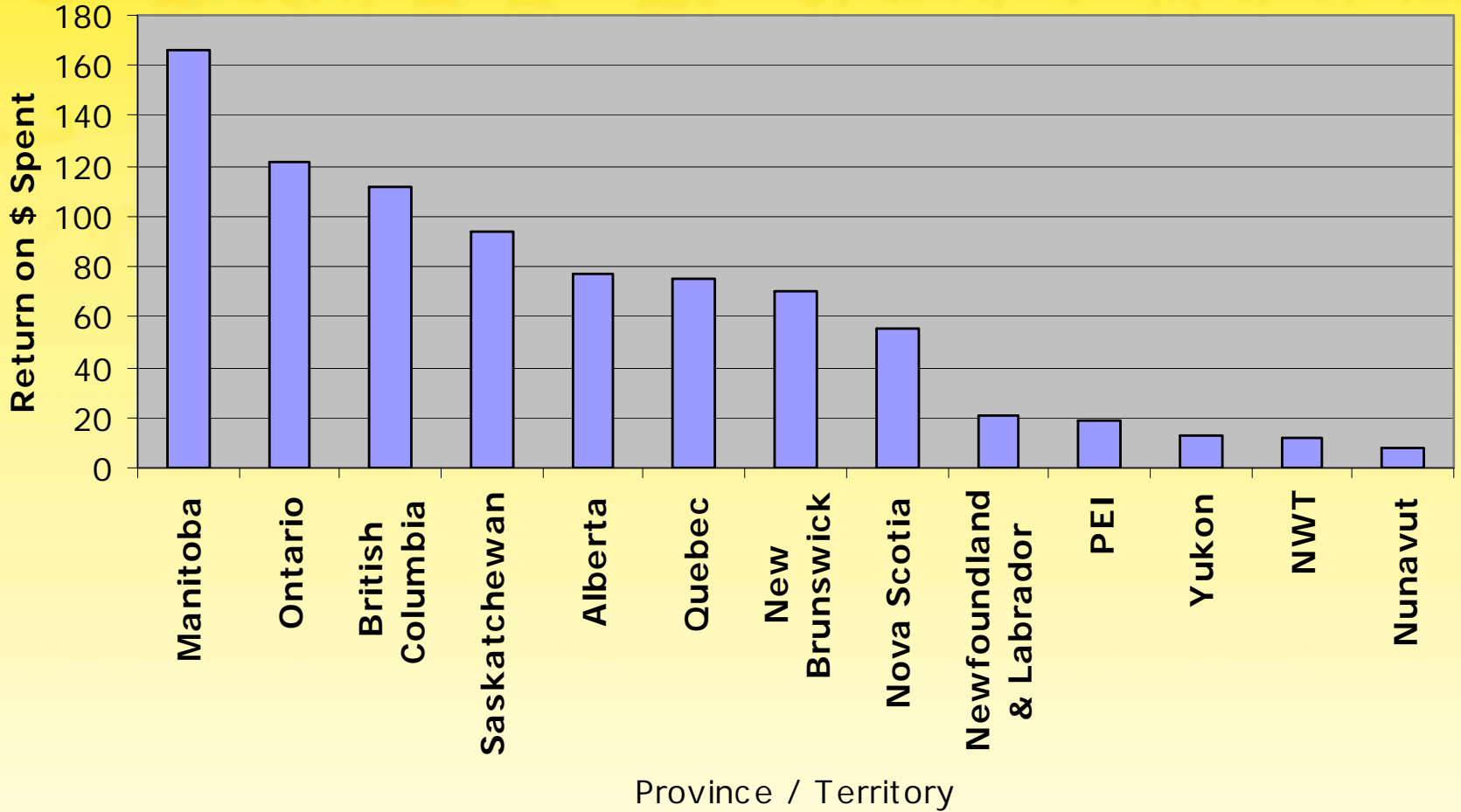


Why Tourism Needs SINED

Province/Territory	Marketing Budget	Tourism Budget	Annual Receipts
Nova Scotia	\$ 15,658,000	\$ 24,109,000	\$ 1,330,000,000
New Brunswick	\$ 13,604,000	\$ 17,121,000	\$ 1,200,000,000
PEI	\$ 10,395,100	\$ 15,351,300	\$ 291,700,000
Newfoundland & Labrador	\$ 12,000,000	\$ 16,967,300	\$ 357,400,000
Quebec	\$ 19,530,000	\$ 142,000,000	\$ 10,640,000,000
Ontario	\$ 42,772,300	\$ 176,100,000	\$ 21,400,000,000
Manitoba	\$ 7,544,300	\$ 9,036,800	\$ 1,500,000,000
Saskatchewan	\$ 11,516,000	\$ 16,016,000	\$ 1,500,000,000
Alberta	\$ 41,388,000	\$ 66,229,000	\$ 5,126,000,000
British Columbia	\$ 69,000,000	\$ 91,068,000	\$ 10,148,000,000
Yukon	\$ 5,869,000	\$ 12,396,000	\$ 164,000,000
NWT	\$ 2,416,000	\$ 7,867,000	\$ 93,000,000
Nunavut	\$ 550,000	\$ 3,384,000	\$ 26,000,000
City			
Toronto	\$ 15,432,000	\$ 32,505,000	
Montreal	\$ 20,346,510	\$ 28,416,913	
Calgary	\$ 5,418,814	\$ 5,418,814	

Tourism ROI



How Has SINED Helped?

- \$1,205,000 invested by SINED over three years
- Leveraged \$280,000 from GN
- For Northern Market Development
- For International Market Expansion

How Can SINED Help Next?

- \$1 million per year for the next three years
- Matched by \$2, \$3, \$4 million per year by GN over next three years
- On par with NWT in four years.

For What?

1. Industry Development

New Business	Developing Bus.	Market-Ready
<ul style="list-style-type: none">• Start-up help• Business development• Training & mentoring• Funding & partnerships	<ul style="list-style-type: none">• Continued training• Exchange programs• Tangible product development ideas• Marketing assistance• Product expansion (shoulder seasons, etc...)	<ul style="list-style-type: none">• Marketing development• Product diversification & improvement• Exploring new markets• Business expansion• Refinement training

2. Marketing

- Community-based tourism marketing
- Nunavut goes South
- Research
- Business Travel
- Brand Nunavut

3. Visitor Centres

- Coordination and Management
- Community Centres
- Additional uses to increase use

4. Community Industry Involvement

- Nunavut Tourism and industry will become more involved in Nunavut's communities
- Event planning
- Community beautification & sense of pride

5. Infrastructure Development

1. Convention Centre (and supporting infrastructure)
2. Port(s)