



MEETING EDE 75-20-26

**STANDING COMMITTEE ON
ECONOMIC DEVELOPMENT AND ENVIRONMENT**

**THURSDAY, APRIL 30, 2026
EAGLE ROOM
9:00 AM**

AGENDA

1. Call to Order
2. Prayer/Reflection
3. Review and Adoption of Agenda
4. Declarations of Conflict of Interest
5. Public Matters
 - a) Public Briefing on Tourism 2030 with Honorable Minister of Industry, Tourism and Investment
6. In Camera Matters
 - a) Debrief
7. New Business
 - a)
8. Date and Time of Next Meeting: Friday, May 1, 2026 at 9:00 a.m.
9. Adjournment

OPENING REMARKS
Tourism 2030 Sustainable Journeys Ahead – SCEDE Public Briefing

Good morning Mr. Chair and Committee Members.

Thank you for the opportunity to be here today to discuss the Government of the Northwest Territories' new five-year strategic framework for tourism development.

I have with me here today Pamela Strand – Deputy Minister, Sahara Morin - ADM Economic Development, and Heidi Kane – Director, Tourism and Parks.

Tourism continues to play an important role in the Northwest Territories' economy not only as a generator of visitor spending and employment, but as a contributor to economic diversification, regional development, and community wellbeing. It supports small businesses across the territory, creates pathways for youth and Indigenous employment, and helps maximize the value of existing infrastructure that benefits residents as much as visitors.

Over the past several years, the sector faced unprecedented challenges from the global pandemic to climate-related disruptions such as wildfires and flooding. The previous strategy, Tourism 2025, was developed during that period and focused squarely on stabilization and recovery. That work helped prevent widespread business closures, retain core capacity, and re-establish visitor confidence.

Today's discussion marks a deliberate shift.

Tourism 2030: Sustainable Journeys Ahead recognizes that while the sector is still navigating ongoing pressures, it has reached a point where recovery efforts alone are no longer sufficient. The focus now is on long-term sustainability, resilience, and readiness for growth — growth that aligns with community capacity and workforce realities.

This strategy was shaped directly by what we heard from industry operators, Indigenous governments, communities, residents, and partners across the territory. The message was clear: there is strong support for tourism, but future growth must be intentional, well-sequenced, and grounded in local priorities. Capacity — particularly workforce and infrastructure — remains a key constraint, and addressing it is essential to realizing tourism's full potential.

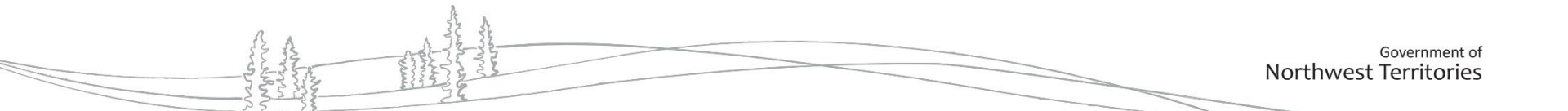
As you'll see in the presentation, Tourism 2030 is outcome-focused. It clearly links public investment to measurable results, strengthens accountability, and aligns tourism programming with broader economic and workforce objectives of the GNWT. It is not about pursuing growth at all costs, but about ensuring tourism delivers lasting value to Northerners.

With your permission, I will invite Heidi Kane to walk the Committee through the key elements of the strategy, including what we learned from Tourism 2025, the strategic priorities for the next five years, and what is new in this approach.



TOURISM 2030: Sustainable Journeys Ahead

April 30 , 2026



Why Does Tourism Matter?

- Economic diversification
- Workforce sustainability
- Better use of existing infrastructure
- Community wellbeing and pride

Tourism delivers benefits that extend beyond tourism itself

Value of Tourism

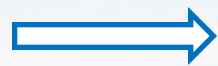
- Approx 3% of NWT GDP
- 1 in 12 jobs in the NWT are connected to tourism
- 159 Licensed Tourism Operators
- 41% of visitors come for the Aurora



Tourism 2025

Recovery

- Stabilization after COVID 19 and climate events
- Prevented sector collapse and retained workforce
- Rebuild tourism activity in the NWT



Tourism 2030

Sustainability

- Shift from recovery to growth and diversification
- Capacity focused, sustainable development
- Stronger regional, community and Indigenous participation

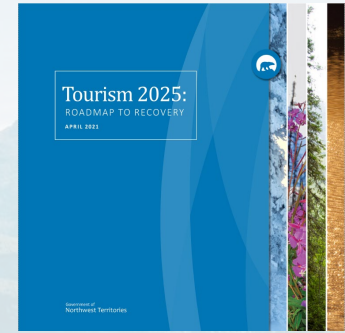
Tourism 2025: Roadmap to Recovery

Goals:

- Reactivate tourism from a standstill
- Enable recovery; and
- Pave the way for growth, with a focus on regional centres

Actions:

- Investing in infrastructure, enhancements to products and services, and the development of new products and services.
- Building capacity among operators and tourism staff through training and mentorships
- Engaging with tourism stakeholders through enhanced communication and marketing
- Gathering and reporting key data, information, and insights to guide and evaluate investments.



Tourism 2025: Targets vs Results

Target:

- Visitation: 103,000
- Spending: \$170 million

Results:

- Visitation: 76,000
- Spending: \$155 million
- Prevented widespread business closure
- Maintained tourism capacity across regions
- Supported workforce training and retention
- Rebuilt operator readiness and visitor confidence
- Positioned the sector for forward looking growth

Tourism 2025 successfully stabilized the sector and positioned it for growth.

Lessons Learned from T2025

Industry and community engagement highlighted there is strong support for tourism growth across communities, industry, Indigenous governments, and partners.

Who We Engaged With	Challenges	Opportunities
Tourism Business and Operators	Workforce Shortages and Skill Gaps	Indigenous and Cultural Tourism Growth
Indigenous Governments and Organizations	Infrastructure and Service Limitations	Year-round and shoulder season offerings
Communities and Municipalities	High Operating and Travel Costs	Regional and community-led tourism diversification
Residents	Climate and Travel Disruptions	More packaging, marketing and visitor experience
Tourism Partners	Access to Data	

2030 Strategic Priorities



- Capacity Building
- Enhance Visitor Experiences
- Expand Sustainable Tourism Product Offerings
- Strengthen Marketing & Communications
- Leverage Data

From Investments to Results

INVESTMENT

- Staff/Funding
- Communities
- Infrastructure
- Marketing
- Data

ACTIVITIES

- Training Programs
- Product Development
- Outreach
- Visitor Services
- Research

OUTCOMES

- Workforce
- Partnerships
- Consistency
- Sustainability
- Growth



Outcomes

Short Term

- Increased program participation
- More trained residents
- Increased awareness of the value of tourism

Medium Term

- Improved quality and consistency of products
- Expanded product offerings
- Community infrastructure improvements

Long Term

- NWT as a leader in Indigenous tourism
- Skilled sustainable workforce
- Increased GDP contribution

What's New in T2030

- Resident and Community Readiness
- Workforce and Youth
- Growth aligned with Industry Readiness
- Market Selectivity

Programs and Initiatives

Development Programs	2026-27	2027-28	2028-29	2029-30	2030-31
Tourism Product Diversification and Marketing Program	\$1.2M	\$1.2M	\$1.3M	\$1.3M	\$1.5M
Community Tourism Infrastructure Contribution	\$500K	\$500K	\$500K	\$500K	\$500K
Community Tourism Coordinator	\$150K	\$150K	\$150K	\$150K	\$150K
Capacity Building Program	2026-27	2027-28	2028-29	2029-30	2030-31
Tourism Mentorship Programs	\$60K	\$60K	\$60K	\$60K	\$60K
Tourism Training Fund	\$50K	\$50K	\$50K	\$50K	\$00K
Tourism Capacity Support Program*	\$300K	\$300K	\$300K	\$300K	\$300K

*Program is in development.

Sustainable Journeys Ahead

