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Tourism Days kicks off at Canada's Northern House

YELLOWKNIFE (February 8, 2010) — Mikey McBryan, star of History Television's hit reality TV series *Ice Pilots NWT*, headlines a delegation that will promote tourism in the Northwest Territories at Canada's Northern House this week.

Mr. McBryan, along with other tourism providers and representatives from NWT Tourism, will be on hand for Tourism Days, which takes place February 8-9 at Canada's Northern House in Vancouver, B.C. This initiative is a partnership between the Department of Industry, Tourism and Investment and NWT Tourism. It will showcase NWT products with a series of presentations, talks and receptions that will highlight our broad range of tourism opportunities.

"The Northwest Territories has some of the greatest tourism attractions in the world and Tourism Days will help us promote those attractions to a global audience during the 2010 Winter Olympics," says Minister of Industry, Tourism and Investment Bob McLeod. "The exposure and media coverage we will receive from Tourism Days will be invaluable as we continue to grow as a world-class tourism destination."

"It is important to note that to pull off an event of this magnitude takes support from all sectors of our industry. In particular, our northern airlines, hotels and operators have provided significant in-kind resources to this spectacular event," says Jenni Bruce, Chairperson of NWT Tourism.

Along with Mr. McBryan, who helps run Hay River-based Buffalo Airways, Simpson Air and Nahanni Mountain Lodge owner Ted Grant, Aurora Village owner Don Morin, Minister Bob McLeod and Kam Lake MLA Dave Ramsay will all be on hand to talk about the NWT's spectacular attractions, including fishing, outdoor adventure and general touring.

Canada's Northern House is an ideal venue to promote NWT tourism during the 2010 Winter Olympics. Since opening to the public on January 15, the North's Olympic pavilion — a partnership between the governments of the NWT, Nunavut and the Yukon — has seen more than 11,000 visitors. It will remain open until April and will host a number of events that will promote the NWT as a place to invest in, live and work.

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Tourism Days is just one of the initiatives the government is undertaking as part of its efforts to promote the NWT during the Games. Through events like Tourism Days, the GNWT is working to develop and support sustainable and diversified local economies and provide communities and regions with opportunities and choices as identified in the 16th Assembly's vision of *Northerners Working Together*.

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