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# News Release

For Immediate Release

## Government of Nunavut, Travel Nunavut and the Indigenous Tourism Association of Canada sign MOU

**Iqaluit, Nunavut (April 17, 2019)** – The Government of Nunavut (GN), the Travel Nunavut Board, and the Indigenous Tourism Association of Canada today signed a Memorandum of Understanding (MOU) to establish a partnership to create opportunities, and develop and support tourism among Inuit in Nunavut.

“Inuit are becoming more involved in the tourism industry as an increasing number of tourists are interested in an authentic Northern experience,” said Minister Akeegok. “The GN will provide training that prepares Nunavummiut for meaningful employment and this MOU sets the groundwork towards achieving this goal.”

The MOU outlines strategic priorities for the three organizations to work together, including support for the development of Indigenous tourism products and experiences; aligning tourism strategies for increased funding; training and mentorship opportunities; increased awareness and demand for Indigenous tourism; and encouraging and facilitating the involvement of Inuit in the development and promotion of Indigenous tourism.

“Today is an excellent day for tourism in Nunavut!” exclaimed Patrick Akpalialuk, Board Chair of the Travel Nunavut Industry Association. “Travel Nunavut is proud to partner with the Indigenous Tourism Association of Canada and the Department of Economic Development and Transportation on the development of the industry. The signing of the Memorandum of Understanding will significantly help the implementation of business, market, and trade ready set of standards.”

“This is an extremely exciting development that will help increase awareness of Indigenous tourism in Nunavut,” says Keith Henry, President and Chief Executive Officer of the Indigenous Tourism Association of Canada. “Given the increased demand

