



News Release

For Immediate Release

Governments of Canada and Nunavut help grow Nunavut's tourism sector

Investment builds community engagement in tourism industry

March 10, 2015 – Iqaluit, NU –Canadian Northern Economic Development Agency (CanNor) and the Government of Nunavut (GN)

Today, Minister Leona Aglukkaq and Minister Monica Eil announced an investment to support a variety of projects in Nunavut's tourism sector that will build community engagement and capacity, support the growth of the industry in the Territory, and lead to new job opportunities in communities throughout Nunavut.

The projects include engaging communities in identifying local priorities, developing a Cruise Ship Management Plan, and creating a Nunavut Tourism Development Handbook to guide the strategic implementation of Nunavut tourism products. This investment will also support tourism training in both Inuktitut and Inuinnaqtun. Finally, data will be collected and analyzed to more accurately measure growth in tourism revenue, air passenger volume, visitor satisfaction and trace the ripple effects flowing from tourism activities.

Quick Facts

- CanNor is investing \$802,800 over two years. The Government of Nunavut's Department of Economic Development and Transportation is contributing \$715,500 for a combined investment of \$1,518,300.
- Based on a 2011 Visitor's Exit Survey, the tourism sector in Nunavut contributed \$40 million in revenue and employed over 1,200 Nunavummiut, providing over \$15 million in wages.
- In 2013, the Government of Nunavut released *Tunngasaiji*, a tourism strategy prepared through collaborative planning among its partners. *Tunngasaiji* priorities include development of tourism-related attractions, products and services; an increased in Inuit participation and benefits in the tourism sector; a focus on skills development and training, and a framework for engaging communities in planning and development.



Quotes

"Our Government is proud to invest in tourism development in Nunavut. Working alongside the Government of Nunavut and our partners, we are continuing to grow and develop this important sector of the economy that will help grow our economy and create good well-paying jobs for Nunavummiut.

Leona Aglukkaq

Minister of the Environment, Minister of the Canadian Northern Economic Development Agency, and Minister for the Arctic Council

"The Government of Nunavut continues to invest in supporting economic development initiatives that aim to increase capacity and growth in our tourism sector. This investment means more opportunities for Nunavummiut who base their livelihood in this industry. The funding also follows through on commitments made in *Tunngasajji: A Tourism Strategy for Nunavummiut*."

Monica Ell

Nunavut's Minister of Economic Development and Transportation

Associated Links

Government of Canada Supports Tourism in Qikiqtarjuaq

<http://news.gc.ca/web/article-en.do?nid=927499&tp=1>

CanNor Invests in Nunavut Tourism Initiatives

<http://www.cannor.qc.ca/eng/1389296867346/1389296919241>

CanNor Invests in Nunavut Tourism Strategy

<http://www.cannor.qc.ca/eng/1389630569443/1389630614445>

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CanNor works to help develop a diversified, sustainable and dynamic economy across Canada's three territories, and delivers on its northern mandate through funding programs, the Northern Projects Management Office and by undertaking policy and research.

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For more information about CanNor, visit cannor.gc.ca

For more information on Canada's Northern Strategy, visit: northernstrategy.ca