



Your guide to

a world of opportunity....



Aboriginal tourism

- > \$270 million industry
- > 2,000 enterprises
- > \$1.9 billion potential



Aboriginal Tourism Canada

is a partnership of business and government whose goal is to create opportunities for the growth of Aboriginal tourism.



Our Vision is to represent **Aboriginal peoples**
as **world leaders** in tourism
in harmony with our cultures.



Our Mission is to influence
and develop **tourism policies and programs**
to benefit **Aboriginal peoples** in Canada.

Our business principles drive everything
we do and **believe in** at Aboriginal Tourism Canada.



- > **Belief** that through partnerships we can create opportunities.
- > **Commitment** to the protection and preservation of Aboriginal traditions and the environment.
- > **Commitment** to the stewardship of our renewable resources.
- > **Commitment** to the authenticity of Aboriginal products, art and experiences.
- > **Respect** of the importance of the individual in Aboriginal tourism and the part the individual plays in the community.
- > **Working** together to communicate our cultural pride in and through Aboriginal tourism and products.
- > **Honouring** our spirituality and the strength of our people to be self-reliant.
- > **Value** honesty in our communication and in our business.

There is a **world of opportunity**
in Aboriginal tourism

- for prospective partners in all industry sectors:



- > adventure tourism
- > attractions
- > events & conferences
- > accommodation
- > transportation
- > food & beverage
- > the travel trades
- > tourism services

Aboriginal tourism is defined as any tourism business that is owned or managed by First Nations, Inuit or Métis people. It covers the full spectrum of tourism products and services – traditional or contemporary – in all eight sectors of the industry.

Incorporated in 1997, ATC has blossomed as the national voice for Aboriginal tourism, while an active cross-country network of Regional Aboriginal Tourism Associations (RATAs) support the national effort.



ATC activities include our biennial tourism conference and trade show, practical guides, a national study on Aboriginal tourism, research, participation in the tourism marketplace

and an informative website. Most recently, we have developed

'Travelling with Wisdom: A Blueprint for the Future of Aboriginal Tourism in Canada'.



Regional Aboriginal Tourism Associations

across
Canada

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> **ABORIGINAL TOURISM ASSOCIATION OF SOUTHERN ONTARIO (ATASO)**

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> **S.T.A.Q./QUEBEC ABORIGINAL TOURISM CORPORATION**

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> **NUNAVUT TOURISM**

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