

# **Memorandum of Intent**

**between**



**Government of Nunavut**

**and**



**Government of Manitoba**

**on**

## **Tourism Development**

# Nunavut - Manitoba Memorandum of Intent on Tourism Development

## Whereas,

- Manitoba and Nunavut share a common border, and have established close transportation, trading, cultural and inter-community relationships in the last 25 years;
- The Premiers of Manitoba and Nunavut signed a Memorandum of Understanding for Cooperation and Development in February 2000, highlighting close and strong relationships, cooperation, consultation and joint planning and further development of agreements in specific areas including "tourism development";
- Manitoba and Nunavut have shared expertise and input towards the cooperative activity for tourism development and marketing through the Manitoba-Nunavut Liaison Officer;
- Northern Manitoba and Kivalliq Mayors signed an MOU (2001) identifying Transportation; Energy; Training and Tourism as top priorities;
- The World Tourism Organization has projected that worldwide tourism will grow at a rate of +5% over the next ten years;
- Northern Manitoba and especially Churchill are seen as the "Gateway to the Arctic" for travelers;
- Nunavut has devolved the responsibility for tourism delivery to a third party (Nunavut Tourism), and for the purposes of this Memorandum of Intent (MOI) Nunavut Tourism shall be viewed as an agent and representative of the Government of Nunavut in all matters related to tourism;
- Nunavut and Manitoba recognize that this MOI will not hinder the integrity of both existing external agreements as well as any future agreements that may be established outside the parameters of this MOI;

**Therefore, Nunavut and Manitoba hereby undertake to establish a Memorandum of Intent on Tourism Development.**

## Purpose

The purpose of this Memorandum of Intent is to:

- Support ongoing efforts to ensure strong and economically viable tourism industries in Nunavut and Manitoba.

## Nunavut - Manitoba Memorandum of Intent on Tourism Development

- Improve cooperation, consultation, sharing and implementation of tourism development and marketing projects and activity of joint interest and mutual benefit to Manitoba and Nunavut.
- To strengthen a network of tourism product providers to foster cooperative development and marketing opportunities.
- To create economic growth of tourism business in both jurisdictions under the Nunavut-Manitoba MOU.

### Principles

To develop a successful tourism industry it is essential to:

- Be market driven
- Make decisions based on research
- Ensure financial viability
- Build capacity
- Ensure commitment and resources to implement activity
- Create public/ private partnerships
- Develop regional and local visions, strategies and action plans
- Foster balanced, equitable and sustainable regional, community and economic development

Foremost in this approach to tourism development is the need to make decisions based on qualified research that creates the business case for development. The principles, to the extent applicable, will apply to the initiatives and activities undertaken through this MOI.

### Targets / Objectives

Within the framework defined in the Nunavut-Manitoba MOU, activities initiated under this MOI will strive to be mindful and supportive of the following:

- Economic Development and Growth
- Local Employment
- Local Ownership and Decision-Making
- Reinvestments in Communities
- Local Knowledge and Skill Development
- Positive Environmental Impact
- Health and Well-Being
- Intergovernmental Collaborations

# Nunavut - Manitoba Memorandum of Intent on Tourism Development

## Joint Actions

The MOI will focus on four areas of cooperation for tourism development. The governments of Nunavut and Manitoba will jointly develop an implementation strategy to address the following action areas:

1. **Tourism Education and Training**
  - Ensuring a consistent, high quality tourism product
  - Providing commitment to service excellence in the tourism industry
  - Providing human resources development
  - Providing mentoring opportunities for Nunavut operators
  - Upgrading the service skills and training of tourism operators
  - Improving the quality of life for communities in Manitoba and Nunavut by providing education and training opportunities
2. **Exchange of Market Intelligence**
  - Undertaking research that will facilitate product development planning and decision making
  - Sharing of research on market trends and opportunities
  - Sharing research on travel motivators
3. **Tourism Development**
  - Improving the quality, competitiveness and sustainability of Manitoba and Nunavut's tourism product
  - Extending the tourism season
  - Developing niche markets
  - Improving the business environment for tourism
  - Enhancing the market readiness of tourism businesses
  - Increasing the awareness of the importance of tourism to the economy of Manitoba and Nunavut
  - Providing opportunities for Aboriginal tourism development
  - Using this agreement as a basis for working cooperatively on tourism education and training issues
4. **Joint Marketing Initiatives**
  - Creating opportunities for cooperative marketing
  - Providing opportunities for the media and tour operators to experience Nunavut and Manitoba tourism products
  - Supporting joint trade show experiences
  - Develop joint international marketing opportunities
  - Joint Internet marketing initiatives

To undertake the above, Nunavut and Manitoba will explore exchanges between elected officials, staff exchanges / missions, and the establishment of an inter-jurisdictional working group.

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Activities may be undertaken either independently or jointly in support of agreed-upon priorities. The parties will jointly agree on responsibilities and overall resource levels to be devoted to initiatives undertaken under the MOI.

Specific activities of mutual interest will be considered for cost-effective cooperation, but neither jurisdiction will be restricted or over-extended by the agreement.

## Amendment and Termination

This memorandum may be amended by mutual agreement of the parties in writing at any time.

Either party may terminate its involvement in this memorandum by giving three months prior notice (in writing) to the other party.

## Coordination and Implementation

A Nunavut-Manitoba Tourism Development MOI Steering Committee, co-chaired by representatives designated by both Governments, will be responsible for ensuring this Memorandum of Intent is fulfilled, and for recommending any future actions to both Governments.

This Memorandum of Intent does not create any enforceable legal or equitable rights, or obligations, but merely acknowledges the intentions of the parties to pursue mutually beneficial initiatives and activities.

This Memorandum of Intent is signed on this day of July 23, 2003.

Original Signed By

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Honourable Olayuk Akesuk  
Minister of Sustainable  
Development

Original Signed By

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Honourable Eric Robinson  
Minister of Culture, Heritage and  
Tourism