



RESOLUTION #2 – FROM NWT TOURISM BOARD OF DIRECTORS

GNWT COMMUNICATIONS RE COVID-19 TO SUPPORT SPEEDY RECOVERY OF TOURISM INDUSTRY

Whereas the Government of the Northwest Territories declared a public health emergency in response to the COVID-19 pandemic in March 2020 which has been extended and remains in effect and GNWT has put in place measures to protect NWT Resident health and safety, including travel restrictions that have effectively closed the Northwest Territories to tourism; and

Whereas the GNWT has significantly increased its communication to NWT residents about the pandemic and related GNWT measures, orders and enforcement of measures, including restrictions on travel for health and safety reasons; and

Whereas GNWT's communications can influence NWT Resident perceptions about travel, tourism and hospitality for visitors and NWT Resident perceptions will play an important role in the pace of recovery for our industry; now therefore

Be it resolved that the GNWT apply a tourism lens on all of its COVID-19 communications, adding key messages that demonstrate the GNWT's goals for emerging wisely include facilitating a rapid recovery for the tourism industry by enabling visitors to return and NWT Residents to be comfortable once again in sharing their spectacular hospitality

Moved by: Dana Hibbard

Seconded by: Joy O'Neill

A handwritten signature in black ink that reads "Joy O'Neill".

Joy O'Neill, Resolution Committee Chair
NWT Tourism Board of Directors

The signature of the Board Resolution Committee Chair is the approval for this item to advance to the 2020 AGM for discussion.