



## Information release

### **A regional partnership promotes Nunavik's tourism potential abroad**

**July 24 2013, Kuujuaq (Québec)** - From July 24 to the 30<sup>th</sup>, thanks to the efforts of a concerted regional partnership, two people from the popular British magazine Wanderlust, three British tour operators and a representative from the Destination Quebec (Tourism Quebec) office in the United Kingdom, will tour Nunavik and share the region's tourism attractions with United Kingdom's residents.

Every year, a regional committee comprised of Nunavik Parks, part of the Kativik Regional Government's Renewable Resources, Environment, Lands and Parks Department, the Nunavik Tourism Association (NTA) and Inuit Adventures, works closely with Tourism Quebec in order to pro-actively promote the tourism potential of the region.

Team work was essential in the tour's organization, each partner bringing their expertise to the table. The NTA managed the overall coordination of the tour. Nunavik Parks acted as a link between the partners and the Parks team and ensured logistical and security coordination during the tour's stay in the parks. Finally, Inuit Adventures, Nunavik's inbound tour operator, ensured the link with local tour operators in the region.

This getaway will include, weather permitting, a visit of Kuujuaq, Kangiqsujuaq and the Parc national des Pingualuit, the discovery of Diana Island and its diversified wildlife and a boat tour around Akpatok Island with the hope to see one of its largest resident, the polar bear. The tour is funded by Tourism Quebec (80%), with the remaining 20% divided between the Nunavik Tourism Association, Inuit Adventures and Nunavik Parks (KRG).

-30-

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*The Kativik Regional Government is a non-ethnic public organization created in 1978, under the James Bay and Northern Québec Agreement. The organization has jurisdiction over nearly the entire territory of Québec north of the 55th parallel in areas such as municipal matters, transportation, the environment, policing, employment, labour training, income security, childcare services, renewable resources, land-use planning, civil security and economic development.*