



ABORIGINAL
TOURISM ASSOCIATION OF BC
our story. your experience.

AtBC's 2010 Olympic Legacies

Leading up to the 2010 Winter Olympics:

- Tourist visits have increased 67% between 2006 - 2009
- One in four visitors to BC seek out an Aboriginal Tourism experience
- Aboriginal tourist revenues expected to increase to \$45M by 2012
- Aboriginal Tourism is the fastest growing tourism sector in BC
- Aboriginal Cultural Tourism Blueprint Strategy
- Launch of AtBC Cultural Authenticity Program



2010 Games created a unique opportunity

- 3,000 unaccredited media – Robson Square
- 10,000 accredited media
- Media looking for accessible authentic experiences/stories beyond sports



AtBC highly visible during the Games

- Aboriginal Pavilion
- The Aboriginal Business Centre – Vancouver Community College
- GE Plaza at Robson Square – Main Stage
- BC Showcase at Robson Square
- BC/Canada Pavilion at the Vancouver Art Gallery
- Ministry of Tourism Gala feature partner
- Klahowya Village at Pan Pacific Hotel Vancouver



Four Host First Nations Pavilion

- Canada's Aboriginal home during the Games
- Welcomed 242,000 visitors
- 26 AtBC Trailblazers staffed the pavilion (training and professional development opportunities)



GE Plaza at Robson Square

- British Columbia's home during the Games
- Welcomed 1.5 million visitors.
- Daily stage performances by AtBC.
- Broadcast centre for the 3000 unaccredited media (media often used footage of AtBC dance and drum performances as the backdrop to their daily coverage.)



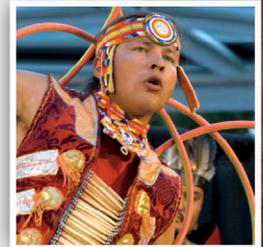
Aboriginal Tourism Showcase

- Industry showcase in the BC Showcase with Minister Krueger and Minister Abbott
- 150 guests in attendance
- 35 media in attendance: television media from Canada, Britain, Germany and the US (Average media attendance for other showcase events: 4)



BC Canada Pavilion

- Hosted at the Vancouver Art Gallery
- 90,000 visitors during the Games
- AtBC featured 6 hours of cultural demonstrations in the exhibit each day.



Klahowya Village at Pan Pacific Hotel

- Strategic location – next to Olympic Broadcast Centre
- 90,000 visitors
- Dynamic AtBC exhibit in the Lobby
 - Hotel home to NBC, BBC, CTV and German media
 - Open to the public
 - Backdrop for carving, cedar bark weaving, medicinal teas,
 - Dancers, drummers, singers,



Media Coverage: 155 interviews over 17 days

- Coverage in media outlets including BBC Sports, NBC, ARD Television Germany, USA Today, Daily Telegraph and others
- Value of earned media coverage: \$800,000 - \$1,000,000

Popular stories:

- Traditional cuisine served with a contemporary twist
- Artisans and their stories
- Fashion designs of Dorothy Grant and Pam Baker
- Games legacies for Aboriginal tourism



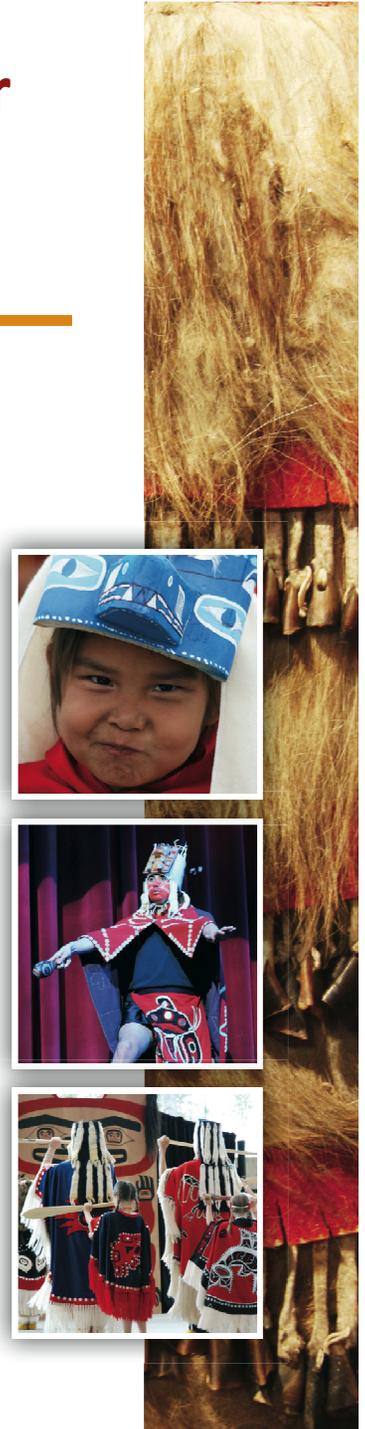


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AtBC 2010 Marketing Plan Highlights

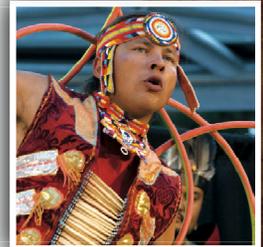
Building on the momentum of the 2010 Winter Olympic Games: 2010 Marketing Plan

- Focus stakeholders on Cultural Authenticity program
- Working with provincial and federal partners in key international markets
- Focus on “drive time” markets for summer 2010
- Build a 5 year financial independence plan
- Participate in high profile events throughout BC



The Olympic Afterglow: AtBC Summer Experiences

- Klahowya Village in Stanley Park
- Showcase at Butchart Gardens
- Showcase at Tourism Vancouver Visitor Centre



Klahowya Village in Stanley Park

- 2,400 to 4,800 visitors per day
- Spirit Catcher Train
- Cultural Tours
- Daily Performances
- Drum Making Workshops
- Legend of the Mask Storytelling
- Raven Spirit Ceremony
- Earned media coverage: \$260,000



Klahowya Village in Stanley Park

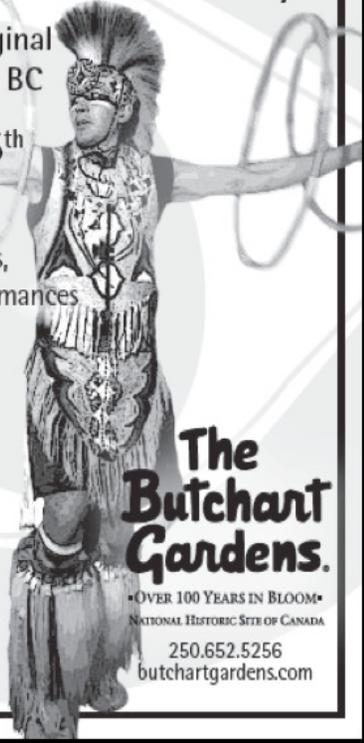
New Partners:

- Vancouver Parks Board
- Tourism Vancouver
- Vancouver Trolley Company
- Spaghetti Factory
- Spokes Bike Rental
- West Coast Sightseeing Inc.
- The Province



AtBC at Butchart Gardens

- First ever partnership with Butchart Gardens, the Ministry of Tourism Culture and the Arts and the local Nations:
Tseycum, Pauquachin, Tsartlip and Tsawout
- Four hour presentation



**"Klahowya Village at
The Butchart Gardens Day"**

Presented by The Aboriginal
Tourism Association of BC

Sunday, August 15th
1pm – 4pm

Come enjoy the ceremonies,
followed by cultural performances
starting at 1:45pm

Yellow Wolf Drum Group
Saanich Territory (Tsartlip Nation)

Git Hayetsk Dancers
Tsimshian, Nisga'a, Gitksan, Haida,
Tlingit and Haisla Nations

Le-La-La Dancers
Kwakwaka'wakw Nation

Alex Wells
Three time World Champion Hoop
Dancer of the Lil'wat Nation

**The
Butchart
Gardens.**

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250.652.5256
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AtBC at Tourism Vancouver Visitor Centre

- High profile location with 6,000 visitors passing per week
- Opportunity to promote AtBC and to direct visitors to Klahowya Village in Stanley Park



Moving Forward: Building on Success

- Continue to design strategies and products to take full advantage of the one in four visitors to BC seeking an Aboriginal Tourism experience.
- Aboriginal tourist revenues expected to increase to \$45M by 2012
- Strengthen existing stakeholders and build capacity through AtBC Cultural Authenticity Program and training programs.
- Focus on results to demonstrate relationship between community wellbeing, entrepreneurial capacity and economic sustainability.



Thank you

Keith Henry

Chief Executive Officer

Aboriginal Tourism Association of British Columbia (AtBC)

www.aboriginalbc.com

