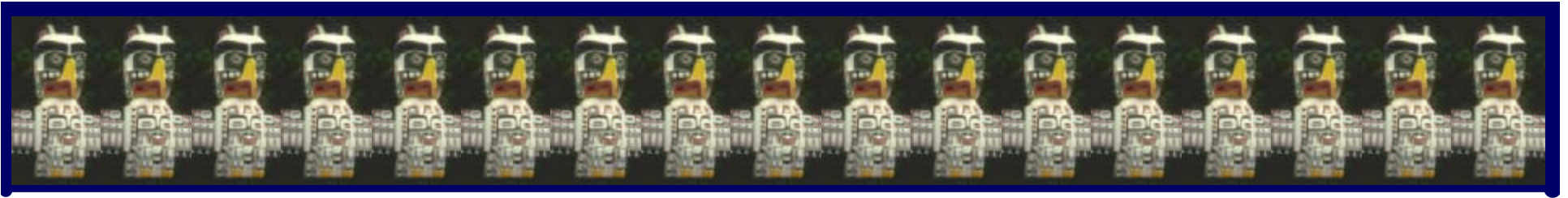


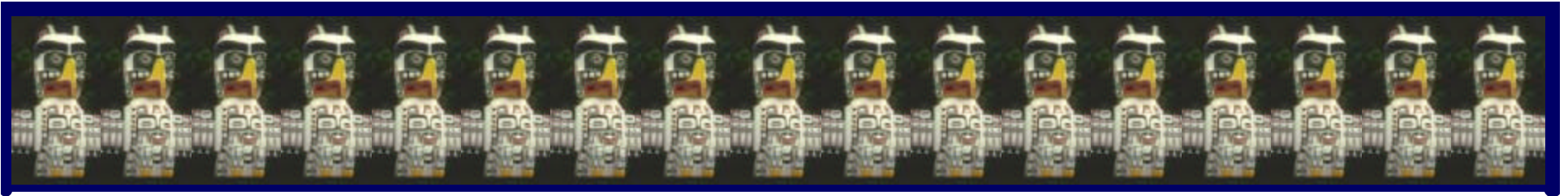
Implementation Strategy

transforming results
PWC CONSULTING



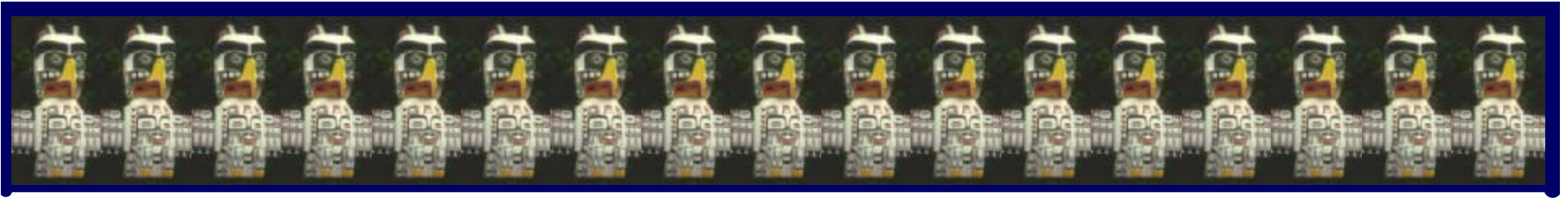
Priorities For Action

- Communication of funding opportunities and submission requirements
- A more proactive approach to marketing
 - Broad based province wide aboriginal tourism association
 - Develop a marketing strategy for the industry
- Enhance the understanding of tourism within the aboriginal community
 - Inform locals about appeal of region as an aboriginal tourism destination
 - Inform aboriginal businesses and communities of benefits of tourism
 - Create enthusiasm
- Improve training and education opportunities
 - Educate businesses about tourism trends
 - Get tourism based training for industry staff



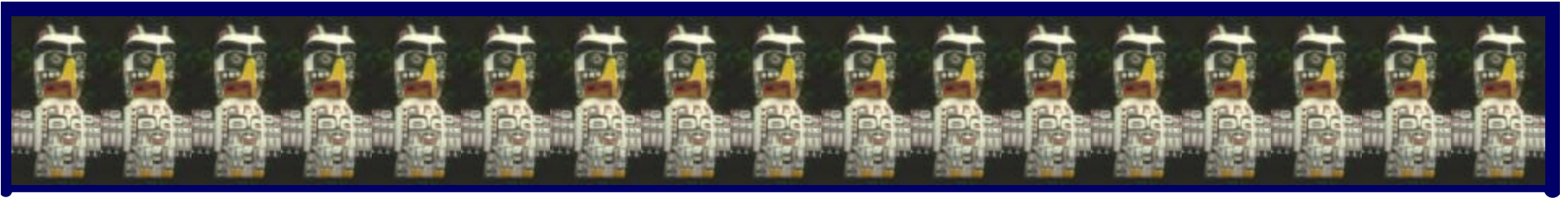
Product Opportunity 1 – Aboriginal Themed Accommodation

- **Backcountry Wilderness Lodge**
 - *Timing* – 1 to 3 years
 - *Location* – Kananaskis/Foothills area; Fort McMurray/Athabaska region. Needs to be close to lakes, and/or rivers
 - *Operator* – New development owned by one of the bands or expansion/theming of existing lodge.
- **Campground / Tipi Village**
 - *Timing* – 1 to 3 years
 - *Location* – Situated outside of National Parks/foothills region, such as Kananaskis Country; Bragg Creek
 - *Operator* – New or in conjunction with existing.
- **Resort**
 - *Timing* – 3 to 5 years
 - *Location* – Outside Banff (Canmore and Kananaskis region), Fort Macleod-Waterton-Crowsnest Pass region, or in Northern Alberta.
 - *Operator* – Expansion of existing such as Nakoda or Sawridge. New development also a possibility.



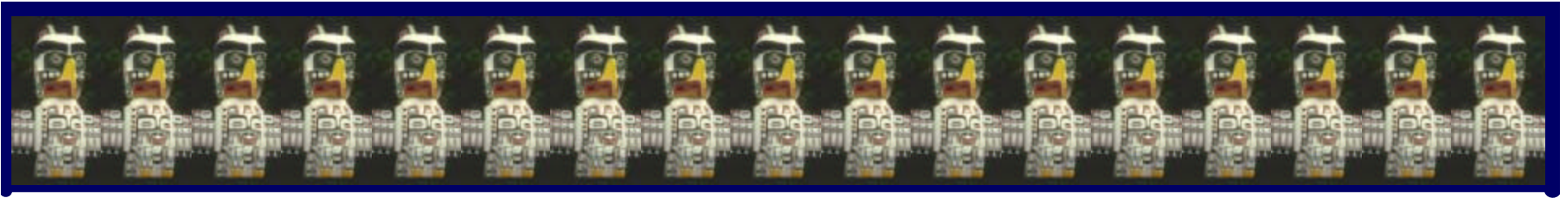
Product Opportunity 2 – Aboriginal Themed Restaurant

- Themed Fast Food Restaurant
 - *Timing* – 1 to 3 years
 - *Location* – Near other aboriginal tourism attractions or centres. Consider locations in the National Parks. Location along major tourist transportation routes will be important to take advantage of drive by traffic.
 - *Operator* – New development or existing operator looks at franchising into other areas/or at events (i.e. Food kiosk at Stampede).
- *Themed Sit-Down Restaurant*
 - *Timing* – 1 to 3 years
 - *Location* – Situated outside of National Parks/foothills region, such as Kananaskis Country; Bragg Creek, Canmore Calgary, Red Deer and Edmonton. Near other tourism attractions like a native cultural centre; village, museum etc. Along major tourist transportation route.
 - *Operator* – New development or expansion of an existing restaurant.



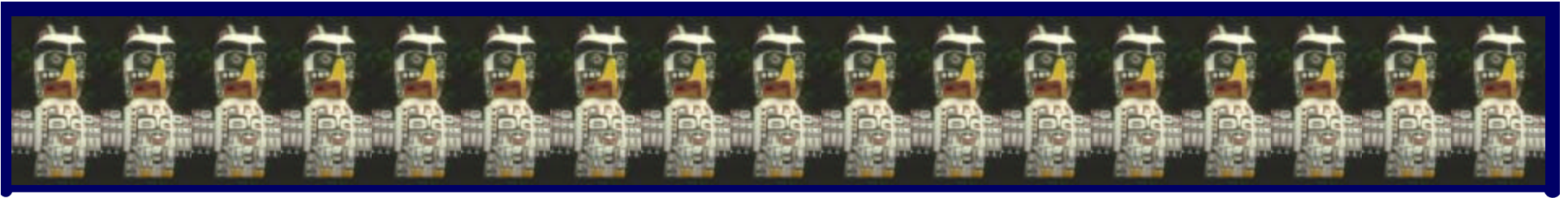
Product Opportunity 3 – Aboriginal Cultural Centre

- Stand-Alone Cultural Centre
 - *Timing* – 3 to 5 years
 - *Location* – With the Lakeland Centre being developed in the North, a more southern/central location such as the Kananaskis/Foothills area, Chinook Country, Waterton or on the outskirts of Calgary is suggested. Should be situated close to accommodation, dining and other activities to create a “critical mass” of activities
 - *Operator* – New attraction run by one of the bands or significant expansion of an existing complimentary attraction.
- Multi-Use Cultural Centre
 - *Timing* – 3 to 5 years
 - *Location* – Southern Alberta (Calgary and south)
 - *Operator* – New attraction run by one of the bands or significant expansion of an existing complimentary attraction.



Product Opportunity 4 – Packaging

- One- Two Day Packages
 - *Timing* – Immediate
 - *Location* – Focus on areas where existing native attractions/accommodation exist, such as Nakoda lodge, Head Smashed In. Close driving distance from Calgary/Edmonton to capture City visitor market.
 - *Operator* – Numerous existing operators.
- Three to Five Day Packages
 - *Timing* – Immediate
 - *Location* – More remote settings; further from cities; Banff; Waterton Lakes; Kananaskis; Jasper.
 - *Operator* – Numerous existing operators.



Product Opportunity 5 – Re-enactive/Interactive Villages

- Interactive Village
 - *Timing* – 3 to 5 years
 - *Location* – South/central location such as the Kananaskis/Foothills area, Chinook Country, Waterton or on the outskirts of Calgary or Northern Alberta/Jasper area. Should be situated close to accommodation, dining and other activities to create a “critical mass” of activities.
 - *Operator* – Would likely be a new development, run by one of the Bands either on or off reserve.