

## Press release

Feature on the Nord-du-Québec region in *National Geographic Traveler*

### **Minister of Tourism Nicole Ménard anticipates noteworthy spinoff for the destination**

**Québec City, June 17, 2010** – Québec Minister of Tourism Nicole Ménard is pleased to announce that the Nord-du-Québec region will be featured in a major photo story in the July 2010 issue of *National Geographic Traveler*. Eminent journalist Costas Christ, an internationally-renowned specialist in sustainable tourism, presents a striking portrait of the magnificent Nunavik region. He is a pioneer in the realm of ecotourism and a founding member and past chair of the board of the International Ecotourism Society. The eight-page feature is one of the longest reports devoted to a region of Québec published by this prestigious American magazine.

“I am especially proud of this visibility since the photo story stems from an initiative that my department launched. This major feature enables us to highlight the Nord-du-Québec region as an outstanding place to enjoy unusual adventure vacations in a perspective of sustainable development and the implementation of our tourism strategy north of the 49th parallel,” Minister of Tourism Nicole Ménard noted.

This familiarization tour could not have taken place without the collaboration of the Kativik Regional Government (KRG), the Nunavik Tourism Association, regional partners and local tourism enterprises.

“The article published in *National Geographic Traveler* reveals possibilities for authentic, sustainable tourism that regional stakeholders and the Québec government are striving to develop. The Kativik Regional Government is delighted by the prospect of pursuing this close collaboration in the coming years,” noted Maggie Emudluk, Chair of the KRG.

“We are confident that the attention given to our region in the pages of a magazine as renowned as *National Geographic Traveler* will help to position Nunavik as an equally prestigious tourism destination,” added Tommy Cain Sr., President of the Nunavik Tourism Association.

The familiarization tour enabled the journalist to grasp the varied heritage of Inuit communities by sampling regional cuisine, engaging in traditional activities and learning about their way of life. In particular, he observed polar bears on Akpatok Island, the world’s highest tides in Tasiujaq, the splendour of Lac Guillaume-Delisle and the Torngat Mountains, and the Pingualuit crater, an outstanding geological phenomenon.

The magazine will be on newstands in Canada on June 20, 2010.

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