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Aboriginal Tourism Champions Advisory Council Formed

YELLOWKNIFE (July 27, 2011) -- Minister of Industry, Tourism and Investment Bob McLeod has appointed seven Northwest Territories (NWT) residents to a new Aboriginal Tourism Champions Advisory Council.

The establishment of the Council is an important step in advancing a sustainable Aboriginal Tourism Strategy for the NWT. Council members will provide leadership and direction to the tourism industry, help to identify development opportunities for Aboriginal tourism, and promote Aboriginal tourism in communities across the NWT.

Growing the Aboriginal tourism sector was a key goal identified in *Tourism 2015: New Directions for a Spectacular Future*, the strategic plan to guide investment by the Government of the Northwest Territories in the tourism industry.

“Our Territory has an extraordinary resource of individuals and skills to draw on,” Minister McLeod notes. “The collective knowledge and experience of this Council will provide the strong and balanced understanding and guidance needed to help us grow the Aboriginal tourism sector.” The terms of membership on the Council will be to a maximum of two years, with an option for renewal by the Minister.

Council membership reflects a broad range of industry sectors, as well as the regional and Aboriginal cultural diversity of the Northwest Territories. The following individuals have been appointed to the nine-seat council:

- Mr. Grant Beck, Yellowknife
- Mr. Knute Hansen, Fort McPherson
- Mr. Doug Lamalice, Hay River
- Ms. Ria Letcher, Fort Simpson
- Ms. Margaret Nazon, Tsiigehtchic
- Mr. Moise Rabesca, Behchoko
- Ms Judith Wright-Bird, Tulita

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

The Council will also include a representative from Northwest Territories Tourism and Ms. Kelly Kaylo of Yellowknife in her capacity as Co-Chair of the Tourism Marketing Advisory Committee (TMAC).

Actively supporting the growth of Aboriginal tourism in the NWT is just one way that the Government of the Northwest Territories is taking action to diversify the economy and provide all communities and regions with opportunities and choices as identified in the 16th Assembly's vision of *Northerners Working Together*.

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