

News Release

For Immediate Release

Introduction of Destination Nunavut

IQALUIT, Nunavut (June 8, 2017) - The Department of Economic Development and Transportation is pleased to announce the introduction of Destination Nunavut, a new destination marketing arm of the Government of Nunavut created to attract visitors and promote our territory.

Developed after much research and feedback from Nunavummiut, economic development officers and community focus groups, Destination Nunavut was designed to embody and reflect "The Spirit of the Arctic". With the community's input, the brand, marketing strategies, as well as the new website, DestinationNunavut.ca, aims to reach and engage a large audience of potential visitors to our territory as envisioned by Nunavummiut.

"The tourism industry is an essential pillar of our territorial economy," said Nunavut's Minister of Economic Development and Transportation, Monica Ell-Kanayuk. "It is a critical source of employment, training and community capacity building for Nunavummiut. A way for us to celebrate and share our rich cultural heritage, the Government of Nunavut is excited to invite the world to experience 'The Spirit of the Arctic'."

Already actively involved in a variety of marketing efforts that expand Nunavut's tourism products and services, the department is also assisting outfitters as they prepare for a bigger market. Other than showcasing Nunavut, the website provides information about local tour operators and the activities they offer. The department is also creating social media campaigns that will appear on Instagram, Twitter and Facebook.

Destination Nunavut is currently showcasing the territory at Inspiration Village, a tradeshow in the heart of Ottawa that runs from May 20 until September 4, 2017. The department worked with various partners including the Department of Culture and Heritage, Nunavut Arts and Craft Association, Allianait, Nunavut Sivuniksavut, and Nunavut Tourism to build a staffed exhibit that promotes our territory. It is estimated that 11 million people will visit the tradeshow where Destination Nunavut is displaying our region as a preferred destination for tourism.

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Media Contact:

Eugenie Kwok
Acting Manager of Communications
Department of Economic Development and Transportation
(867) 975-7867
ekwok@gov.nu.ca