

Canada's West Marketplace Kelowna, BC Report – November 16th to 18th, 2015

Hayden Taylor and Dana Schoahs of AtBC's Marketing Team attended Canada's West Marketplace (CWM) from November 16th to 18th, 2015 in Kelowna, BC. The Canada's West Marketplace trade show is a partnership between Travel Alberta and Destination British Columbia. Currently in its 28th year, this annual travel trade show brought together more than 300 British Columbia and Alberta tourism suppliers and 120 receptive tour operators, tour operators and wholesalers from Europe, Asia/Pacific and the Americas.

Canada's West Marketplace continues to provide excellent opportunities to market Aboriginal tourism and our export-ready and market-ready Stakeholders AtBC conducted 40 meetings (see attached list) with receptive tour operators, tour operators and other tourism partners such as RDMOs, DMOs and attractions. AtBC's Stakeholders Quaaout Lodge, Spirit Bear Lodge and the Squamish Lil'wat Cultural Centre were also at the show, with their own teams, meeting with buyers.

Summary

- The high demand for authentic experiences was evident in all of the meetings we conducted. Receptive tour operators and tour operators understand the demand, as well as the growth potential and diversification of packages Aboriginal tourism experiences provide.
- As a result of AtBC's attendance at previous tradeshow, a significant number of receptive tour operators have featured or will be featuring Aboriginal-themed itineraries and packages in their 2016 tariffs / brochures. In speaking with the operators, we anticipate an increase in 20% of inclusions for 2016.
- Jonview has now included 25 AtBC Stakeholders in their product offerings for 2016 and beyond. Some of these Stakeholders are currently being contracted. Other niche receptive tour operators such as Canada Travel Planners or Canadian Travel Design have most of AtBC's export-ready experiences included.
- Authentik Canada, a receptive tour operator that specializes in European markets such as France, Belgium, Switzerland and Germany, was excited to hear that BC has 72 market-ready experiences to choose from. They sent more than 2,000 clients to BC this year and are really looking to expand their offerings of authentic experiences. This company will be a great fit for Aboriginal Tourism BC and its Stakeholders.
- Chinese receptive tour operators are also paying attention to the Aboriginal tourism experiences more than ever. With the change of FIT travellers coming to Canada, more and more operators are now feeding into the demand of having authentic and unique experiences.

- CWM also attracts many operators who are focusing on student travel. These operators are a perfect fit to work with Stakeholders that can handle student travel in destinations such as Vancouver, Vancouver Island and Whistler - Takaya Tours, Musquam Cultural Centre, Squamish Lil'wat Cultural Centre, Talaysay Tours, Songhees Nation Tours and many others.
- Our partners continue to be strong supporters and are focusing on increasing the Aboriginal tourism experience within their regions.

If you have any questions with regards to specific meeting, please email Hayden Taylor at Hayden@AboriginalBC.com.

Final Schedule

2015 Canada's West Marketplace Trade Show

Aboriginal Tourism British Columbia Association (AtBC) - Dana Schoahs

Tue, November 17				
Appt	Time	Booth	Company Name	Request Type
	07:45 - 08:15		Marketplace Open	
1	08:15 - 08:25	415/416	Expedia Lodging Partner Services	Buyer
2	08:27 - 08:37	410	Discover Holidays Inc	Mutual
3	08:39 - 08:49	502/503	Go To Canada	Buyer
4	08:51 - 09:01	702	Tour Canada Spezialreisen GmbH	Mutual
5	09:03 - 09:13	805	Travelmarvel	Buyer
6	09:15 - 09:25	515	Jonview Canada - Transportation, BC Excursions & Adventure	Additional
7	09:27 - 09:37	618	SK Touristik GmbH	Mutual
8	09:39 - 09:49	806	Destination Canada - Australia	CWM Partners/CTC
9	09:51 - 10:01	407/408	Discover Canada Tours	Mutual
10	10:03 - 10:13	808	Wells Gray Tours	Buyer
11	10:15 - 10:25	713	Sichuan China Youth Travel Service Tianxia Branch	Buyer
12	10:27 - 10:37		Break	
13	10:39 - 10:49	104	Destination British Columbia - United Kingdom	BC Seller
14	10:51 - 11:01	612	Prime World Tours Ltd.	Buyer
15	11:03 - 11:13	400/401	Canadian Travel Design	Mutual
16	11:15 - 11:25	411/412	Dominion Tours Inc.	Mutual
17	11:27 - 11:37			
18	11:39 - 11:49	102	Destination British Columbia - Australia & New Zealand	BC Seller
	11:55 - 13:15		BC Lunch Sponsored by Thompson Okanagan Tourism Association & Tourism Kelowna	
19	13:20 - 13:30			
20	13:32 - 13:42	405	Destination America	Mutual
21	13:44 - 13:54	203	Beijing Youth Travel Service Co.,LTD.	Buyer
22	13:56 - 14:06	414	Expedia Canada Corp	Buyer
23	14:08 - 14:18	721	China CYTS Tours Holding Co., Ltd.	Buyer
24	14:20 - 14:30	200	ChengDu Everbright International Travel Agency co.,LTD.	Buyer
25	14:32 - 14:42	607	MLI Inc.	Buyer
26	14:44 - 14:54		Break	
27	14:56 - 15:06	620	Sports Leisure Vacations	Mutual
28	15:08 - 15:18	705/706	Tourclick YVR Travel Canada Ltd.	BC Seller
29	15:20 - 15:30	606	Midnight Sun Adventure Travel	Mutual
30	15:32 - 15:42			

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Tue, November 17				
Appt	Time	Booth	Company Name	Request Type
31	15:44 - 15:54	305	BC Ferries - Vacation Division	Mutual
32	15:56 - 16:06	314	Canada CYTS Travel Services Inc.	Mutual
33	16:08 - 16:18	701	Toundra Voyages	Buyer
34	16:20 - 16:30	807	Viator	Mutual
35	16:32 - 16:42	419	Getaroom.com	BC Seller
36	16:44 - 16:54			
Wed, November 18				
	07:30 - 08:30		Buyer Breakfast (for Buyers ONLY)	
	08:30 - 09:00		Marketplace Floor Open	
37	09:00 - 09:10	211	APT	Mutual
38	09:12 - 09:22	307	CAL Travel International Ltd.	Mutual
39	09:24 - 09:34	209/210	Anderson Vacations	BC Seller
40	09:36 - 09:46	409	Ellison Travel & Tours Ltd.	Mutual
41	09:48 - 09:58	709	TPI Silkway	Mutual
42	10:00 - 10:10		LuxuryRes Cancelled	BC Seller
43	10:12 - 10:22			
44	10:24 - 10:34	300/301	ARA Professional Travel & Support Inc.	Buyer
45	10:36 - 10:46		Break	
46	10:48 - 10:58	608/609	NTS International Group	BC Seller
47	11:00 - 11:10	208	America Tours V.O.S.	BC Seller
48	11:12 - 11:22			
49	11:24 - 11:34	302/303	Authentik Canada	Mutual
50	11:36 - 11:46	404	Clipper Vacations	Mutual
	11:50 - 13:25		All Delegate Lunch Sponsored by Banff Lake Louise Tourism	

Aboriginal Tourism British Columbia Association (AtBC)

We were unable to pre-schedule an appointment with the following organizations:

Company Name	Request Type
Amazing Travel Inc.	BC Seller
Canada & Alaska Specialist Holidays	BC Seller
Canadian Tours International	BC Seller
Canadian Travel Partners Ltd.	Mutual
Cantop Tours & Travel Ltd.	BC Seller
Chengdu Overseas Tourist Co. Ltd.	Buyer
Destination British Columbia - Germany	BC Seller
EverGreen Escapes Cascadia	BC Seller
FTI Touristik AG	BC Seller
Globus family of brands (Group Voyagers Inc.)	BC Seller
H.I.S. Canada Inc.	Buyer
Jonview Canada - Transportation, BC Excursions & Adventure	Mutual
JTB International (Canada) Ltd.	Buyer
Kanata	Mutual
Let's Canada Tours Ltd	Buyer
Scenic Luxury Cruises & Tours	Buyer
Shenyang Overseas International Travel Service Co.,Ltd	Buyer
Skyland Tours Ltd.	BC Seller
Vanfun Travel Ltd.	Mutual
YMT Vacations	BC Seller