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Tourism 2015: New Directions for a Spectacular Future

YELLOWKNIFE (February 22, 2011) – A new plan – *Tourism 2015: New Directions for a Spectacular Future* — was released today and will guide GNWT investments in the tourism industry over the next five years, and will encourage additional investments by the Federal government, industry, and other partners.

The Plan's overall goal is to increase the value of the industry to \$130 million over the next five years by focusing on six key program areas: marketing, infrastructure, skills development, research, community and industry engagement, and Aboriginal tourism.

“New challenges and new opportunities for growth exist in the NWT tourism industry,” said the Minister of Industry, Tourism and Investment, Bob McLeod. “Tourism 2015 is an investment in people, communities and businesses and includes initiatives in Aboriginal cultural tourism, business mentorship, and youth training, and offers new opportunities for our tourism industry to create sustainable local economies.”

Developed in close consultation with the tourism industry and NWT Tourism, *Tourism 2015* is the successor to the previous five year plan which sunsets on March 31, 2011.

“This is an exciting time for tourism and the plan will leverage our iconic attractions such as the aurora, our parks and campgrounds, and vast wilderness to grow the industry,” said Ms. Jenni Bruce, Chair of NWT Tourism. “We will be able to capitalize on the interest generated in the north from the Olympics and Northern House to draw visitors to the territory.”

Through its support of the tourism sector and investments of over \$19 million in the industry in the last four years, the GNWT is working to diversify the economy and provide all communities and regions with opportunities and choices as envisioned in the 16th Legislative Assembly's *Northerners Working Together* plan.

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