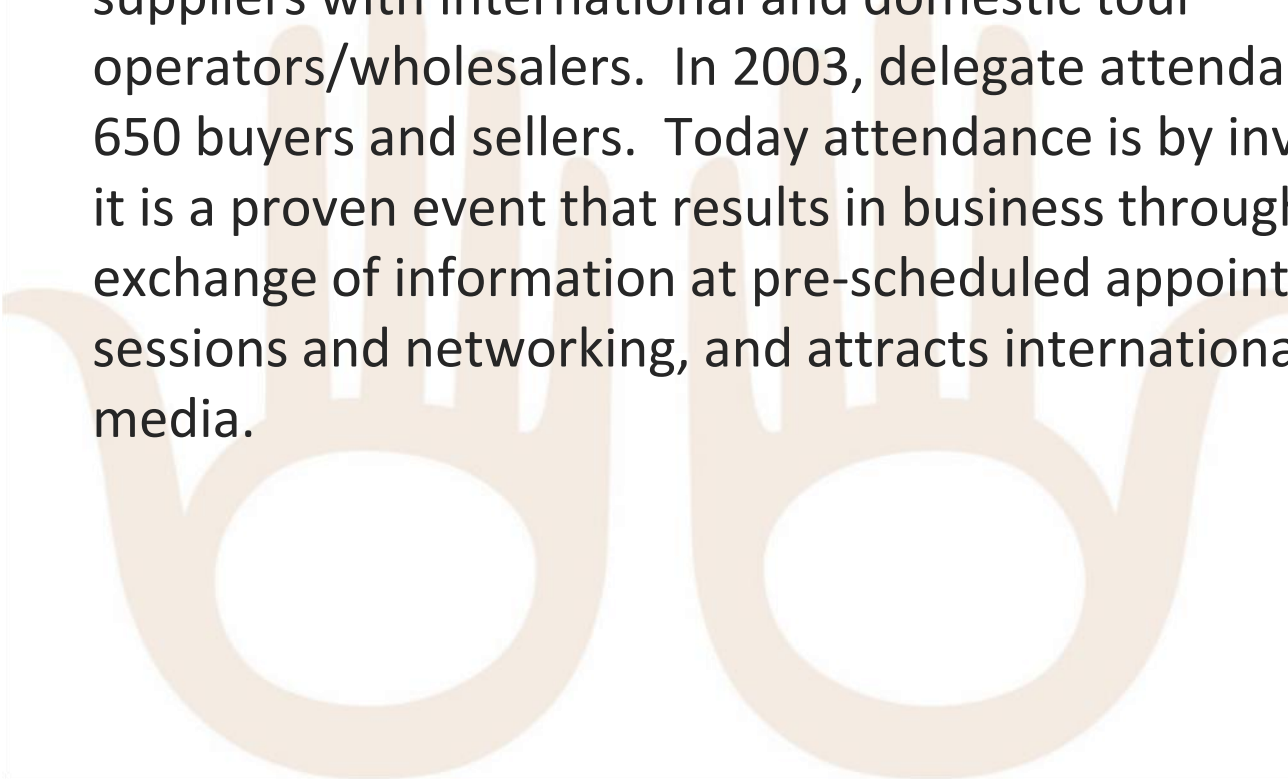
<b>Distributed by CANADA TOURISM COMMISSION</b>	<b>4,500</b>	<b>4.5%</b>	<b>6,000</b>	<b>6.0%</b>	<b>8,000</b>	<b>8.0%</b>	<b>9,500</b>	<b>5.9%</b>
<b>USA Locations</b>	<b>2,000</b>	<b>2.0%</b>	<b>2,000</b>	<b>2.0%</b>	<b>3,000</b>	<b>3.0%</b>	<b>3,500</b>	<b>2.2%</b>
<b>Germany</b>	<b>1,500</b>	<b>1.5%</b>	<b>2,000</b>	<b>2.0%</b>	<b>2,500</b>	<b>2.5%</b>	<b>3,000</b>	<b>1.9%</b>
<b>Australia</b>	<b>500</b>	<b>0.5%</b>	<b>800</b>	<b>0.8%</b>	<b>800</b>	<b>0.8%</b>	<b>1,000</b>	<b>0.6%</b>
<b>Other International</b>	<b>500</b>	<b>0.5%</b>	<b>1,200</b>	<b>1.2%</b>	<b>1,700</b>	<b>1.7%</b>	<b>2,000</b>	<b>1.3%</b>

# Where is the Aboriginal Cultural Tourism Industry Today – Marketing Advancements in Consumer Brochures:

<b>Distributed at TRADE EVENTS</b>	<b>7,000</b>	<b>7.0%</b>	<b>8,500</b>	<b>8.5%</b>	<b>9,000</b>	<b>9.0%</b>	<b>65,500</b>	<b>40.9%</b>
<b>TRAVEL TRADE</b>	<b>6,000</b>	<b>6.0%</b>	<b>7,000</b>	<b>7.0%</b>	<b>7,500</b>	<b>7.5%</b>	<b>7,500</b>	<b>4.7%</b>
Canada's West Marketplace (CWM)	3,000	<b>3.0%</b>	3,000	<b>3.0%</b>	3,000	<b>3.0%</b>	3,500	<b>2.2%</b>
Rendez-vous Canada	3,000	<b>3.0%</b>	3,000	<b>3.0%</b>	3,500	<b>3.5%</b>	4,000	<b>2.5%</b>
BC Outdoor Show	---	<b>0.0%</b>	1,000	<b>1.0%</b>	1,000	<b>1.0%</b>	---	<b>0.0%</b>

# Where is the Aboriginal Cultural Tourism Industry Today – Marketing Advancements in Trade Events:

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- **Canada's West Marketplace** – Since 1989, Canada's West Marketplace has together BC and Alberta tourism industry suppliers with international and domestic tour operators/wholesalers. In 2003, delegate attendance was over 650 buyers and sellers. Today attendance is by invitation only, it is a proven event that results in business through the exchange of information at pre-scheduled appointments, open sessions and networking, and attracts international travel media.
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# Where is the Aboriginal Cultural Tourism Industry Today – Marketing Advancements in Trade Events:

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- **Rendez-Vous Canada (RVC)** – Very much like CWM, this national and international tourism industry event is a marketplace which brings together buyers and sellers who meet in 12-minute appointments over four-days; approximately 20,000 appointments are pre-scheduled. Business is conducted between Canada's tourism industry sellers, Destination Marketing Organizations (DMOs) and international buyers (foreign tour operators, wholesalers and packagers), with admission being by invitation only qualified and nominated under established RVC guidelines by the Canadian Tourism Commission staff, Canadian Embassies, high Commissions, Consulates, and Trade offices overseas and in the USA. Again, like CWM, it is a crucial event for AtBC to be present at to represent and promote BC's Aboriginal tourism industry and operators, and to collect industry intelligence.

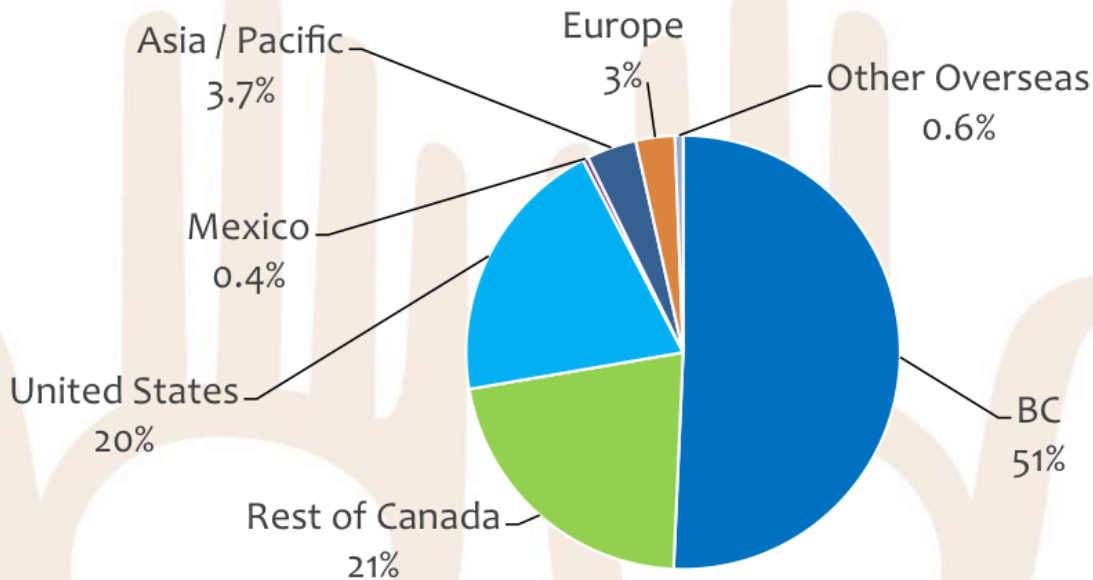


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**Who is the Tourism  
Consumer in BC?**

# Who is the British Columbia Tourism Consumer?

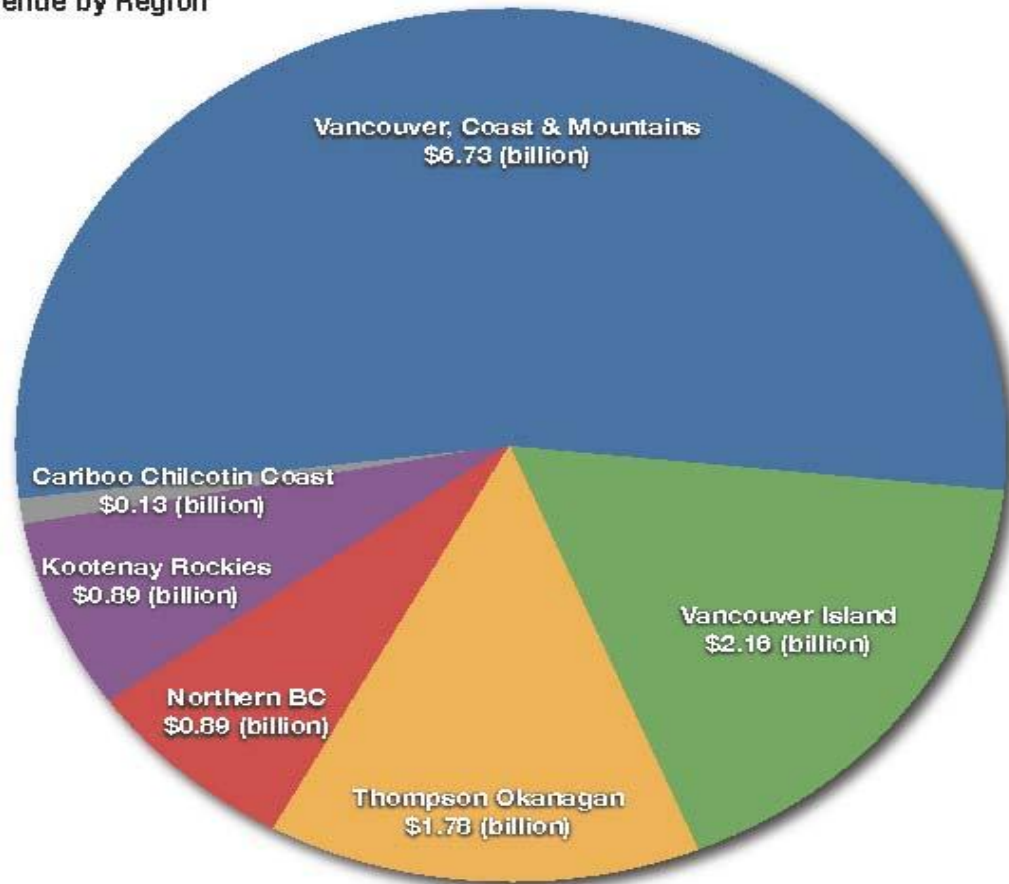
Visitors to BC



# How Large is the Tourism Sector in BC (2009)?

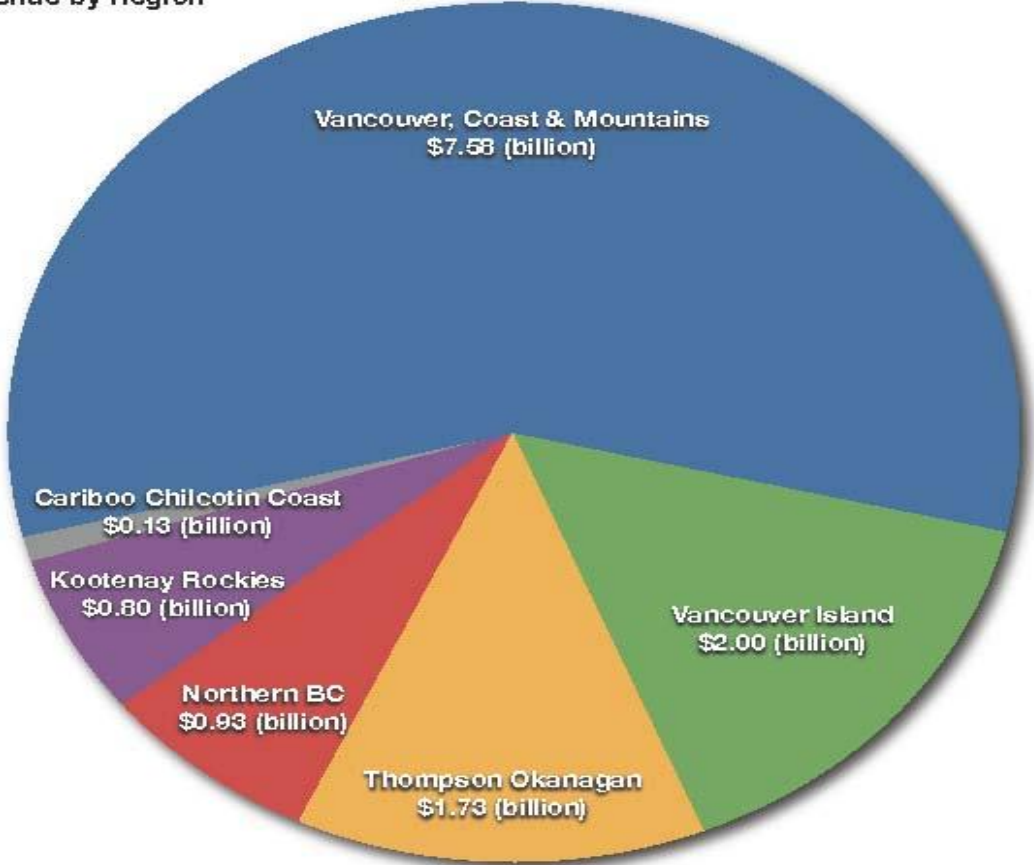
## 2009 BC Tourism Revenue by Region

BC Total: \$12.7 Billion



# How Large is the Tourism Sector in BC (2010)?

2010 BC Tourism Revenue by Region  
BC Total: \$13.3 Billion



# Who Visits Victoria and Vancouver Island?

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- Exit Survey suggest that 41% of visitors to Victoria were from BC, specifically from Vancouver.
- Visitor from Vancouver outweighs visitors from other major centers (such as Seattle). Only 7.7% of Victoria Visitors were from Seattle.
- Of the 2.1 million residents the Vancouver Lower mainland residents are the largest market. Between 2006 & 2007 approximately 1,633,800 people (77.8% of people in the Lower Mainland)

# Who Visits Victoria and Vancouver Island?

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- Average visitors are older, wealthier, educated, and less likely to have children in the household.
- Common age group is between 45 and 54.
- 52% earn between 40 and 100 thousand a year; 30% of the 52% earn between 65 and 100 thousand per year.
- 70% of lower mainlanders travel during the summer.
- Data suggests 51.6% are 1-2 night getaways, approximately 139,675 are day visits, while 9.8% are 6 or more night visits.

# Who Visits Victoria and Vancouver Island?

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- A locale that is perceived to be 'safe and clean' tops the key priorities list
- Relaxation, affordability, and nice weather are also important factors
- Important: Availability of 'new and different' things to do, separate from the 'daily grind', create 'lasting memories', and learn about 'different cultures and new places'. Enriching 'family relations and getting perspective on life', 'freedom from health concerns', adult based activities, availability of mid-ranged accommodations, availability of low cost packages.
- Not important: being pampered, solitude and isolation, gathering stories to share back home, having friends/relatives there, things for children to do, luxury accommodations.

# Tourism in Port Alberni Area

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- The Port Alberni area has traditionally benefitted from a strong forest industry economy
- Tourism can contribute to maintaining a strong economic present and future and to economic diversification
- The vision proposed for the Alberni Valley as a destination is: ***The essence of the West Coast.***
  - Authentic First Nation cultural experiences supporting people and First Nation arts



# Tourism in Port Alberni

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- Who comes to Port Alberni?
  - BC 4,221
  - Europe 2,100
  - Local 1,668
  - Other Canada 1,015
  - Alberta 502
  - Other US/Mexico 440
  - Washington 165
  - Asia/Australia 146
  - California 68
  - Other 17 0.2
- Total 10,342 100



# How Large is the Tourism Sector in BC (2010)?

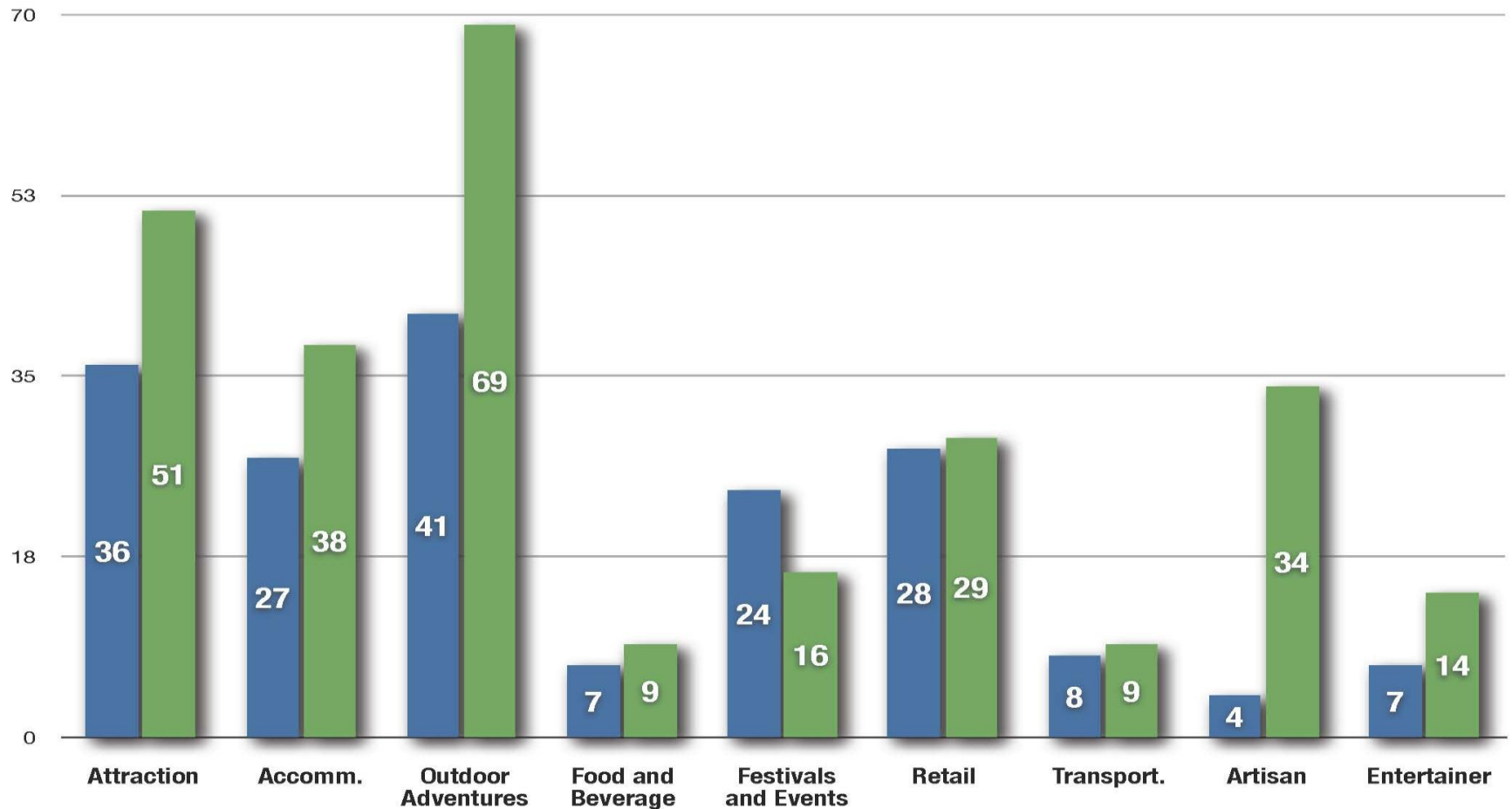
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- The cultural tourism sector is estimated at 10% of the total tourism industry.
- Therefore as of 2010 cultural tourism is worth approximately 1.3 billion each year.
  - The Aboriginal tourism market ready businesses realized 42 million as of 2010.
  - AtBC strongly believes the consumer demand,, along with strategic marketing will support a sustainable Aboriginal cultural tourism industry with tremendous potential for growth.

# Who is the Aboriginal Cultural Tourism Industry?

Aboriginal Tourism Businesses by Type

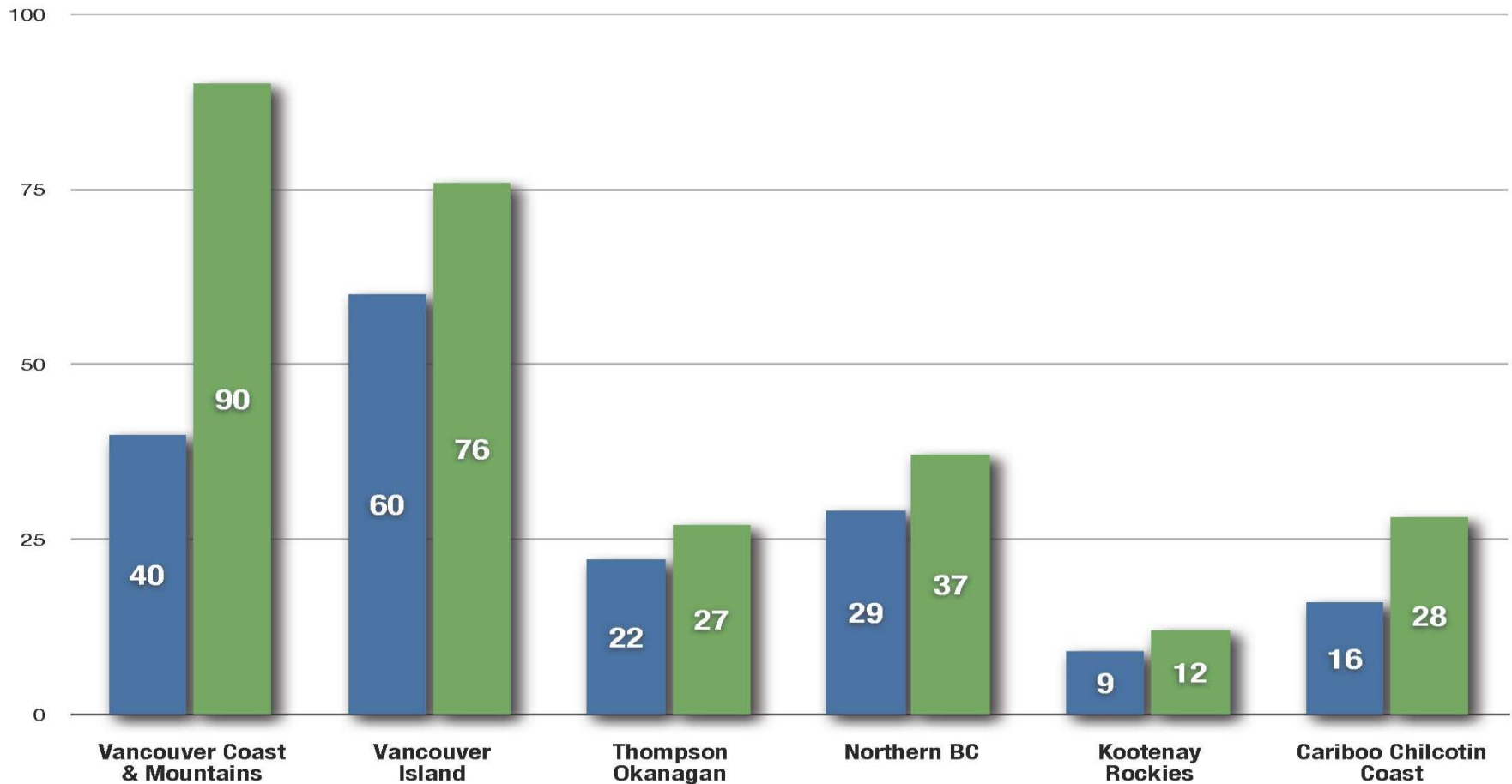
2003 2010



# Who is the Aboriginal Cultural Tourism Industry?

Aboriginal Tourism Businesses by Region

2003 2010



# Who is the Aboriginal Cultural Tourism Industry in BC?



*°Aboriginal is a collective name for the Indigenous peoples of Canada, which include the First Nations, Inuit and Métis. Terms such as "Native," "Indian" and "Eskimo" are falling into disuse in Canada.*

- ### Aboriginal° Cultural Experiences
- 1 Aboriginal Adventures Canada
  - 2 Aboriginal Journeys Wildlife Viewing & Adventure Tours
  - 3 Best Western Tin Wis Resort
  - 4 Culture Shock Interactive Gallery
  - 5 I-HQS Gallery
  - 6 Nuyumbalees Cultural Centre
  - 7 Pantlodge RV Campground & Nim Nim Interpretive Centre
  - 8 Qwa'utsun' Cultural and Conference Centre
  - 9 Sea Quest Adventures & Aboriginal Tours
  - 10 Talagay Tours Kayak and Cultural Adventures
  - 11 Thornton Motel
  - 12 TLA-00K Cultural Adventures
  - 13 Tsa-Kwa-Luten, the Oceanfront Resort at Cape Mudge
  - 14 U'mista Cultural Centre
  - 15 West Coast Expeditions
  - 16 Bill Reid Gallery of Northwest Coast Art
  - 17 Khat-La-Cha Art Gallery & Gift Shop
  - 18 Klahowya Village in Stanley Park
  - 19 Retasker Lodge & RV Park
  - 20 Richard Krentz Tours and Jewellery
  - 21 Ruby Creek Art Gallery
  - 22 Salishan Catering
  - 23 Salmon Feast
  - 24 Salmon 'n Bannock
  - 25 Sasquatch Crossing Eco Lodge
  - 26 Squamish Lil'wat Cultural Centre
  - 27 Takaya Golf Centre
  - 28 Takaya Tours
  - 29 Tuckkwo'whum Village
  - 30 Xwisten Experience Tours
  - 31 Kekuli Cafe
  - 32 NK'Mip Cellars
  - 33 NK'Mip Desert Cultural Centre
  - 34 NK'Mip RV Park
  - 35 Quaaoit Lodge & Talking Rock Golf Club
  - 36 Secwepemc Museum & Heritage Park
  - 37 Spirit Ridge Winery Resort & Spa
  - 38 CrossRiver Wilderness Centre & Kootenay Wilderness Tours
  - 39 St. Eugene Golf Resort & Casino
  - 40 Cariboo Chitootin Jetboat Adventures
  - 41 Haida Heritage Centre at Kaay Lhagaay
  - 42 Haida Tourism
  - 43 'Nsan Historical Village & Museum
  - 44 Museum of Northern British Columbia
  - 45 Northern Star Kennel Sled Dog Adventures
  - 46 Seashore Charters
  - 47 Spirit Bear Lodge
  - 48 Xatsill Heritage Village
- [www.Originalbc.com](http://www.Originalbc.com)

# Who is the Aboriginal Cultural Tourism Industry in BC?



# Who is the Aboriginal Cultural Tourism Industry in BC? – Market Ready on VI

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- Aboriginal Adventures Canada
  - Aboriginal Journeys Wildlife Viewing & Adventure Tours
  - Best Western Tin Wis Resort
  - Culture Shock Interactive Gallery
  - I-Hos Gallery
  - Nuyumbalees Cultural Centre
  - Puntledge RV Campground & Nim Nim Interpretive Ctr
  - Quw'utsun' Cultural and Conference Centre
  - Sea Quest Adventures and Aboriginal Tours
  - Talking Totem Tours
  - Thorton Motel
  - TLA-OOK Cultural Adventures
  - Tsa-Kwa-Luten, The Ocean Resort at Cape Mudge
  - U'Mista Cultural Centre
  - West Coast Expeditions
- |                 |
|-----------------|
| Campbell River  |
| Tofino          |
| Alert Bay       |
| Courtenay       |
| Quathiaski Cove |
| Courtenay       |
| Duncan          |
| Sidney          |
| Nanaimo         |
| Ucluelet        |
| Tofino          |
| Quathiaski Cove |
| Alert Bay       |
| Courtenay       |



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our story. your experience.

**What is required to support  
the Aboriginal Tourism  
Industry?**

# What is required to support the Aboriginal Tourism industry?

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- AtBC has effectively supported building the Aboriginal cultural tourism industry through the Blueprint Strategy that was supported by INAC, WD, and the Province from 2007-2011.
- AtBC has completed a recent performance indicator report and the evidence is clear:
  - That being a coordinated, Aboriginal cultural tourism sector driven approach to training and awareness, product development, and marketing has been very effective.

# What is required to support the Aboriginal Tourism industry?

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- The Aboriginal cultural tourism industry is realizing increased market ready products, increased Aboriginal employment, and strategic marketing is ensuring the sector increases sustainability for the Aboriginal cultural tourism operators.





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our story. your experience.

How do Aboriginal  
companies compete in  
tourism?

# Aboriginal Tourism in BC...

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- AtBC designed the 2011-2012 action plan and is completing a new five year plan for April 1<sup>st</sup>, 2012 - March 31<sup>st</sup>, 2017 to ensure Aboriginal communities and entrepreneurs are prepared to compete in the tourism industry.
- An Aboriginal businesses competing in the tourism sector must be “market ready”. This is a minimal industry standard that means:
  - Has been in business for at least one year with a proven track record of a safe and professional operation;
  - Carries adequate insurance totaling no less than 2 million in liability insurance;
  - Has current business and operating licenses, registrations and permits;
  - Has a website that honestly and accurately represents their Aboriginal cultural tourism business;
  - Accepts credit cards and debit cards as means of payment;
  - Handles reservations and/or inquiries by telephone, fax and email on a year-round basis;

# Aboriginal Tourism in BC...

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- Handles and is able to provide confirmation of booking arrangements within 24 hours; and,
  - Has a product that is of interest to tourists, both domestic and international.
- Further Market-Ready Criteria includes the following criteria:
    - Has previous experience working with tour operators and travel agents or demonstrates an adequate knowledge and willingness to adapt the business operation to work with the tour operators or travel agents;
    - Can enter into contracts with the travel trade and provide net or commissionable rates ranging from 10% - 30% depending on the travel trade partners it works with;
    - Can provide pricing one year in advance of selling season. For example, April 2011 for the 2012 summer season; and,
    - Can set up billing arrangements with tour operators and accept client vouchers.

# Conclusion

- AtBC is preparing a new five year strategy to continue sector development:
  - Strategically align with the new Federal Tourism Strategy released in September 2011
  - Strategically align with the new Provincial Government tourism strategy released in October 2011
  - Regional Strategies with the six regional Destination Marketing Organizations
  - Training – double labour force to 4400 full & part time
  - Double Tier 3 products from about 60 to 120
  - Market Ready Stakeholders successfully using Social Media
  - AtBC apply for and obtain DMO status
  - Increase awareness of AtBC
  - Sustainability of Klahowya Village Projects (Vancouver, Kamloops, and Victoria)
  - Increase provincial Aboriginal cultural tourism revenue to \$84 million annually.

# Conclusion

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- Aboriginal tourist revenues expected to increase to \$43M by 2012, with a modest 3% projected growth.
- Strengthen existing stakeholders and build capacity through build support for the Authenticity programming.
- Focus on results to demonstrate relationship between community well-being, entrepreneurial capacity and economic sustainability.
- AtBC has been invited to support key initiatives with Treaty 8 Tribal Association, Heiltsuk, Great Bear Initiative Society, Clayoquot and Barkley Sound, Mission Interpretive Forest, just to name a few.
- There is consumer demand for Aboriginal cultural tourism products that are “market ready” and we encourage Aboriginal entrepreneurs and communities to better understand how this sector can drive economic and cultural opportunities.

# Conclusion – Port Alberni

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- RV and Campground needs in Port Alberni
- Events and Festivals
- Signage (trail development)
- Stakeholders have already been encouraged to ensure First Nation leaders to play a larger role in developing the tourism potential of the area. For example;
  - **Goal 3: Deliver a comprehensive west coast experience (Short term)**
    - This ongoing goal is focused on continuing to expand the visitor experience. This is consistent with pursuing the vision for the Alberni Valley as a distinct west coast destination. Priorities include culture, outdoor experiences, and the forestry industry.
  - 1. Make Culture Count
    - Encourage First Nation leaders to establish a First Nation cultural center and tours

# Conclusion

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- The progress achieved through the implementation by the 10 million invested in the Blueprint Strategy as of March 31<sup>st</sup>, 2011 has been undeniable:
  - Governments realized tax revenues of approximately \$30 million between 2007-2011;
  - Key media coverage provided approximately 6.8 million in value between US and Canadian markets in real value to promote the industry in 2009-2010;
  - Approximately 400 new full time and part time jobs have been created in the tourism sector for Aboriginal people;
  - Plus so many other success indicators.
- Investments yield real results and provide sustainability for the Aboriginal cultural tourism sector.

# Conclusion

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- AtBC has introduced new authentic tourism packages to bring tourists to all parts of British Columbia. This includes the following packages:

1. *The Totem Trail*
2. *The Monumental Art Trail*
3. *Salish Sea*
4. *Fraser River Route*
5. *School Field Trips and Bus Tours*
6. *Sign Up Day Tours*
7. *Two Day, One Night Cultural Getaway*
8. *Two Day, Three Night Cultural Weekend*

# Conclusion

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9. *Seven Day Winter Cultural Retreat*
10. *Legends, Golf and Resorts*
11. *Conference With Culture*
12. *Off the Grid Eco-Tours*
  - Plus many other exciting packages in development.

# How Do I learn More About Cultural Tourism?

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- Visit the AtBC website [www.aboriginalbc.com](http://www.aboriginalbc.com)
- Subscribe to the AtBC email “Updates” if not already receiving
- Become a stakeholder with AtBC to support a unified Aboriginal cultural tourism industry

**Thank you**

**Keith Henry**

**Chief Executive Officer**

**Aboriginal Tourism Association of British Columbia (AtBC)**

**[www.aboriginalbc.com](http://www.aboriginalbc.com)**