

## Significant new funding, a sold out international conference and announcement of new leadership team sets the Aboriginal Tourism Association of Canada up for a strong 2017

Dec. 19, 2016, Coast Salish Territories (Vancouver, BC) – A year of cross country engagement, international trade development, a sold out International Aboriginal Tourism Conference(IATC) and the December 13, 2016 Government of Canada announcement of \$3.15 million towards the implementation of ATAC’s five-year national strategy has set the stage for a new year of significant growth, says CEO Keith Henry.

The IATC, held in Membertou, BC, December 12-14, 2016, culminated with the celebration of Aboriginal tourism awards, and the formal announcement of ATAC’s new board and executive committee. ATAC board members represent several Aboriginal communities leading the way in economic and tourism development across Canada, with [new members](#) joining from British Columbia, Newfoundland & Labrador, Nunavut, and the Northwest Territories. Critical to maintaining the momentum set in 2015, the board provides invaluable oversight and recommendations for the implementation of the ATAC five-year strategy, [The Path Forward, 2016-2021](#). Also elected to the board as Executive Committee members are:

- Robert Bernard, Chair (Nova Scotia, [Wagmatcook Culture & Heritage Centre](#))
- Dave Laveau, Vice Chair (Quebec, [Quebec Aboriginal Tourism](#))
- Jeff Provost, Secretary (Manitoba, [Eastside Aboriginal Sustainable Tourism](#))

The position of treasurer will be confirmed in January.

“The energy and passion displayed last week during an intense three-day conference was only heightened with the [announcement](#) by the Government of Canada and Indigenous and Northern Affairs. Their clear understanding of how a sustainable, growing Indigenous tourism sector drives economic development and supports not only Aboriginal communities but all Canadians is so welcome by our leadership team,” said Henry. “We are inspired and empowered to continue to grow and we have the coast to coast team representation we need to really prosper.”

For more information and board member profiles, visit [www.aboriginalcanada.ca](http://www.aboriginalcanada.ca).

### About the Aboriginal Tourism Association of Canada

Originally formed as the Aboriginal Tourism Marketing Circle, in 2015 the Aboriginal Tourism Association of Canada (ATAC) was formally established as a national non-profit Aboriginal tourism industry organization. Today, ATAC includes representation from 15 Aboriginal tourism industry representatives and organizations. Through a unified Aboriginal tourism industry voice, ATAC focuses on creating partnerships between associations, organizations, government departments and industry leaders from across Canada to support the growth of Aboriginal tourism in Canada. For more information, visit [www.aboriginalcanada.ca](http://www.aboriginalcanada.ca).

-30-

### Media contacts:

Deirdre Campbell, Tartan Group: [250-592-3838](tel:250-592-3838), [250-882-9199](tel:250-882-9199) (cell) or [deirdre@tartangroup.ca](mailto:deirdre@tartangroup.ca)  
Keith Henry, ATAC: [604-639-4408](tel:604-639-4408) or [k.henry@aboriginalcanada.ca](mailto:k.henry@aboriginalcanada.ca)