



Tourism

A Sustainable Industry

Tourism = Sustainable

- Uses resources without exhausting them
- Protects and promotes culture
- Can easily co-exist with other industries – mutually beneficial (e.g. Diamond Tourism in NWT; Construction)

Tourism in Nunavut

- Recognized as one of the pillars of Nunavut's economy
- 13,000 visitors per year, spending \$26 million annually (based on Canadian average of \$2,000 per trip expenditure)
- Given Nunavut Tourism's \$2.1 million budget, this is a huge ROI
- Tourism's potential in Nunavut has only just begin to be realized

Tourism in Nunavut

- Tourism is a complex industry which requires support – it does not happen on its own
- Competition is global, not local
- Products need to be developed, priced, marketed and sold just like a regular product you would purchase in a store

Roles

- Many organizations play roles in Nunavut's tourism industry
- Government of Nunavut – (ED&T) licensing, legislation, economic development, business development; (DoE) parks/protected areas
- NTI – land-use plans, investment, funding assistance, training, business planning
- INAC – legislation, funding, economic development
- Many other organizations play a role as well (Chambers of Commerce, Hamlets, HTOs and most importantly – operators)

Nunavut Tourism's Roles

- Nunavut Tourism has two roles:
 - Marketing Agency working to promote Nunavut & its tourism products to the world
 - Member Association listening to the needs of the industry and speaking up on their behalf

Nunavut Tourism's Roles

- As a Destination Marketing Organization NT:
 - Research markets for our products both domestically and internationally
 - Identify opportunities and advise members on ways to capitalize on these
 - Produce promotional materials
 - Develop and maintain the “Nunavut” brand
 - Assist members in their marketing efforts
 - NT is the face of tourism in Nunavut

Nunavut Tourism's Roles

- As the Industry Association:
 - The voice of the industry
 - Listen to members' issues and work with other agencies to address these
 - Lobby Governments in an effort to create a positive working environment in which tourism can grow
 - Work to overcome barriers to business for tourism operators
 - Employ 4 sector specialists to work with operators to help them compete in the global marketplace

Tourism Task Force

- Formed in 2003, has been running smoothly for the past 2 years
- Made up of members from all agencies with a stake in Nunavut's tourism industry
- Idea is to share ideas and information in order to work together & avoid duplication
- Provides a unified voice on tourism issues & opportunities

Tourism Successes

- NT.com – in the past fiscal year, we had a 36% increase in traffic to our website to a total of 173,870 visitors (compared to 15% the previous year)
- We had an increase of 4% in total visitors to the Unikkaarvik Visitors' Centre in 2005. Arctic Coast Visitors' Centre also saw an increase.
- More Travel Planners were distributed (15,000 hard copies plus 1,300 downloaded)
- Increased recognition in key markets (Canada, USA, UK, Germany)

Tourism Successes

- New York Sign – 21 million people viewed the 30 sec. Ad, received significant coverage locally
- Increased presence at consumer shows
- In-market agent for Nunavut Tourism in German-speaking Europe

Tourism Successes

- Visitor Exit Survey in 2006 – will provide baseline data
- New Marketing Strategy – completed 3 yr strategy and are just completing our next 3 yr plan
- We are working on two projects – Northwest Passage Legacy Project & Tourism Conference
- SMART & SATA
- National Marketing Campaign 2007 – pan-north partnership which we hope to continue in future years especially in International venues

Tourism: Future Direction

- Tourism strategy – focus all parties in the same direction
- Improve communication between partners at the highest levels – need political will to make tourism a true priority
- Tourism Task Force needs to continue to be a strong, unified voice for tourism development in Nunavut



Nunavut Tourism: Future Direction

- External programs are working, but need to be more visible within Nunavut
- Find ways to inform people of our activities and successes
- Recently completed a Public Relations strategy – implementation has begun and will continue in the months and years to come
- Becoming more visible within communities – bringing the NT board to the communities
- Exploring new potential markets for our products (Australia, Denmark, Japan)
- New CEO has just been hired

Wrap Up

- Tourism is a complex industry that requires support and involvement from many different organizations
- The potential tourism holds for Nunavut is immense
- All partners need to work together in order to create a positive environment for the tourism industry and find solutions for the issues it faces
- There is a need for an overarching tourism strategy and new legislation in order to help the industry reach its full potential



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Questions & Discussion