



## **Message to NWTT Membership - Tourism Week 2020**

All NWT businesses – large and small – have been impacted by the COVID-19 pandemic, but perhaps none more so than our tourism sector. The tourism sector was one of the first hit by the pandemic and will likely be amongst the last to recover from this crisis.

Northwest Territories tourism is reliant on national and international travel however our borders must stay closed to protect the health of our residents and communities.

For those of you whose livelihoods have been built around attracting and welcoming visitors to our territory, the impacts have been major. We recognize this – and continue to communicate to our federal colleagues the severe level to which your lives and investments have been impacted.

As we do, we are strongly urging the Government of Canada to provide a measure of relief specific to the NWT tourism industry that reflects the level of impact that is being felt and the significance of tourism to our overall economy.

I want to thank NWTT for our partnership in advocating on behalf of the tourism industry in the NWT.

As we mark tourism week this year, the landscape in the NWT has been significantly altered by COVID-19. This means that the GNWT will need to adjust and change how we support tourism in the coming years.

We are already adapting our next tourism strategy and its funding policies to meet the challenges that lie ahead.

But as we do, we can also take comfort in what hasn't, and will not, change.

With its wild natural beauty, rich cultures, midnight sun, and Aurora Borealis, our North remains as attractive as ever before.

Northerners will always be warm and welcoming; our industry vibrant and resilient; and our tourism product spectacular.

It will take time, and it will take work, but we will recover. Our borders will open and our North will once again take its place as one of the world's most spectacular tourism destinations.

Katrina Nokleby, P.Eng.  
Minister  
Industry Tourism and Investment