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Tourism Week is June 6th to 12th

YELLOWKNIFE (Monday June 6, 2011) Tourism Week in Canada is being celebrated from June 6-12.

To celebrate, the second annual Fun in the Sun Tourism Week Golf Tournament will be held on Thursday, June 9, at the Yellowknife Golf Course. NWT Tourism is sponsoring the event in partnership with the Northern Frontier Visitors Centre. In addition, a barbecue will be held Friday, June 10, outside the Visitor Information Centre in Fort Simpson. The barbecue will feature a draw for various prizes donated by local tourism businesses.

“The tourism industry is of great importance to the NWT’s economy, and is one of its most diverse sectors” said Minister of Industry, Tourism and Investment Bob McLeod. “Tourism provides benefits to all of our communities, and Tourism Week will give well-deserved attention to operators and attractions across the territory.”

Tourism Week highlights the economic impact and social benefits of Canada's tourism sector, an industry that contributed over \$111 million to the NWT economy. The NWT had nearly 70, 000 visitors in 2010.

The GNWT is committed to supporting the tourism industry, through partnerships with NWT Tourism, initiatives like the renovation and construction of the 60th Parallel Visitors Centre, and through innovative industry development such as those released in the *Tourism 2015* plan.

During the 2010 Olympics, the GNWT partnered in Canada’s *Northern House* pavilion, which welcomed over 215,000 visitors and won many accolades.

For more information contact:

Richard Zieba

Director, Tourism and Parks

Industry, Tourism and Investment, Government of the Northwest Territories

Tel: (867) 873-7903

E-mail: Richard_zieba@gov.nt.ca

Media requests for interviews with Members of the Executive Council may be directed to:

Office of the Press Secretary • Premier/Cabinet
Government of the Northwest Territories • PO Box 1320 • Yellowknife • NT • X1A 2L9
Tel: (867) 669-2302 • Fax: (867) 873-0111