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GNWT Funding Program Supports Tourism Growth in the Sahtu

NORMAN WELLS (July 22, 2011) The Norman Wells float base is celebrating its Grand Opening after numerous infrastructure improvements have been made including: the replacement of docks, addition of a Hospitality and Interpretive Centre, and development of grounds for a Sahtu Aviation Museum. The improvements were made possible through \$600,000 in funding support over four years through the GNWT Tourism Product Diversification and Marketing Program.

“The Sahtu Region is one of the world’s premier adventure tourism destinations, and these upgrades to the Norman Wells float base will help allow tourism operators to take advantage of this incredible landscape,” said Minister of Industry, Tourism and Investment Bob McLeod. “The Tourism Product Diversification and Marketing Program is an important part of ITI’s support for the tourism industry, and I am very proud and excited to see it working for the people of Norman Wells, and the entire Sahtu Region.”

The Grand Opening is part of the “Celebrate Sahtu” weekend, a three day celebration hosted by the Town of Norman Wells, Canoe North Adventures, and North-Wright Airways, that includes a media walkabout of the new infrastructure upgrades, onsite arts and crafts demonstrations that represent artists from all five Sahtu communities, as well as a barbeque luncheon and live entertainment.

The Tourism Product Diversification and Marketing Program, and the infrastructure improvements at the Norman Wells float base, are examples of the GNWT’s ongoing commitment to both maximizing economic opportunities in every region, and to developing the Northwest Territories as an internationally recognized tourism destination.

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