

A World of Tourism - March 2001

By Beverley O'Neil, Ktunaxa Nation

Ki'suk kukyit, and welcome to the second quarterly column on tourism for the Aboriginal tourism industry. I have heard from a few people that the December 2000 column was very useful, and of course I hope this column will prove to be just as useful exceeding your expectations, and helping you find success. First, a point of clarification. It has come to my attention that there may be some confusion in the Aboriginal business and tourism community about my role with the Aboriginal Tourism Association of BC. Please note that although I was intensely involved with the creation of the AtBC including volunteering time and resources, as well as lending finances, I have never been a Director of the Board and have not been involved at this level for at least 1.5 years. I am, however, a Board member of Tourism British Columbia, the BC Wine Institute, and the Vancouver Aquarium.

Secwepemec Museum

During Community Archives week November 19-25, the Secwepemc Museum celebrated the week with a proclamation, being the first time Archives Week has been officially recognized, and a first for a First Nation museum in BC. The Museum also launched a new addition to its website - the famous Memorial to Sir Wilfred Laurier, Prime Minister of Canada. This important historical document was created in 1910 by Chiefs of the interior tribes – the Shuswap, Nlaka'pamux and the Okanagan – outlining their grievances with the government. (It seems some things don't change even after nearly 100 years.) The document is as valid a statement today as it was in 1910. Information about the Secwepemc Cultural

Education Society and the Secwepemc Archives, including the full text of the Memorial to Sir Wilfred Laurier, can be found at www.secwepemc.org. Other information can be obtained by contacting Ken Favrholt, Manager/Curator (250) 828-9801 or museum@secwepemc.org. (Contributed by Ken Favrholt, Secwepemc Museum)

#s to Plan By

- US tourists to Canada from January to September 2000 were 12.5 million visitors of which 7.89 million arrived by automobile. However, the American's visits didn't keep Canadians home... instead 11.66 million traveled to the US of which 6.55 million traveled by automobile. (SOURCE: CTC Communique, Dec '00 / Statistics Canada)
- People who use the Internet for travel planning are more likely to use search engines (62 percent), destinations sites (52 percent), and company sites (48 percent) to find travel information. Community and travel guide / newspaper / magazine sites are the least used (10, 14 percent respectively).

(Tourism British Columbia compiles "Tourism Indicators" to help business plan better - contact (250) 387-1567, fax (250) 387-9406, or email research@tourism.bc.ca for further information).

Did you know?

- Considering the Canadian Aboriginal population (estimated 4 percent), the

Aboriginal tourism industry should be a \$1.6 billion industry, employing 30,000 to 40,000 people. We're far from it! The estimated Aboriginal tourism industry generates \$270 million employing only 14,000 to 16,000 people of which half are in seasonal or part-time jobs. Certainly, there is a lot of room to grow.

Something for Northerners

Soon there will be a new regional tourism marketing association in northern BC called the "Heart of BC". The first AGM is on March 7 at Sia'kuz approximately 15 km south of Vanderhoof, BC. For more information and how to join, contact – **Vince Prince**, Current Chair (250) 996-0081.

The Germans are Coming!!!

Tourism Vancouver along with Tourism British Columbia will host Germany's largest travel agency called the DERTOUR Academy. The event will bring 700 high performing German travel agents to Vancouver from November 28 to December 10, 2001. The Agents will travel in two groups of 350 for 6-day sessions including pre and post tours throughout BC and Canada. An Aboriginal program for tourism businesses and First Nations is being developed for the event with the guidance of an Aboriginal Advisory Committee for the project. The committee of respected Aboriginal tourism, business, and economic leaders throughout BC will advise and assist with getting First Nations and Aboriginal tourism businesses involved. For more information – **Beverley O'Neil** (604) 913-1905 or oneil@designingnations.com.

Planning for Success?

... well now available through the **Aboriginal Tourism Team Canada** is the second in their "Checklist for Success" called "Aboriginal Cultural Tourism – How to develop a successful cultural tourism business". The guide is a checklist on what to do to make your business market ready, sustainable, and culturally respectful. It is, along with the first guide on "Business Planning Guide – How to develop, promote, and run your own tourism operation", available for your planning success. Contact the ATTC for information on how to get your copy – (613) 235-2067 or toll-free (800) 724-7872.

... in Accommodations?

Tourism BC has just released the "Directory of Accommodation Services". This is more than a directory! It can be used as a guide to build your business to meet standards in the accommodations sector, or to plan your business. Key in the directory is information on accommodation rating requirements such as **Canada Select** and **Access Canada**. For your copy – Tourism BC (250) 387-6309, email accom@tourism.bc.ca or www.hellobc.com.

Kudos & Celebrations

Never let it be said that hard work doesn't pay. Certainly for **Dolly Watts**, owner of **Liliget Feast House & Catering**, her hard work and dedication to supporting the growth of the Aboriginal economy and her entrepreneurial spirit will be recognized at the National Aboriginal Achievement Awards on March 16, 2001 in Edmonton.

Events

March 25-27, 2001 - ATTC National Aboriginal Tourism Forum "Tourism in Harmony with Our Culture", Best Western Hotel, Six Nations Brantford, ON. Registration Fee \$100, Youth \$75 - includes all sessions, 2 lunches and health breaks. To register - **Cathryn Cornelius**, Oneida Marketing of the Thames Marketing Ltd. (519) 754-0616.

May 26-28, 2001 – 3rd Annual Indian Art Northwest, Portland, Oregon – a place where buyers and sellers meet. Deadline mid March 2001 – more info www.indianartnorthwest.com or **Teresa Barney**, Indian Art Northwest (503) 224-8650 or **Jane Shaw**, Canadian Consulate General (206) 770-4081.

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