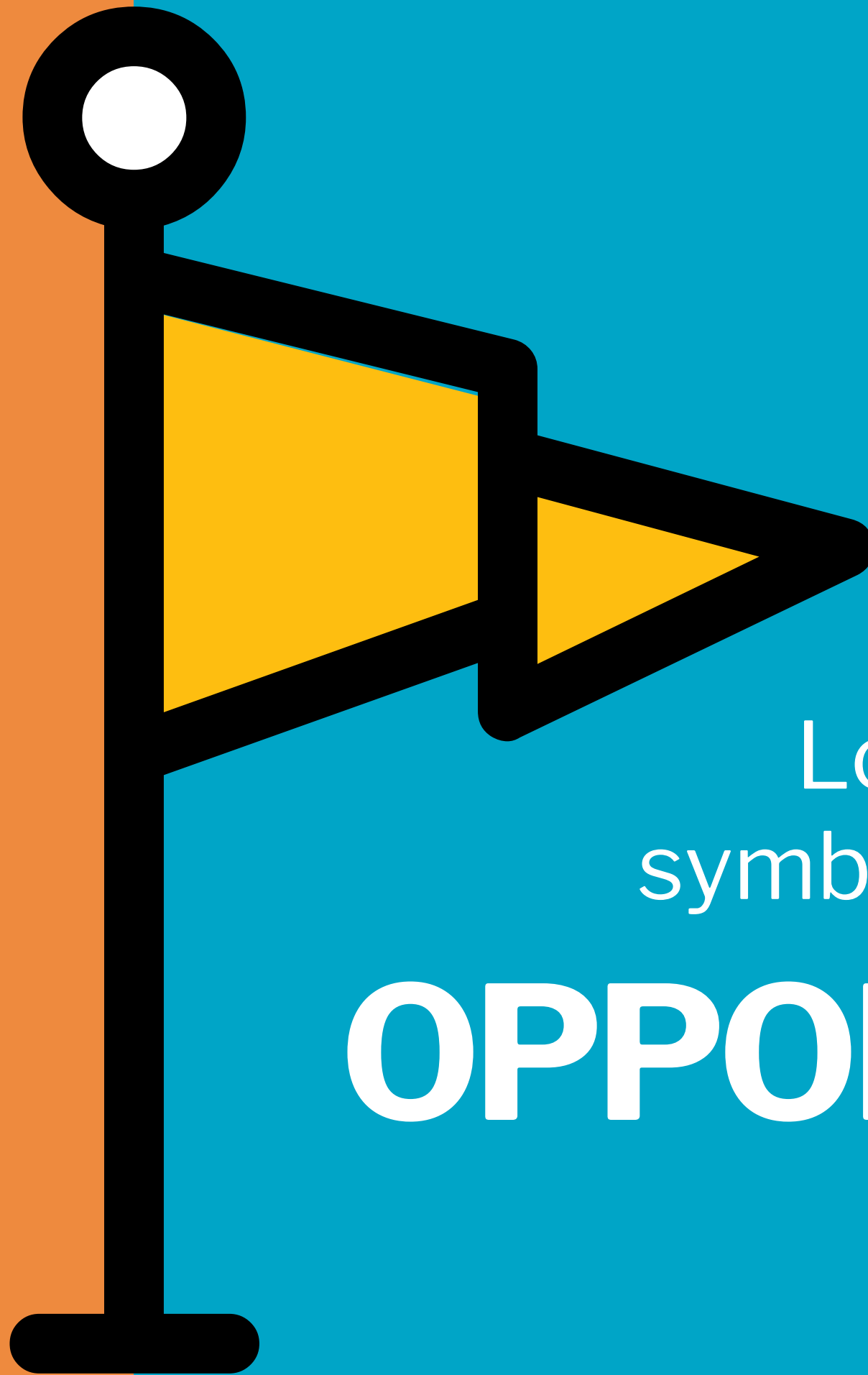


**Nunavut**  
**TOURISM™**  
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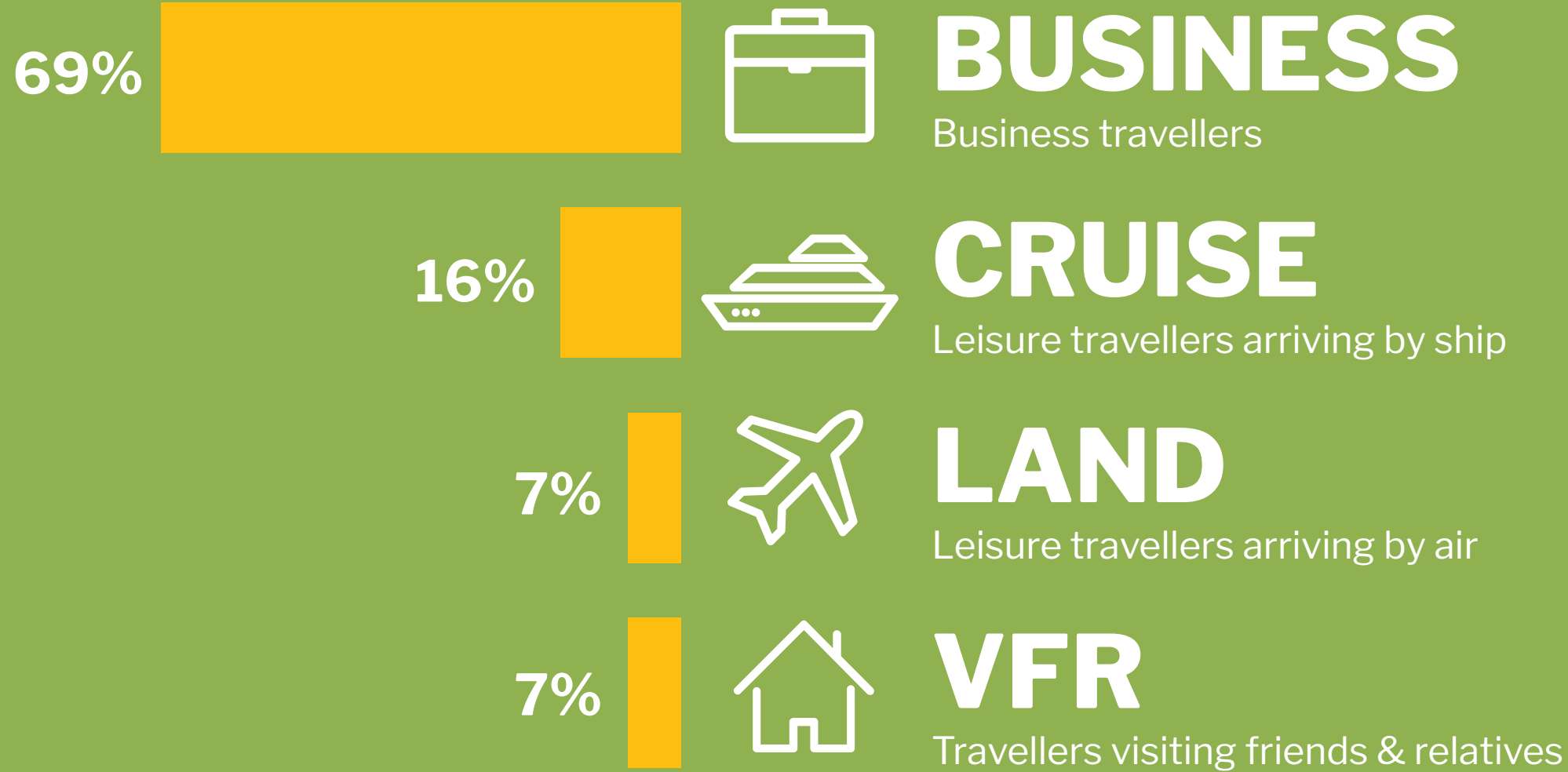
NUNAVUT TOURISM  
**INFOGRAPHICS**



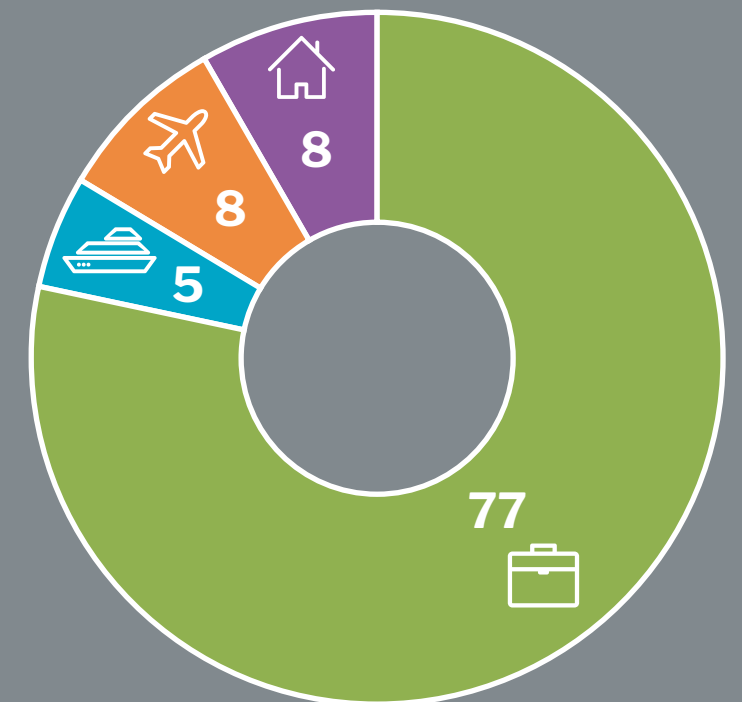
Look for this  
symbol marking key

**OPPORTUNITIES**

# NUNAVUT'S 4 KEY TARGET MARKETS



% of Total Spend in Nunavut



**16,750**

Total number of non-resident visitors to Nunavut in 2015

(This represents a small increase since 2011, primarily due to increased cruise passengers).



**\$37.9 million**

Total spending in territory

(excluding airfare/cruise tickets).

# VISITOR EXPENDITURE



Source: 2015 Exit Survey



# DEMOGRAPHIC PROFILE



## Gender

Male 54 Female 46

## Age

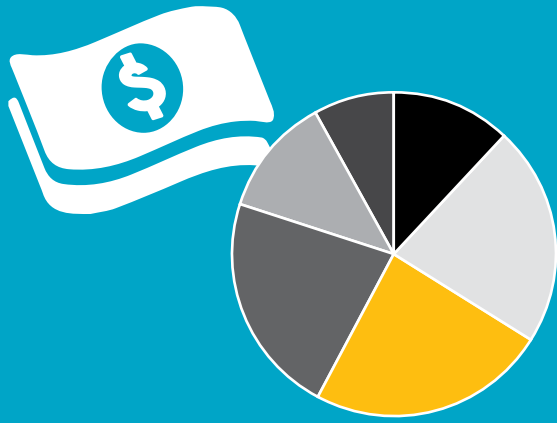
Under 18	4
18-40	31
41-64	46
65+	19

## Travel Party

Alone	37
With family and friends	56
Part of an organized group	4
With business associates	3

## Average Party Size (#) 1.4

Travel Party Composition	
Any kids <18 (%)	7
Any male	71
Any female	59



## Graduate degree/ Professional designation 41%



## Household income

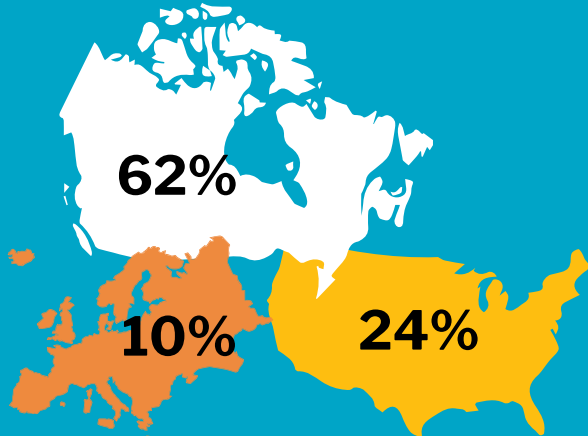
Under \$49,000	12
\$50,000 to \$99,000	22
\$100,000 - \$149,000	24
\$150,000 to \$199,000	22
\$200,000 - \$249,000	12
\$250,000+	8

## Education

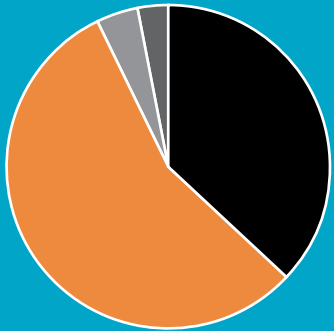
High school or less	10
College or less	19
University	31
Graduate degree/ professional designation	41

## Residence

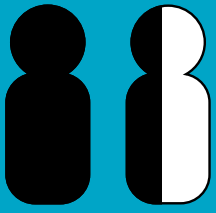
Canada	62%
United States	24%
Europe	10%
Oceania	4%



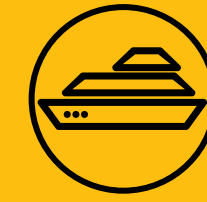
41-64 years old 46%



With family and friends 56%



# DEMOGRAPHIC PROFILE



# CRUISE

## Gender

Male 42 Female 58

## Age

18-40	1
41-64	34
65+	66

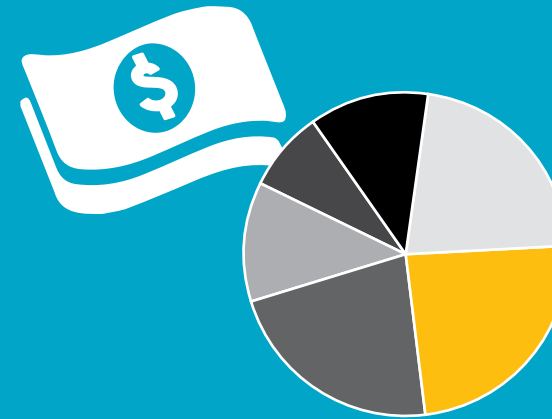
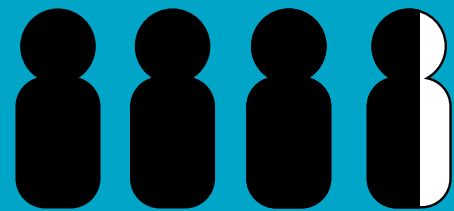
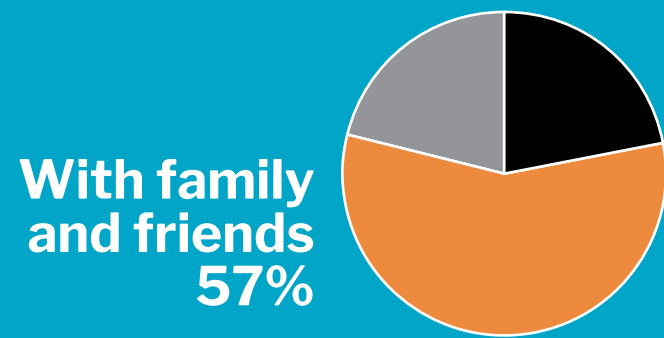
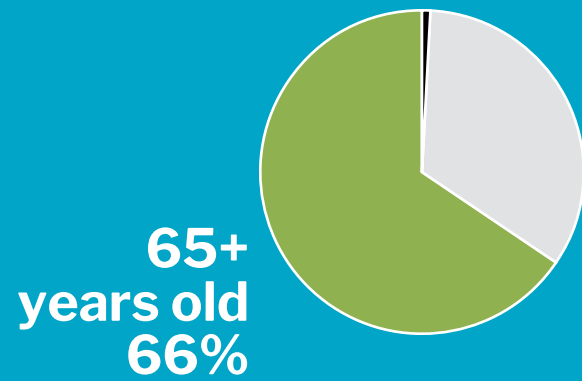
## Travel Party

Alone	22
With family and friends	57
Part of an organized group	21
With business associates	-

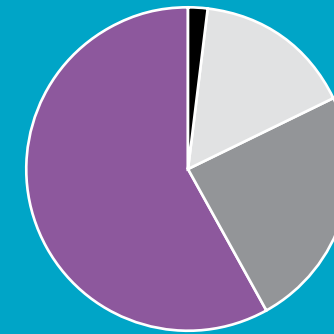
## Average Party Size (#) 3.7

### Travel Party Composition

Any kids <18 (%)	2
Any male	64
Any female	84



## Graduate degree/ Professional designation 58%



## Household income

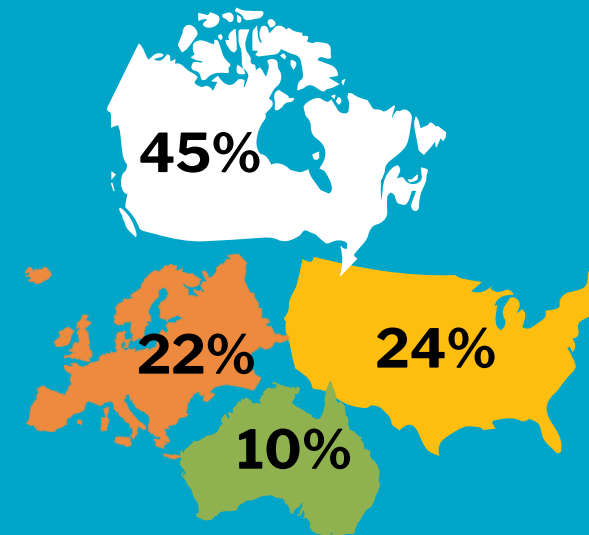
Under \$49,000	5
\$50,000 to \$99,000	23
\$100,000 - \$149,000	23
\$150,000 to \$199,000	19
\$200,000 - \$249,000	11
\$250,000+	19

## Education

High school or less	2
College or less	16
University	24
Graduate degree/ professional designation	58

## Residence

Canada	45%
United States	24%
Europe	22%
Oceania	10%



# DEMOGRAPHIC PROFILE



# BUSINESS

## Gender

Male 67 Female 33

## Age

18-40	41
41-64	52
65+	7

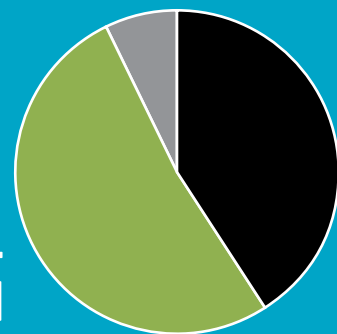
## Travel Party

Alone	53
With business associates	40
With family and friends	5
Part of an organized group	3

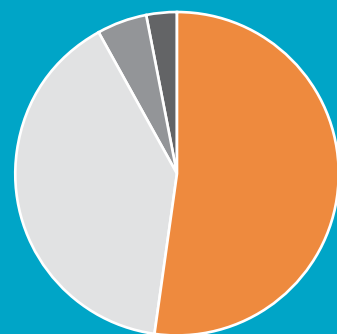
## Average Party Size (#) 1.6

### Travel Party Composition

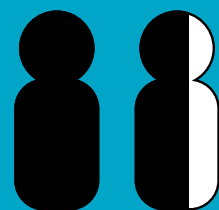
Any kids <18 (%)	1
Any male	76
Any female	40



**41-64  
years old  
52%**



**Alone  
53%**



## Household income

Under \$49,000	10
\$50,000 to \$99,000	30
\$100,000 - \$149,000	24
\$150,000 to \$199,000	20
\$200,000 - \$249,000	8
\$250,000+	8

## Graduate degree/ Professional designation 29%

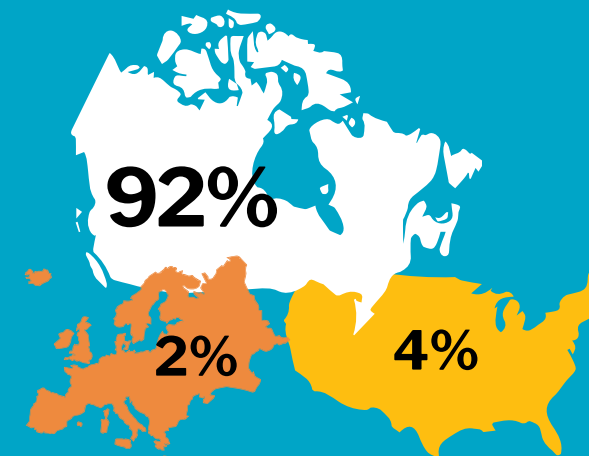


## Education

High school or less	11
College or less	33
University	27
Graduate degree/ professional designation	29

## Residence

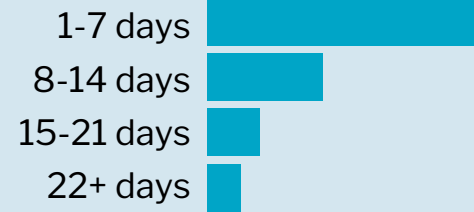
Canada	92%
United States	4%
Europe	2%
Oceania	1%



# REGIONS VISITED

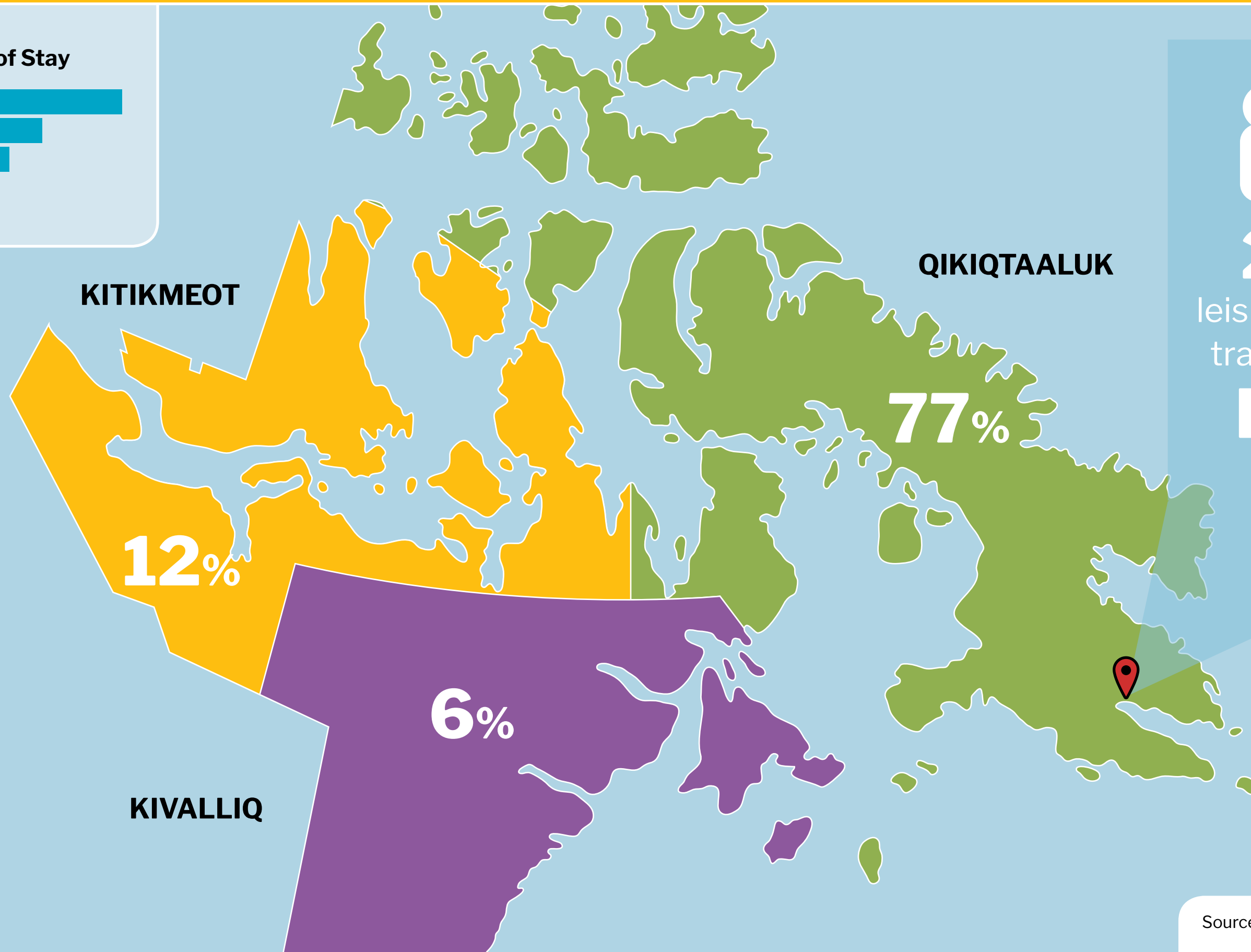


## Length of Stay



**2** out of **3**  
leisure land-based  
travellers visited

**Iqaluit**



Source: 2015 Exit Survey

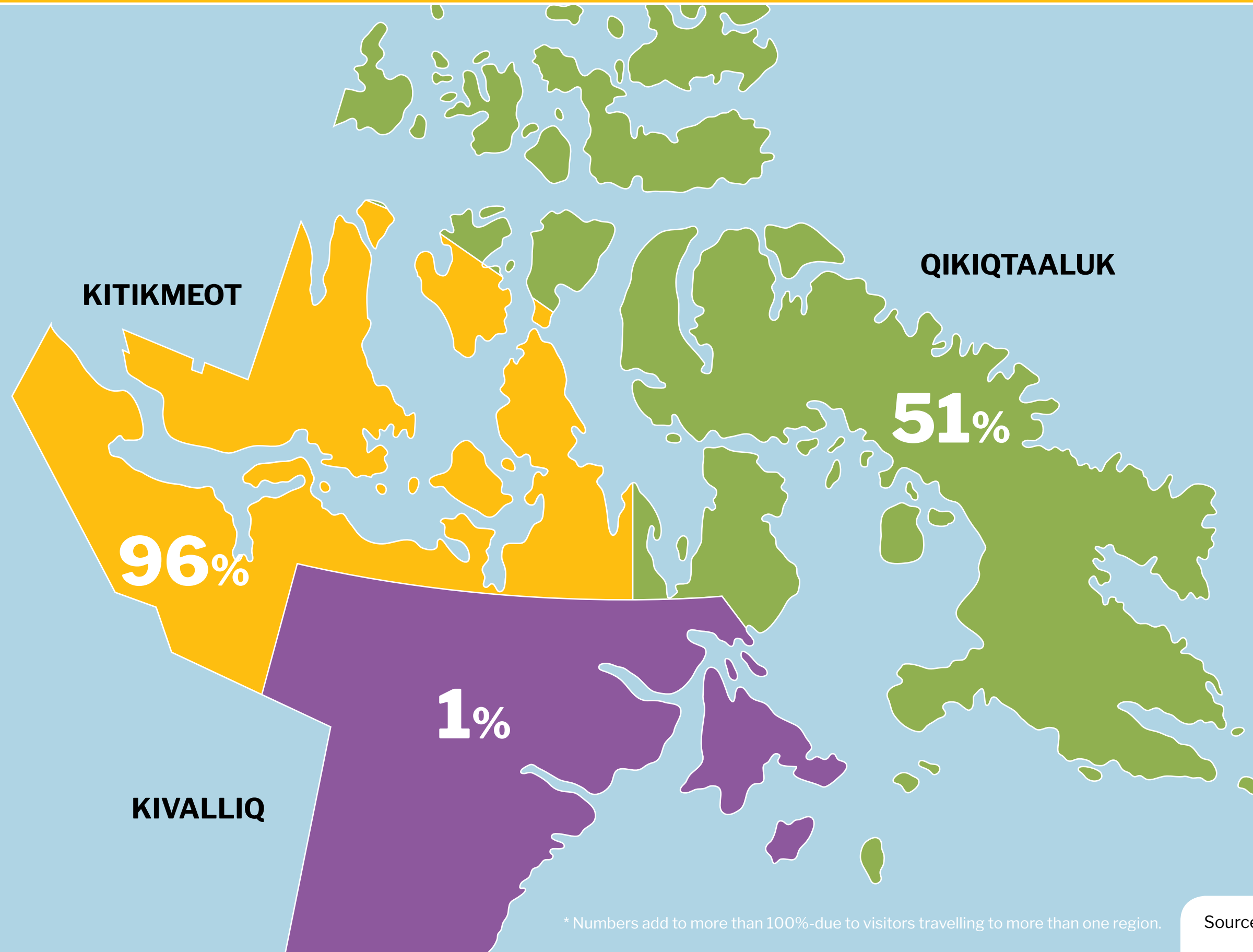




# REGIONS VISITED



# CRUISE



\* Numbers add to more than 100%-due to visitors travelling to more than one region.

Source: 2015 Exit Survey

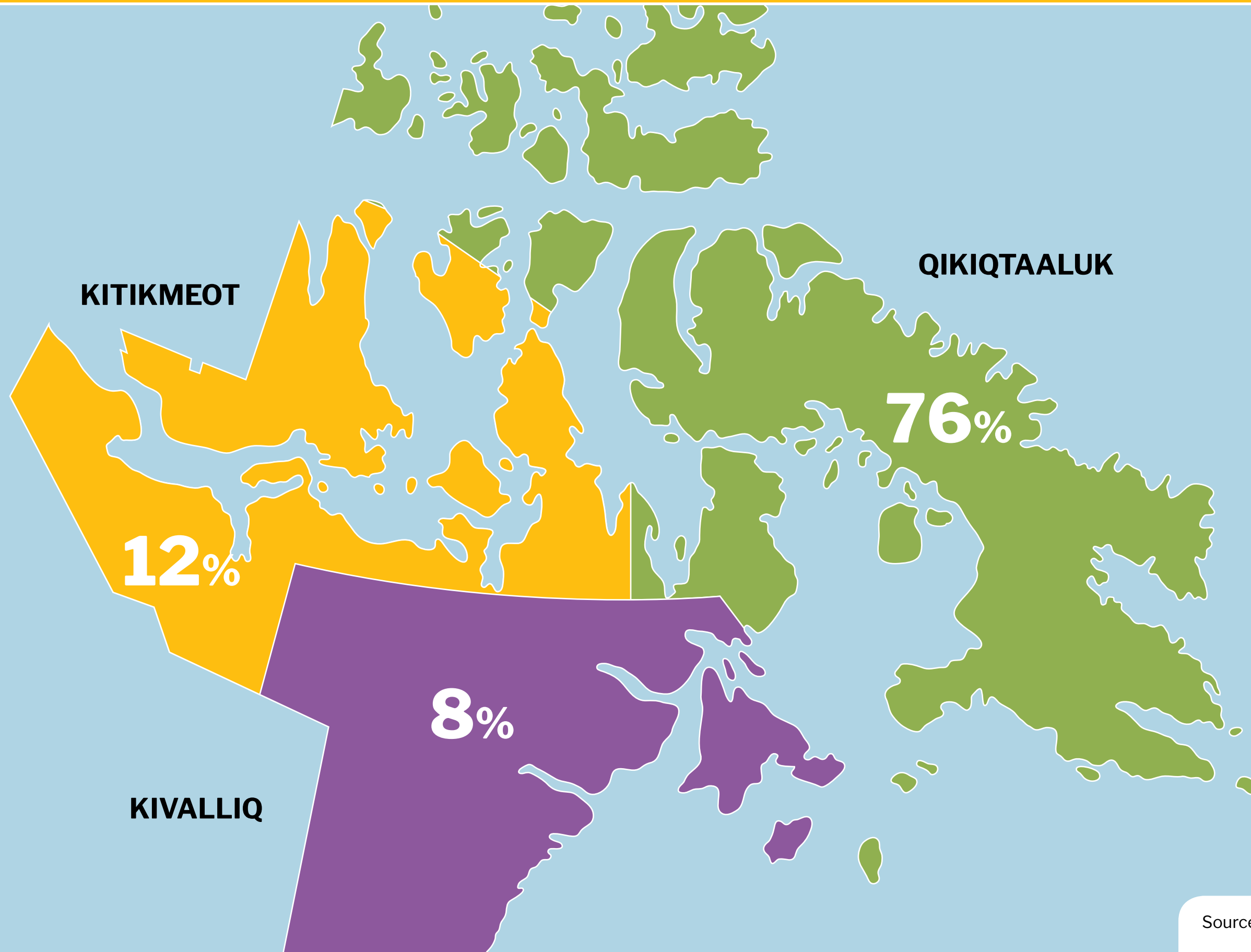


Nunavut  
TOURISM

# REGIONS VISITED



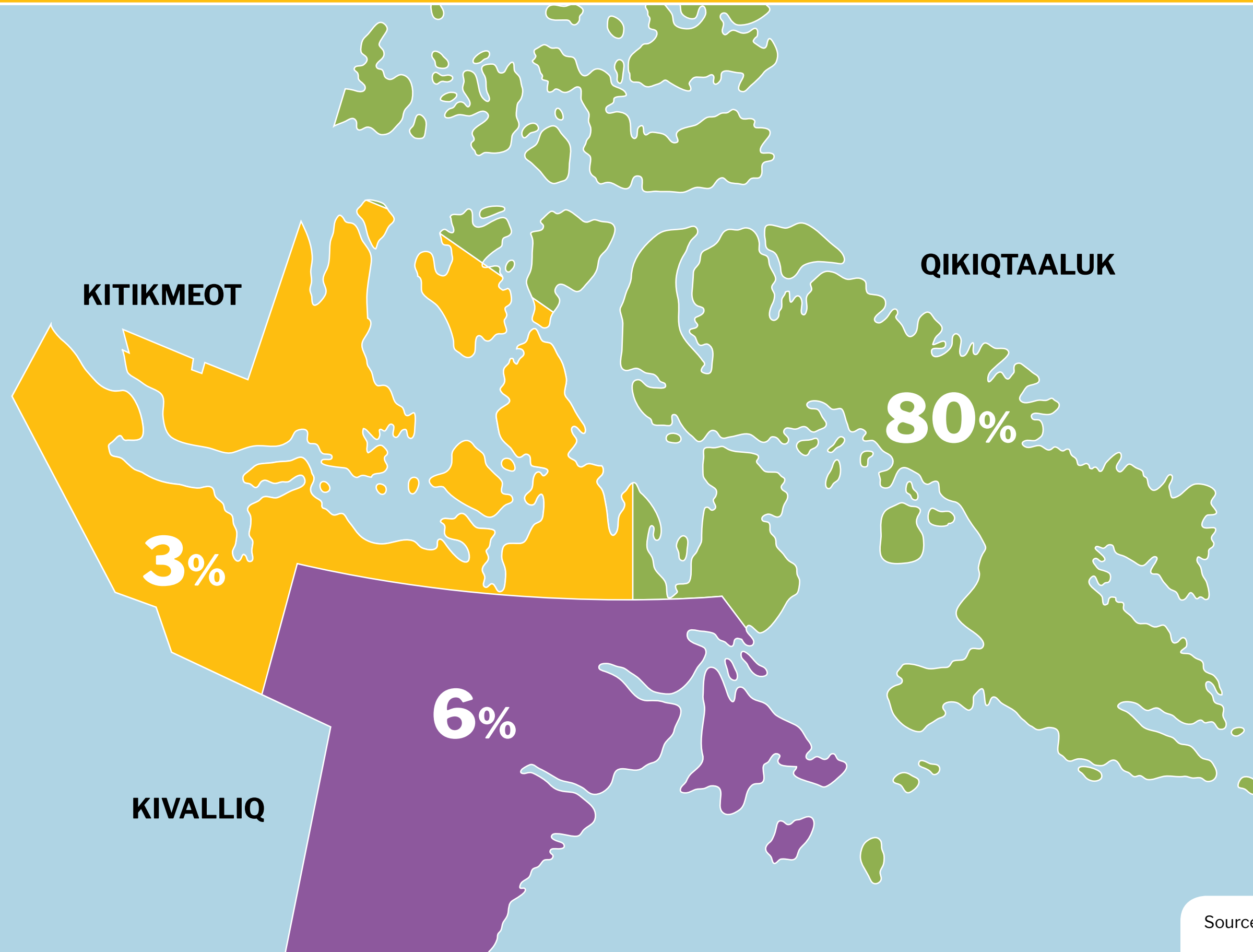
# BUSINESS



Source: 2015 Exit Survey



# REGIONS VISITED



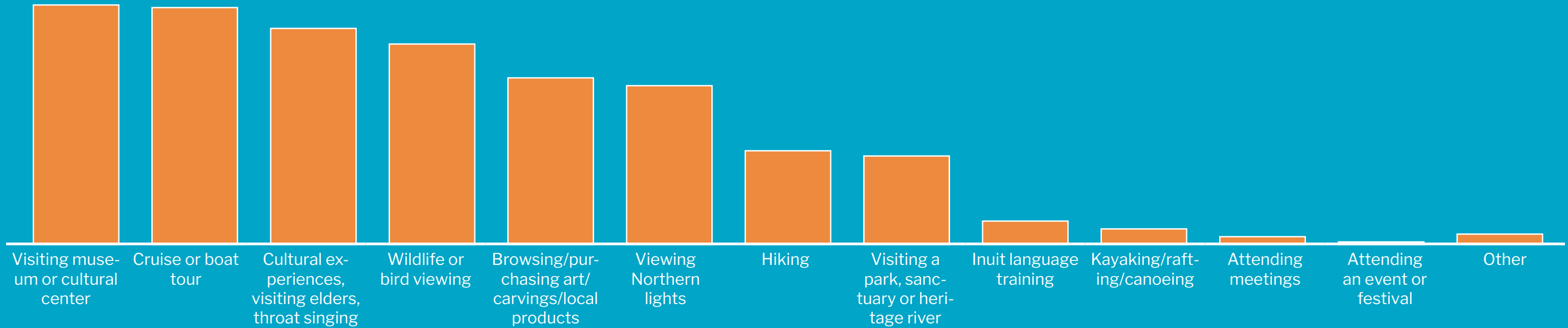
Source: 2015 Exit Survey



# ACTIVITIES



# CRUISE



## VERY ACTIVE

Virtually all take in local cultural experiences, visit museums and cultural centres.

## ART/CARVINGS

Particular interest as visitors seek both observing artists in action plus being able to take home a memento of their time in the north.

## PHYSICALLY DEMANDING PURSUITS LESS DESIRABLE

Prefer passive observation activities, likely due to the age of traveller as most are over 65.

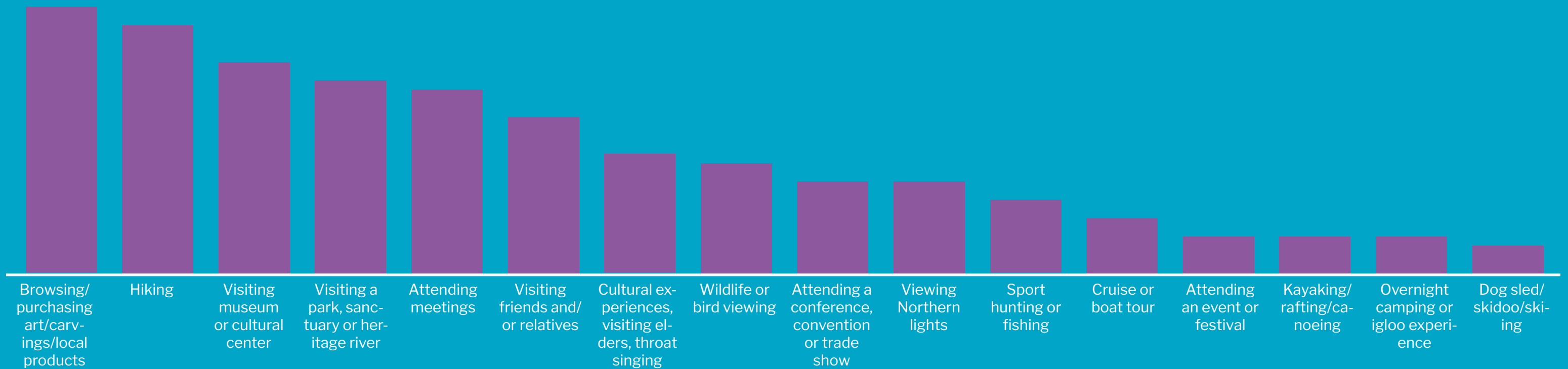
Source: 2015 Exit Survey



# ACTIVITIES



# BUSINESS



## MIXING BUSINESS WITH PLEASURE

Although these individuals are in the Territory primarily for business purposes, they are quite active in leisure pursuits—especially shopping for local art/carvings, attending cultural shows and activities that could involve guiding.

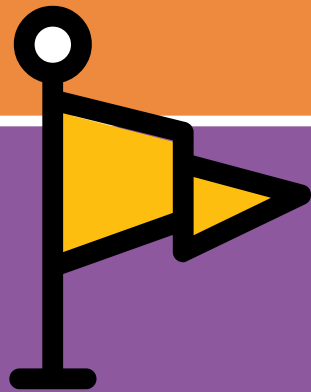
In other words, there should be a significant opportunity to generate additional revenue for the tourism community from this segment.

## Strengths

- Spectacular scenery
- Raw nature
- Unique
- Off the beaten path
- True northern experience “The REAL north”
- Untouched
- Wildlife (animals, flora and fauna)
- Photography
- Expedition travel
- History
- Friendly, unique people
- Culture
- Real outdoor activities: dog sledding, fishing
- Authentic

## Weaknesses

- Very Expensive
- Little tourism infrastructure
- Little consolidation of product/positioning
- Limited sources of information
- Limited audience (experienced, wealthy travellers)
- Potential dangerous or risky for DIY travelling
- Typically a visitor needs a guide/fairly inaccessible
- Internal transportation required
- Short season
- Absence of clear positioning, no sense of what the trip will be like or the benefits
- No itineraries or trip plan ideas
- Little understanding on how to integrate with the people and culture



## Opportunities

- Undiscovered land
- Can start from a white canvas, no negative imagery–can shape potential traveller opinions
- Unique
- Sherpa guides/personal guides
- “Expeditions” positioning
- Customized, full nature experience
- Capitalize on business travel. Get existing visitors to spend more leisure time and spend money to support expanded infrastructure
- New model for eco-tourism
- Expedition travel made safe
- Nunavut positioned as an arctic “kingdom” or special place
- As close to the north pole as you are going to get

## Threats

- Bad commercialization/tourism
- Uncontrolled tourists get hurt and create a bad name
- Bad press as tourism grows
- Disrupting an intact, preserved culture

# NUNAVUT AWARENESS

isolated far inuit remote  
eskimos social challenges arctic  
hardy suicide  
nwt ice  
barren  
polar bear  
don't know  
snow  
cold  
darkness  
people  
northern lights  
empty  
flat  
canada  
north  
unexplored  
native



# HIGH POTENTIAL FUTURE VISITOR PROFILE



Average Age:

**45-55**



Household Income Average:

**\$150K +**



Education:

**Minimum 1  
university degree**



Primarily Location:

**North America**

## Characteristics include:

- Informed, educated and sophisticated
- Confident seekers of experiences and/or learning
- Travel regularly outside of the country
- Bias towards introversion
- Choose active lifestyles
- Enjoy subtle luxuries



Regularly spend

**over \$5K**

per person per trip