



## ATMC

### Aboriginal Tourism Marketing Circle

#### Memorandum of Understanding (MOU)

Between  
Regional Aboriginal Tourism Associations,  
Aboriginal Destination Marketing Organizations,  
Aboriginal Tourism Councils  
and  
Regional representatives

#### **Purpose**

The purpose of the ATMC is to create a partnership between associations, organizations and councils that represent the Aboriginal tourism industry in Canada. This partnership will allow the undersigned to collectively pursue initiatives to support the growth of Aboriginal Tourism in Canada.

Of primary importance is the development of a National Aboriginal Tourism Marketing Strategy which will be based on harmonized sub-regional, regional, inter-regional, national and international Aboriginal tourism marketing strategies. The national strategy will also facilitate marketing initiatives related to major and special events.

Of secondary importance is the development of information and tools to assist the Aboriginal economic development community and government partners in key product development areas including, but not limited to: the development of market ready and authenticity criteria, assessment tools and processes; the development of an online toolkit; the development of a human resource development strategy; and the facilitation of public and private partnerships.

As market research is critical to attaining these goals ATMC members will assist government and industry partners: by defining market research needs and project terms of reference; and by undertaking polls, surveys, and focus group initiatives.

#### **Methodology**

Upon signing of this MOU, ATMC members, through various communication and coordination initiatives, agree to work in collaboration to identify new objectives to meet the above noted goals or, wherever possible, to build upon existing initiatives.

It is expected through a quorum of a simple majority of ATMC members, at meetings or through conference calls, consensus decisions will be made. Through these decisions various members will be asked, individually or in partnership, to act on behalf of the full ATMC for the following purposes:

- To represent the ATMC
- To draft project proposals and manage projects on behalf of the ATMC
- To forge partnerships with the balance of industry, government partners and Aboriginal stakeholders

#### **ATMC Expected Outcomes**

- Give voice to the Aboriginal tourism industry in Canada
- Increased numbers of market ready product
- Increased market share
- Sustainable Aboriginal tourism development

**Note: Original Signed March 26, 2009**