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TOURISM ASSOCIATION OF BC
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ABORIGINAL
MARKETPLACE
MAGAZINE

Supported by:



Canadian Tourism
Commission

Commission canadienne
du tourisme

Destination
British Columbia™

2014 INTERNATIONAL ABORIGINAL TOURISM CONFERENCE

Whistler | April 15th - 16th



CHIEF IAN CAMPBELL
SQUAMISH NATION



KEITH HENRY
CEO AtBC

On behalf of the Skwxwú7mesh Úxwumixw Squamish Nation and Aboriginal Tourism BC, we welcome you to the shared territory of the Lil'wat Nation and Squamish Nation. We are very excited at the response to the 2014 International Aboriginal Tourism Opportunities Conference and we anticipate many positive outcomes from this Event. Make sure you experience our Squamish Lil'wat Cultural Centre while you're here with us and be sure to buy some gifts for friends and family from our local artists and carvers.

[CLICK HERE TO REGISTER](#)

ABORIGINAL MARKETPLACE

E V E N T S

2014 ABORIGINAL MARKETPLACE EVENTS:

APRIL 15TH - 16TH

International Aboriginal Tourism Conference
Whistler, BC

APRIL 29TH - MAY 1ST

National Aboriginal Business Opportunities
Conference - Prince Rupert, BC

JUNE 24TH - 26TH

Aboriginal Economic Leadership Summit
Venue to be Confirmed

SEPT 9TH - 11TH

National Aboriginal Business Opportunities
Conference - Venue to be Confirmed



WELCOME

to the

2014 International Aboriginal Tourism Conference (IATC)

This conference is unique in design with a focus on Best Practices and examples of successful Authentic Aboriginal Tourism businesses from around the world, as well as offering practical advice on how to succeed in the cultural tourism industry.

Experience the 2014 International Aboriginal Tourism Conference at the Squamish Lil'Wat Cultural Centre and the Fairmont Chateau in Whistler, BC from April 15th and 16th. We have negotiated fantastic group rates for accommodation at this spectacular venue.



As your conference Coordinators, our roles are to ensure you get the utmost value from your time with us. We will be on site from April 14th - 18th and can be reached at any time by calling Toll Free 855-307-5291.

We have assembled a fantastic line-up of presenters for this event. Make sure you use all of the networking breaks to your advantage and stop by the hospitality event being hosted by Tourisme Québec and Tourisme autochtone Québec. Our hotel partner will be happy to assist you with your accommodation, just see the concierge at the front desk if you have any questions.



*Rochelle Saddleman and
Geoff Greenwell*

**International Aboriginal
Tourism Conference
Whistler | April 15-16**

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All Nations Trust Co.

Industry Training Authority

Tourisme Québec

Culture Shock Interactive Gallery

Eagle Spirit Designs

Aboriginal Creations

Eagle Child

TD Fashion Link

International Aboriginal
Tourism Conference
Whistler | April 15-16



ABORIGINAL TOURISM BC

our story. your experience.

Dear Friends

Welcome to the 2014 International Aboriginal Tourism Conference (IATC). We look forward to hosting you at the Squamish Lil'wat Cultural Centre & the Fairmont Château Hotel in Whistler, BC from April 15th - 16th. Aboriginal Tourism BC (AtBC) is proud to co-host with the event planners from the 2G Group of Companies as well as the Aboriginal Marketplace.

We would like to welcome and thank all of the delegates who have travelled from across Canada and internationally to attend the 2014 IATC. It is in this excitement that I write to thank so many of you for the support to attend and learn more about the Aboriginal cultural tourism industry.

The success of IATC is critical to the vision of AtBC and other leaders who continue to value the importance of building an authentic, consistent and competitive Aboriginal tourism industry. This conference is the only international Aboriginal tourism conference in Canada that provides delegates essential industry information such as ideas on training, product development and marketing.

It is this vision within AtBC where IATC will become the annual tourism industry event for any Aboriginal community, entrepreneur, or non Aboriginal partner to attend. AtBC is proud to recognize and honour cultural tourism businesses who continue to excel each tourism season.

On behalf of the AtBC board and staff and our partners, I extend my sincere appreciation to so many of our friends and partners for ensuring the third International Aboriginal Tourism Conference will be a huge success. I especially want to recognize the partnerships with our event planners from the 2G Group of Companies and Aboriginal Marketplace for ensuring another great conference.

I look forward to connecting with all of you at the 2014 IATC.

Keith Henry
Chief Executive Officer
Aboriginal Tourism Association of British Columbia

**International Aboriginal
Tourism Conference**

Whistler | April 15-16

2014 INTERNATIONAL ABORIGINAL TOURISM CONFERENCE

“Building Effective Partnerships for Indigenous Tourism”

April 15 to April 16, 2014
Fairmount Chateau Whistler
Whistler, BC

April 14, 2014 – Arrival Day

Preferred Hotel – Fairmount Chateau Whistler

Transfers from Vancouver – There is a third party bus transfer available from Vancouver International Airport (YVR) to Whistler via Pacific Coach Lines. **Reservations are mandatory.** Leaves YVR daily at 10am, 1pm, 3pm, 5pm and 8pm. Call 1 (800) 661-1725 to make your reservation. Check in at Pacific Coach Lines counter on Level 2 (International Arrivals). Travel time is approx. 2.5 hours.

VIP Reception – Invitation Only

4:30 pm

Meet in Lobby of Squamish Lil'wat Cultural Centre for an exclusive presentation. **By invitation only.**

Hospitality Event – Everyone Welcome!

7:00 pm

Join us at the Longhouse at the Squamish Lil'wat Cultural Centre for Aboriginal-inspired hors d'oeuvres and refreshments



AGENDA – April 15, 2014 – Day 1

7:30 am Delegate Registration & Continental Breakfast

8:30 am Protocol Welcome, Opening Prayer and Introductions

- Lil'wat & Squamish Representatives and Cultural Performance
- TBC – Greetings from Federal & Provincial Ministers
- United Nations Tourism Organization - Taleb Rifai Secretary General (Video)
- Overview of IATC Conference Agenda

9:30 am Larrakia Declaration & World Indigenous Tourism Alliance

Ben Sherman and Johnny Edmonds

The Larrakia Declaration makes the assertion that the United Nations Declaration on the Rights of Indigenous Peoples provides the foundation for advancement of global Indigenous tourism. This presentation will discuss the U.N. document which welcomes the fact that Indigenous peoples are organizing for economic, social and political advances.



Ben Sherman



Johnny Edmonds

10:30 am Coffee Break & Networking

10:45 am Research & Aboriginal Tourism – The Importance of Results

Panel Discussion: Dr. Peter Williams – Simon Fraser University; Beverley O'Neil – O'Neil Marketing and Consulting; TBC – Destination BC; TBC – Canadian Tourism Commission

This panel discussion will highlight key research that has contributed to the growing cultural tourism industry in BC and Canada and how this research has strengthened the relationship between Aboriginal Tourism BC, Provincial and Federal Partners. Included in the discussion – how the data was collected, what it meant and where to go next once you have the important facts.



Dr. Peter Williams



Beverley O'Neil



TBC



TBC

International Aboriginal
Tourism Conference

Whistler | April 15-16

AGENDA – April 15, 2014 – Day 1

12:00 pm **Lunch Break**

Keynote Speaker - Anna Pollock, Conscious Travel



Anna Pollock

1:00 pm **Attracting the International Visitor – Creating new Economy for your Tourism Destination**

Panel Discussion: Marc Telio – Travel Trade: Entrée Canada; Kevin Eshkawkogan – Aboriginal Tourism Marketing Circle, Cruise Ship Strategy; TBC – Adventure Travel Trade Association; Jack Lohman – CEO Royal Museum

How do you create intrigue for the International Travel? What does it take to target a new market of travellers? This panel discussion will discuss how your product can grow and adapt to the needs of new international travellers including the adventure traveller, the adventure traveller and tour operators.



Marc Telio



Kevin Eshkawkogan TBC



Jack Lohman

2:30 pm **Coffee Break & Networking**

2:45 pm **Working with Government and Industry**

Panel Discussion: TBC – North West Territories; Virginal Salazar-Halfmoon – AIANTA; Keith Henry – AtBC; TBC – Province of BC; TBC – Government of Canada

This panel will focus on the importance of collaboration and partnership in developing Aboriginal cultural tourism. Examples of product development and marketing strategies with Government and Industry will be showcased.



TBC



Virginia Salazar-Halfmoon



Keith Henry



TBC

4:00 pm **Closing Remarks**

4:30 pm **Tours of Squamish Lil'wat Cultural Centre available**

AGENDA – April 16, 2014 - Day 2

7:30 am **Continental Breakfast**

8:30 am **Indigenous Tourism Australia**

Honourable Alyssa Hayden MLC, Parliamentary Secretary to Deputy Premier and Minister of Tourism Australia



Hon. Alyssa Hayden

8:45 am **Regional Indigenous/Aboriginal Tourism Strategies**

Panel Discussion: Glendyrr Fick – Knysna Tourism, South Africa; Mihaela Kircheva – New Thracian Gold Foundation, Bulgaria; Mauricio Miramontes – Sian Ka’an, Mexico

This panel will discuss the strategic benefits of working partnerships on a regional level. Topics include working with neighbouring products and nations to create a cohesive strategy, filling market gaps and marketing a regional experience as a destination.



Glendyrr Fick



Mihaela Kircheva



Mauricio Miramontes

10:30 am **Coffee Break & Networking**

10:45 am **Aboriginal Tourism Marketing Circle – A National Perspective on Aboriginal Tourism in Canada**

Panel Discussion: Trina Mather-Simard – ATMC; Stephen Ollerenshaw – Service Skills Australia; Robert Taylor – Western Australia Indigenous Tourism Operators Council; Suzanne Denbak – AtBC

This presentation will highlight the ATMC, a marketing group of 24 members who strive to increase awareness about Aboriginal tourism across Canada. Included in the presentation are highlights of their activities and their strategy for moving forward.



Trina Mather-Simard



Stephen Ollerenshaw



Robert Taylor



Suzanne Denbak

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AGENDA – April 16, 2014 - Day 2

12:00 pm Lunch

Keynote Speakers – Craig Brown, President of Niche Media Group; Chris Severs, Vice President of Digital Marketing for Post Media Group: “Effective Digital Marketing – How to Reach Your Target Audience in the Digital Age”



Craig Brown



Chris Severs

1:00 pm **Partnering for Conservation**

Panel Discussion: Jeff Muntifering – Save the Rhino Trust, Namibia; Tim McGrady – Spirit Bear Lodge, Klemtu, BC

This panel discussion will look at ways that tourism can be a key tool in working towards conservation efforts. The presenters will discuss how their efforts to stop poaching/trophy hunting have aided in the development of tourism in their Nations.



Jeff Muntifering



Tim McGrady

2:30 pm **Coffee Break & Networking**

2:45 pm **AtBC Marketing Program – 2014**

This presentation will highlight AtBC's marketing campaign for 2014, including how AtBC has worked to focus consumer buying to include an Aboriginal experience in their itinerary. Also included in the presentation, how AtBC has worked to leverage their marketing programs with Government partners.

4:00 pm **Closing Remarks**

April 16, 2014 - Aboriginal Tourism BC's Industry Awards

6:00 pm, Hotel Fairmont Ballroom

Join us for an evening of culture and to celebrate the achievements of Aboriginal Tourism BC's best! Gala includes dinner, a cultural performance and awards ceremony.

April 17, 2014 – Departure Day

Transfers from Whistler – There is a third party bus transfer available Whistler to Vancouver Downtown & YVR via Pacific Coach Lines. **Reservations are mandatory.** Leaves Whistler daily at 6am, 9am, 12:30pm, 3:30pm and 7pm. Call 1 (800) 661-1725 to make your reservation. Travel time is approx. 2.5 hours to the airport.