



APR 13 2017

MR. SHANE THOMPSON
MLA, NAHENDEH

Oral Question 546-18(2) Promoting Tourism in Small Communities

This letter is further to my commitment made in the 18th Legislative Assembly on February 8, 2017, regarding Oral Question 546-18(2) Promoting Tourism in Small Communities. During our discussion, you asked what the Department of Industry, Tourism and Investment (ITI) was doing to assist small communities in the promotion of tourism. During our exchange, I committed to provide you with additional details on expenditures made in this area.

Firstly, I would highlight capital spending, particularly in the area of parks, as expenditures designed to attract and promote tourism throughout the Northwest Territories (NWT). For 2017-18, total capital expenditures as detailed below, exceed \$3.7 million with the following breakdown by region:

Beaufort Delta	\$505,000
Dehcho	\$1.209 million
North Slave	\$950,000
Sahtu	\$400,000
South Slave	\$710,000

In addition to capital expenditures, I would highlight amounts in our 2017-18 Main Estimates. This document, approved in the Legislative Assembly in March 2017, approves expenditures in excess of \$5.4 million for a broad suite of programs and services aimed at supporting tourism across the NWT. For example, the expenditure allows ITI to provide direct funding to businesses for tourism-related expansion, diversification and marketing through our Tourism Product Diversification and Marketing Program. Funding is also available through the Community Tourism Infrastructure Contribution Program to assist communities and Aboriginal governments with tourism-related infrastructure investments. For ease of reference, attached is a breakdown of the 2017-18 anticipated investments under each program by region.

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Each region throughout the NWT employs regional tourism officers. These dedicated positions provide support to operators, communities and Aboriginal governments on all tourism-related matters. In addition, and with the assistance of Northwest Territories Tourism (NWTT), these positions develop regional-specific tourism marketing plans on an annual basis.

ITI, as part of our Tourism 2020 commitment, is offering up to \$150,000 to help support the establishment of three Community Tourism Coordinator positions. For the 2017-18 and 2018-19 fiscal years, these positions will be located in the Beaufort Delta (Tuktoyaktuk), the Sahtu (Deline), and the South Slave (Hay River) Regions.

In addition, ITI facilitates community-based tourism workshops throughout the NWT. These workshops, funded in partnership with the Canadian Northern Economic Development Agency (CanNor), will be held in all regions of the NWT. Workshops have been designed to enhance tourism capacity at a community level. Overall expenditures in this area are expected to be in excess of \$200,000.

ITI also offers significant assistance to the tourism sector by supporting numerous mentorship and champions programs. Working with organizations such as the Canadian Executive Service Organization, ITI is able to offer tourism business mentorship services throughout the NWT. ITI also offers youth mentorship programs and Aboriginal tourism champion contribution agreements. Combined, these mentorship and champion programs offer an additional \$90,000 - \$100,000 annually to help support tourism in the NWT.

Lastly, I bring to your attention the work undertaken by our Destination Marketing Organization, NWTT. This non-profit industry association is funded by both its Members and ITI. ITI uses this funding to leverage further investment through other sources such as CanNor. These funds, once combined, are used to market the NWT as a must-see travel destination within Canada, United States and in a number of overseas markets.

Specific activities and initiatives aimed at promoting destination awareness are developed annually and delivered in NWTT's Annual Marketing Plans. These Plans promote activities and attractions across all regions of the NWT and within all sectors of the tourism industry.

For your reference, the NWTT Tourism Marketing Plan 2017-18 is available on the Legislative Assembly's website located at the following link: http://www.assembly.gov.nt.ca/sites/default/files/td_331-182.pdf.

One specific budget item within the overall marketing plan is the funding for the development and delivery of regional marketing plans. Each region works in cooperation with NWTT to develop a marketing plan that is specific to their regional needs. Once developed, these regional plans are funded equally at approximately \$45,000 per region per year.

Thank you for your interest in this matter.



Wally Schumann
Minister
Industry, Tourism and Investment

Attachment

- c. Mr. Tim Mercer
Clerk of the Legislative Assembly

- Mr. Tom Jensen, Deputy Minister
Industry, Tourism and Investment

- Mr. David Hastings
Legislative Coordinator

Tourism Investments 2017-2018

Tourism Product Diversification and Marketing Program (TPDMP)
Community Tourism Infrastructure Contribution Program (CTIC)

Region	TPDMP	CTIC	Total
Beaufort Delta	\$ 137,000	\$ 85,000	\$ 222,000
Dehcho	\$ 180,000	\$ 161,000	\$ 341,000
North Slave	\$ 160,000	\$ 100,000	\$ 260,000
Sahtu	\$ 150,000	\$ 38,000	\$ 188,000
South Slave	\$ 175,000	\$ 101,000	\$ 276,000
Total NWT	\$ 802,000	\$ 485,000	\$ 1,287,000