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**Nunavut Tourism**  
**Nunavumi Pulaakataligiyyit**  
**Tourisme Nunavut**

# Nunavut Tourism Mandate

To act as a representative body for the tourism industry serving Nunavut, and to operate in a professional, effective, and cost efficient manner.



## **Vision Statement**

Our vision is to have a dynamic, sustainable and professional tourism industry in Nunavut, operating in harmony with Inuit culture and traditions.

## **Mission Statement**

As the lead agency working in partnership with governments, Inuit associations, communities, and tourism operators, we promote tourism opportunities, which offer a means of sustainable economic growth, cultural preservation and social benefits for the people of Nunavut.

# Who is Nunavut Tourism?

Responsibilities include:

- Visitor Services
- Member Services
- Advocacy
- Support for training
- Product Development & Research as identified by the industry
- Tourism Marketing



# Who are our Visitors?

- Pure tourists – These travelers visit Nunavut for leisure, vacations, or recreation purposes.
- Visiting Family and Friends - For these visitors, the primary motivation for travel in Nunavut is to see friends and family.
- Business Travelers - Business travelers are those who visit primarily for business or work purposes.

## 2011 Visitor Exit Survey Highlights ...

- In 2011 the total annual revenue generated by tourism in Nunavut is estimated to be at \$40 million CND.
- Average spending among all visitors was \$2,663 per person/per trip.
- Transportation was the most significant expenditure at 51% of the visitors total spending.
- Spending on accommodations, food, and local art/carvings has increased since 2008.
- 64% of total spending in Nunavut is for business purposes.
- Over 85% of visitors rated their overall trip satisfaction as excellent or good.
- Visitors most often noted that improvements could be made by reducing overall costs, improving the quality of airports, increasing access to products and services, and increasing access to the backcountry.



## Qikiqtaaluk (Baffin) Region

- 66% business, 20% leisure, 7% VFR, 5% education/research
- 44% stay 1 to 5 nights
- Top activities include: attending an event or festival (81%), shopping for art (38%) and visiting museum/visitor center (35%)
- 86% rated overall experience as excellent or good
- Average spent was \$4,558 (average personal – \$1,468; average business – \$3,090)

## Membership Benefits

- ⇒ Airline discounts for members to bring clients to Nunavut
- ⇒ Free listing on the Nunavut Tourism website with a direct link to your business's website. Ability to access and edit your online profile, for photo updates, etc.
- ⇒ Display your marketing material and or business cards in the 3 regional visitor centers in the communities of Cambridge Bay, Rankin Inlet, and Iqaluit.
- ⇒ Free listing is provided in the Nunavut Travel Planner. Approximately 7,500 copies distributed annually worldwide.



- ⇒ Access to the Nunavut Tourism Members Micro-site. The member's only site makes it easy to submit your application, fees and to keep current with issues pertaining to tourism.
- ⇒ **Service match-** We are able to match your services to potential visitors and therefore refer your business while attending national and international consumer and travel trade shows. As well as through the Nunavut Tourism toll free 1-866-687-8233 information line and website
- ⇒ Access to the Nunavut Tourism media library, a comprehensive and continually updated image bank.
- ⇒ Receive 50 free Nunavut maps per year additional maps can be purchased for \$1 each.
- ⇒ Discount on ad sales in the Travel Planner and on our website

# ADVOCACY

Nunavut Tourism provides advocacy for its members on key issues affecting the tourism industry in Nunavut



# TRAINING

- Nunavut Tourism offers some basic training opportunities throughout the year. Training offered, is in response to member input.
- This can include :
  - Wilderness First Aid
  - SVOP
  - Customer Service



Training/workshops at our Annual General Meeting

# Conferences and Meetings

- Nunavut Tourism will be working to ATTRACT meetings and conferences to Nunavut.
- Growing sector and NT has done some work in the last couple of years with success
- Aim is for 2 per year; non-Nunavut based events
- Our role will not be to coordinate or provide on ground logistical support; that will be a new opportunity for our members

# Marketing

- Co-op Marketing program
- Ads in Magazines
- Nunavut Tourism website ad space
- Travel planner insert
- Trade shows & speaking events





# How we could work better together

- Receive information on events in a timely manner so that we can promote them; if possible at least 8 months in advance (planning cycle for our visitors is typically 10 – 24 months)
- Work with the city departments to determine the shoulder season availability of facilities (AWG and curling rink) for conferences and events
- Create image and HD video collection of community events to be used as a promotion tool (Toonik Tyme, Christmas Games, etc.)



- City to provide small amount of support for “scouting” trips for conferences, etc.
- More regular contact between organizations – quarterly meetings
- Nunavut Tourism to act as advisor on tourism related issues as requested



Thank you!

Questions?



CANADA'S ARCTIC  
**Nunavut**