



NUNAVIK TOUR

**Québec Announces More than \$1 Million
for Tourism Development in the North**

Kangiqsualujjuaq, Friday, September 14, 2013 – During a tour of Nunavik, Québec Premier Pauline Marois announced \$1,050,000 in funding over three years to support tourism development in the region. The Kativik Regional Government (KRG) will receive \$300,000 annually under the Québec Tourism Strategy North of the 49th Parallel, while an additional \$50,000 will be provided each year to implement development strategies for niches of excellence, as part of the support program of the Ministère des Finances et de l'Économie to develop strategic sectors and niches of excellence.

The Tourism Strategy, along with initiatives to develop northern tourism niches of excellence, has identified open spaces and Inuit culture as drivers of tourism development. The funding announcement aligns with the objectives of Québec's development plan for the tourism industry, which include developing northern tourism to make the region a world-class destination.

"Nunavik stands apart for its unique and spectacular natural attractions. Our investment reflects the Québec government's commitment to make northern tourism a major economic lever. The funding will help recruit human resources to develop tourist attractions in the North, along with other initiatives. This will help foster regional expertise. I'm therefore very pleased that our government is uniting its efforts with those of the Kativik Regional Government to invest in developing a region with outstanding tourism potential," said the Premier.

The funding will enable the KRG, in its leadership role, to assume new responsibilities in relation to developing tourism products and implementing the niche action plan.

"We are proud of our region, culture and language, and are using this opportunity to share them with visitors. This agreement with the Québec government will help us develop Nunavik's tourism potential collaboratively, while preserving our values and traditions," said KRG Chairperson Maggie Emudluk.

The funding is being provided to the KRG with the following objectives in relation to the development of tourism products:

- Help develop tourism products and experiences and consolidate the tourism industry in the region;
- Stimulate investment in the consolidation and diversification of tourism products to make them more attractive and productive;
- Support tourism companies in the development of a culture of quality and sustainable tourism;
- Provide technical and professional support for partners, businesses and organizations working in the tourism industry in the Kativik Region;
- Improve access to the Kativik Region and its tourism products and services for all types of clients.

The KRG will work closely with the Nunavik Tourism Association on tourism planning, joint actions, reception services and information.

In 2012, Nunavik identified tourism as a niche of excellence in the ACCORD process and a committee composed of all partners has drawn up an action plan on northern tourism and cultural diversity, in line with the Québec Tourism Strategy North of the 49th Parallel.

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Sources:

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