

مح⁵ کد⁶ کرد، ۲۰ Nunavut Tourism Nunavumi Pulaakataligiyit

Tourisme Nunavut

News Release

For Immediate Release

A clear path to tourism development in Nunavut

IQALUIT, Nunavut (September 22, 2016) – The Government of Nunavut (GN) today announced significant changes to the roles of organizations tasked with tourism development functions in the territory.

The government has defined the role of Nunavut Tourism to continue as a membership-based association that will focus on supporting its members. The government will continue to provide support for Nunavut Tourism in fulfilling this mandate.

The Department of Economic Development and Transportation's (EDT) division of tourism and cultural industries assumes responsibility for tourism development, marketing and research, visitor experience and visitor centre operations.

"This move will improve support for Nunavut's tourism industry by focusing tourism development activities across the territory," said Nunavut's Minister of Economic Development and Transportation Monica Ell-Kanayuk. "The GN will provide effective and reliable marketing and research to assist outfitters and tourist establishments as they embark on important decisions. This change will eliminate duplication of services, and ensure more accountability of public funds. Most importantly, I'm confident this realignment will improve overall experiences for Nunavut's visitors."

Nunavut Tourism will focus on activities that align closely with the organization's mission and mandate as the territory's tourism industry membership association.

"For many years now, Nunavut Tourism has taken on ever-increasing responsibilities that, in other jurisdictions, would be the responsibility of government. Having more clearly defined roles will allow us to better serve our members through marketing, advocacy and increasing our benefits to help members grow, maintain a sustainable operation and excel in the tourism trade," said Kevin Kelly, CEO of Nunavut Tourism.

Over the next two years Nunavut Tourism's annual operating contribution from the GN will be reduced from \$3 million to \$1 million per year. The remaining funds will stay within EDT to fulfil the department's new responsibilities.

"Thank you to Nunavut Tourism for its continued efforts and collaboration in promoting Nunavut's tourism industry," said Minister Ell-Kanayuk. "The GN will continue its close relationship with the organization to develop and improve this exciting sector."

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Backgrounder

Sivumut Abluqta, the GN's mandate, identifies tourism as an area of significant economic potential, and calls on the GN to encourage and support economic development initiatives that build on and add value to Nunavut's tourism sector.

The GN's decision to realign tourism functions was prompted in part by the 2015 Standing Committee on Oversight of Government Operations and Public Accounts review of Nunavut Tourism. This review highlighted issues with respect to the effectiveness of Nunavut Tourism's delivery of tourism marketing, visitor experience, product development, research and training.

The committee recommended the GN "consider the advisability of the tourism and culture division assuming some or all the functions assumed presently by Nunavut Tourism".

Also, by reallocating core funding from Nunavut Tourism to EDT, the partnership will reduce administrative duplication and more effectively deliver on the priorities set out in Nunavut's tourism strategy, *Tunngasaiji*.

Nunavut was one of the last Canadian jurisdictions providing core funding to a tourism association to fulfil major tourism development mandates. Other jurisdictions have either created Crown corporations or have located the tasks in their departments responsible for tourism.