

Nunavut Tourism 2016-17 in Review:

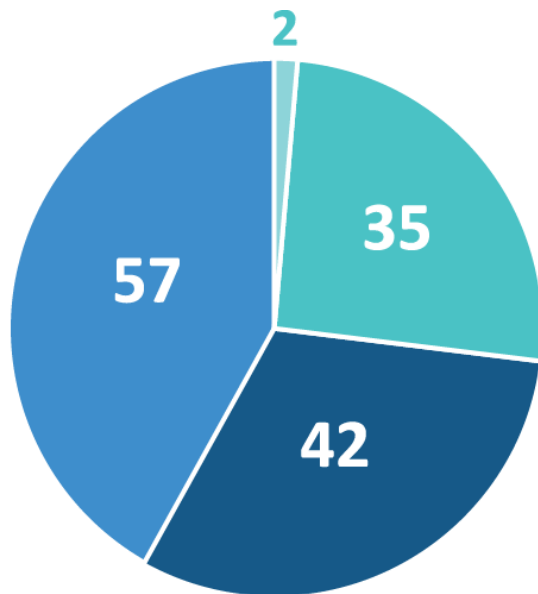
Membership & Visitor Centres

October 21st, 2017 | Presented by Donna Parry



Membership Overview

In 2016-17, Nunavut Tourism had a total of 136 members.



- **57 Inuit-owned, NU-based members**
(Includes Orgs run by a majority Inuit Board)
- **42 Non-Inuit-owned, NU-based members**
- **35 Canadian members based outside of Nunavut**
- **2 International members**



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Who are our members?

Our broad range of members includes:

- Outfitters & Operators
(Nunavut-based and southern)
- Hotels, lodges and B&Bs
- Restaurants & cafes
- Airlines & taxi companies
- Cruise companies
- Hamlets/Municipalities
- Museums & Heritage centres
- Arts & crafts shops and other retail
- Travel Agencies & Tour companies
- Non-profit societies
- Economic Development orgs
... and more!



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New Members

Nunavut Tourism gained 20 first-time members in 16-17.

9 of these are Nunavut-based members:

- SikSik City Guides (Iqaluit)
- Big Racks (Iqaluit)
- Polar Outfitting (Iqaluit)
- Qaggiavuut! (Iqaluit)
- Lichen Consulting (Iqaluit)
- Ulu House (Coral Harbour)
- Amittuq Services (Hall Beach)
- Arctic Wilderness Guiding & Outfitting (Naujaat)
- Arctic Tours (Rankin Inlet)



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New Members

NT gained 20 first-time members in 2016-17.

11 of these are Southern-based members:

- Far Horizons (Ontario)
- Northern Allied Travel (Manitoba)
- Crystal Cruises (USA)
- Complete Expeditions (Alberta)
- Eagle-Eye Tours (B.C.)
- Discover The World Holidays (UK)
- Nolinor Aviation (Quebec)
- Eyos Expeditions (USA)
- Baffin Safari (Ontario)
- Embassy of Imagination (Ontario)
- Anderson Vacations (Alberta)



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Membership Recruitment

Membership recruitment is an ongoing process every year that includes:

- Contacting licensed outfitters and tourist establishments listed on ED&T's online database Restaurants & cafes
- Contacting former members to encourage renewal
- Approaching potential members during community visits and regional trade shows
- Advertising membership in Northern news outlets
- Contacting southern companies who operate in Nunavut



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Membership Benefits & Services

2016-17 Membership benefits included:

- **Significantly discounted airfare** for member business travel and in some cases, tourist travel.

Thank you to our airline partners Calm Air, Canadian North and First Air for making this possible!



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Membership Benefits & Services

- **Marketing Assistance Program.** Towards the end of each fiscal year, members can be reimbursed up to \$1,000 towards the cost of marketing activities such as advertising, attendance at trade shows, website upkeep, promotional materials, and more.

In 2016-17, **21** members accessed the program and a total of **\$17,686.20** was dispersed to these members.



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Membership Benefits & Services

- **Discounted insurance.** Nunavut Tourism members and members-to-be receive a discount on liability insurance through our insurance partner, HUB Insurance.
- **Access to free high-resolution photos and videos.** Members of Nunavut Tourism can access photos/videos from our media library for use in their marketing materials such as brochures, websites, etc.



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Membership Benefits & Services

- Free listing on Nunavut Tourism website and in our printed membership listing that is distributed in our Explore Nunavut travel planner worldwide.
 - Over **220,000** website visitors in 16-17
 - Over **2,250** travel planners/member inserts distributed worldwide in 16/17.

(This does not include additional travel planners distributed at trade shows, events, and through the visitor centres. It also doesn't include digital downloads from our website.)



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Membership Benefits & Services

- **Promotion at trade shows, events, and through our social media channels.** NT distributes member brochures at events, shares member content through our social media channels, and much more.
- **Affordable marketing opportunities and FAM trips.** Sara will elaborate on member marketing efforts in the next presentation.



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Membership Benefits & Services

- **Tourism news and industry information.** Nunavut Tourism regularly communicates important tourism-related information to our members via email, our member Facebook page and through our e-newsletter.
- **Advocacy.** One of our key priorities is advocacy. We are here to be a voice for our members at the community, territorial and national levels. We advocate for solutions to issues affecting our members and Nunavut's tourism sector as a whole. For details on this year's advocacy activities, please refer to the annual report.

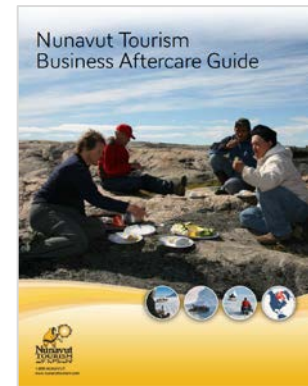
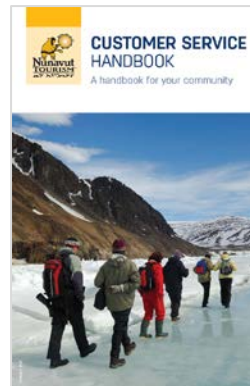


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Membership Benefits & Services

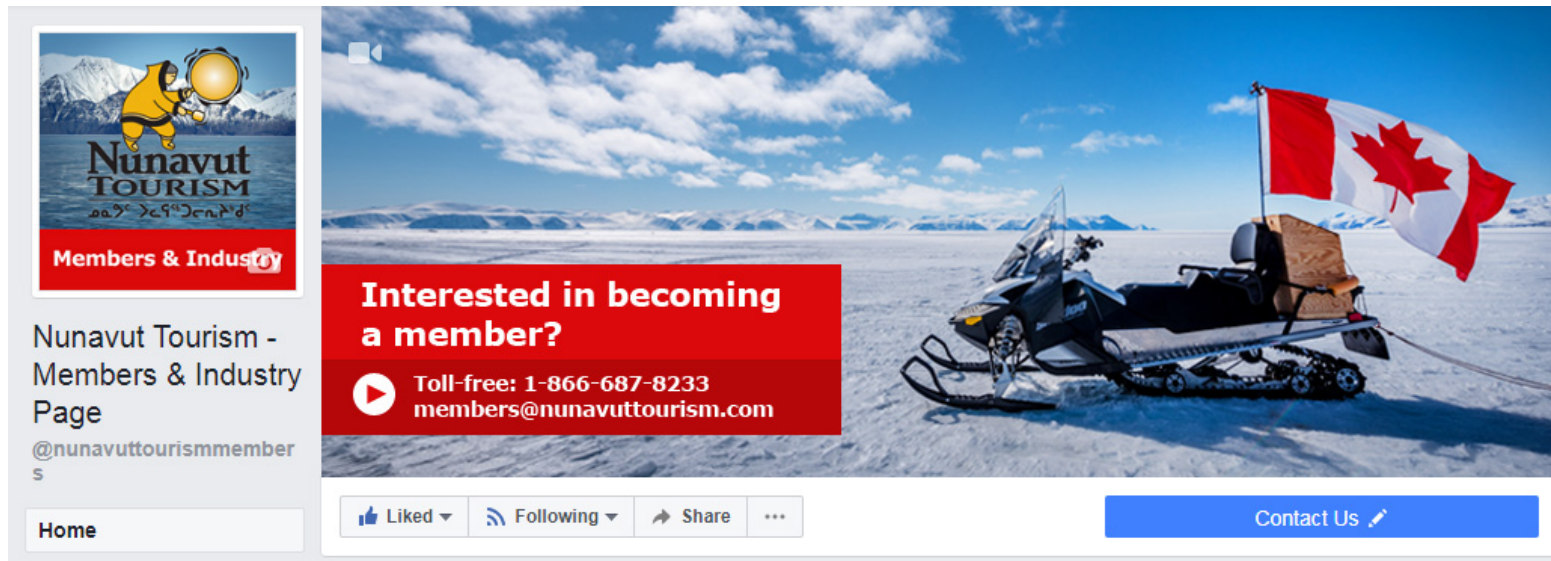
- **Tourism Resources.** Nunavut Tourism has several professional development resources for our members online and in print, including our Product Development Workbook, Business Aftercare Guide, Business, Market & Trade Ready Standards program and more.



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Members Facebook Page

In December 2016, Nunavut Tourism launched a new Facebook page for our members. The page posts and shares information about NT's activities, benefits and services, industry news and trends, member news, training/funding opportunities and much more. At March 31st, 2017 the page received **208 "Likes" and 211 followers**. A total of **46** posts and shares were made between the page's launch in December and March 31st, 2017.




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Members & Industry

Nunavut Tourism -
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Page
@nunavuttourismmembers

Home

Interested in becoming a member?

 Toll-free: 1-866-687-8233
members@nunavuttourism.com

Liked Following Share ...

Contact Us

Community Visits

Each year, Nunavut Tourism visits several communities across Nunavut. It's important for us to have a presence in the communities and to meet with our members, potential members, CEDOs, the HTO, and other tourism stakeholders. Face to face meetings build stronger relationships with our members and partners across the territory, and help keep us informed about what's going on in the communities.



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Community Visits

This year, we visited:

Arviat – August 2016

Rankin Inlet – Aug/Sept 2016

Cambridge Bay – Aug 2016/Feb 2017

Naujaat – Sept 2016

Coral Harbour – Sept 2016

Clyde River – Oct 2016



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Trade Shows & Events

Regional Trade Shows

Each year, Nunavut Tourism attends the **Nunavut Trade Show** (September 2016), **Kivalliq Trade Show** (September 2016) and **Kitikmeot Trade Show** (February 2017).

These are excellent opportunities to build a presence in the regions/communities, meet with our members and partners, recruit new members, and answer questions from community members about how to get involved in tourism.



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Trade Shows & Events

EDO Conferences

Nunavut Tourism attended the annual **Nunavut Economic Developers Association Conference** in February 2017 (Winnipeg), as well as the annual **Kivalliq CEDO Conference** (Rankin Inlet) in March, to give presentations about our membership benefits and services, projects and activities and how we can help both EDOs and Nunavummiut who want to get involved in tourism.



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Trade Shows & Events

EDO Conferences

EDOs are often the first point of contact in the communities for Nunavummiut who want to start a tourism business, and it is important for them to be aware of Nunavut Tourism, our benefits of membership, and how we can help.

Presenting at these conferences is an excellent opportunity to meet with many of Nunavut's EDOs at once to share our news and to hear what's going on in the communities.



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Trade Shows & Events

Northern Perspectives

Nunavut Tourism attended the first ever Northern Perspectives (NP) in February 2017 in Winnipeg.

This bi-annual event is a joint venture by BRCC, NACA, and the Kivalliq Chamber of Commerce. It is a business and cultural showcase of Nunavut that focuses on expanding economic opportunities within Nunavut and partnership opportunities with businesses from Manitoba.



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Trade Shows & Events

Northern Perspectives is a similar concept to Northern Lights (held bi-annually in Ottawa) and was a great opportunity to meet with members, partners and new contacts formed at the show.



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Trade Shows & Events

International Aboriginal Tourism Conference (IATC)

Nunavut Tourism attended IATC for the first time in December 2016 and obtained funding to bring 3 of our members (George Hakongak of Hakongak Outfitting, Jack Anawak of Beaches B&B and Billy Arnaquq of Nunavut Experience Outfitting).

Other members in attendance included Arctic Bay Adventures, Parks Canada, Sarah McNair-Landry (NorthWinds) as well as ED&T staff.



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Trade Shows & Events

International Aboriginal Tourism Conference (IATC)

This conference was an excellent professional development opportunity for our members. A wealth of presentations, workshops and panel discussions covered topics such as product development, marketing, community-driven tourism, social media, working with the travel trade and much more.

NT will be attending again this year in Calgary in November.



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Trade Shows & Events



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Projects

Research Infographics

One of Nunavut Tourism's priorities is communicating industry information to our members. Often, research documents can be long and complicated, yet contain valuable information that would be useful for our members. Infographics are a good way to communicate complicated information in an easy-to-understand visual format.

In 2016-17, Nunavut Tourism worked with Outcrop Nunavut to select the most relevant information from the 2015 Visitor Exit Survey report and condense it into infographics to be shared with our members and used in our newsletters, presentations, website, etc.

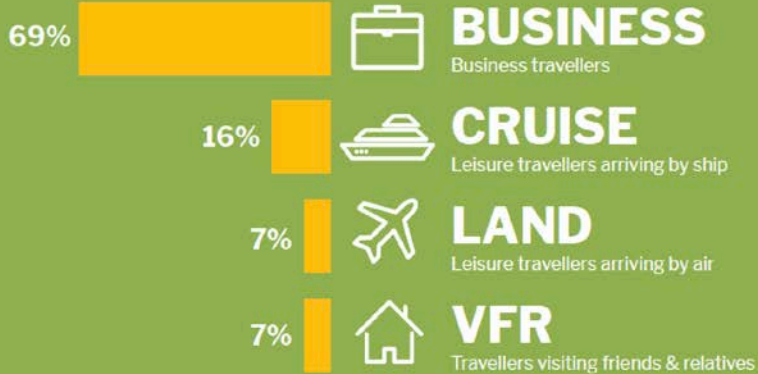


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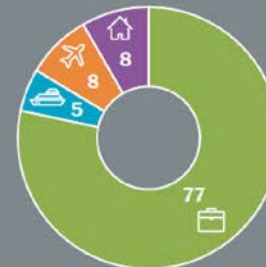
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Projects

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

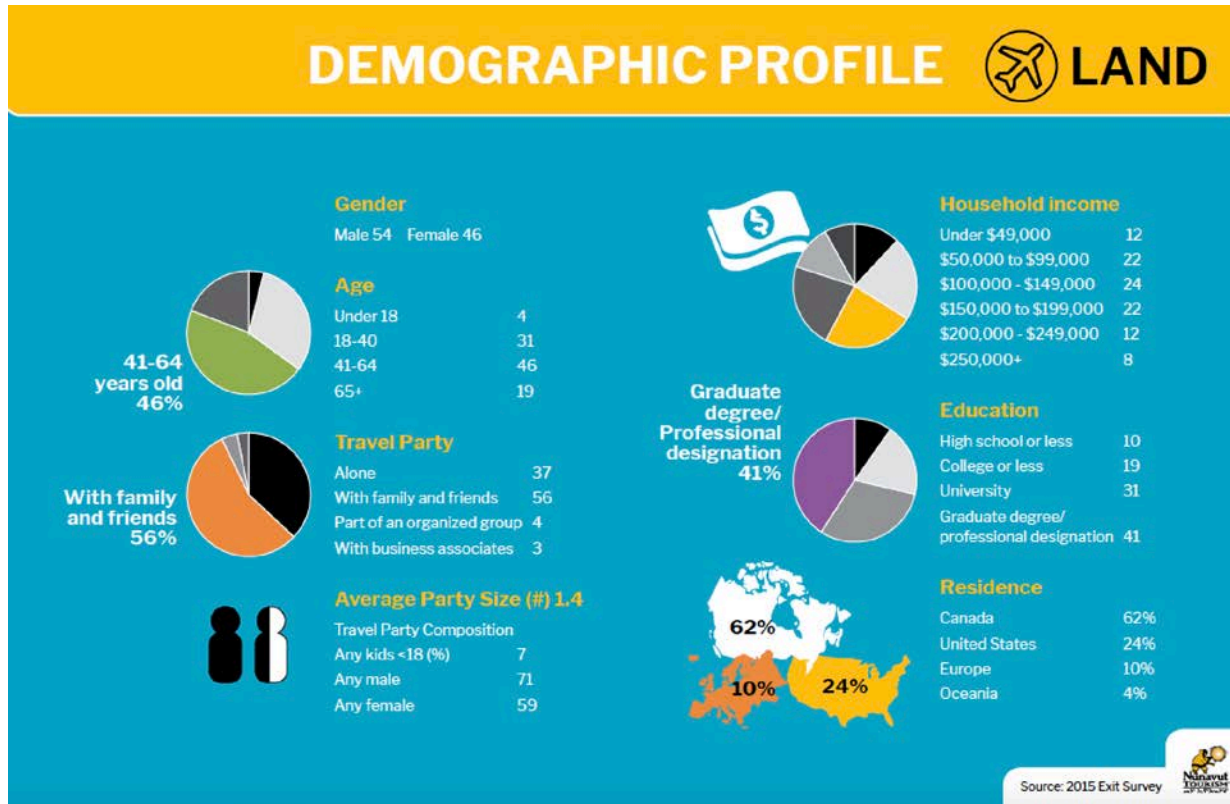
Total spending in territory
(excluding airfare/cruise tickets).

Source: 2015 Exit Survey



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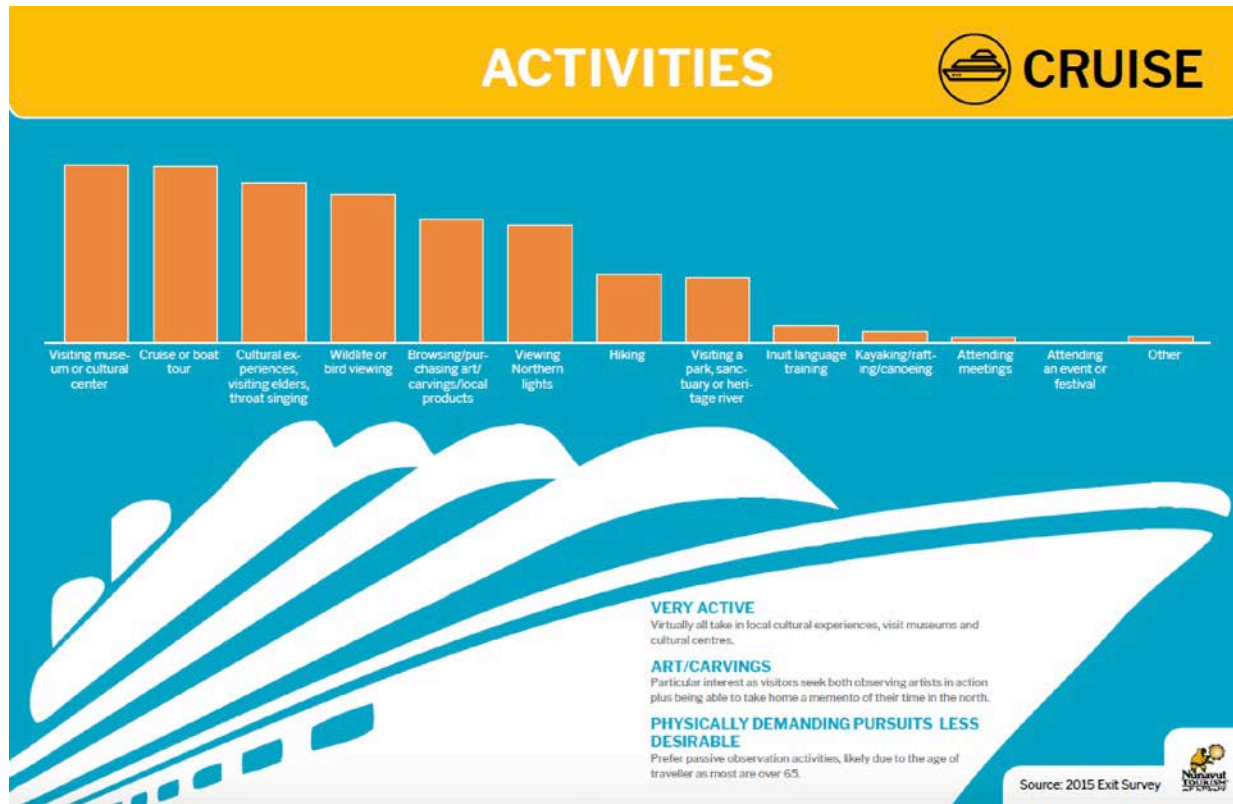


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Projects



Projects



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Membership Review

Following the change in our mandate last year, we decided to review our membership structure to see if there are any changes that could improve our service to our members and better align with best practices as our organization evolves.

We worked with Outcrop Nunavut to review our membership fees, membership categories, voting rights, eligibility to be elected to the Board, and access to member benefits.



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We also researched **10** other member-driven organizations across Canada to see how our membership structure compares to those of similar organizations. Some of these included Aboriginal Tourism Association of Canada, the industry associations for NWT, Yukon, Nunavik and B.C., and more.

Following this research, we developed a proposed new membership structure that we hope to implement in the 2018-19 fiscal year.

Next steps: We will be seeking feedback from our members on our proposed new structure before the end of the calendar year. Stay tuned!



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Visitor Centre Highlights

Visitor Centres

The Government of Nunavut now manages visitor centre operations, however Nunavut Tourism remained responsible for the three regional visitor centres (**Iqaluit, Rankin Inlet, Cambridge Bay**) until the end of 2016-17.



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Visitor Centre Highlights

Programming

Nunavut Tourism once again received funding from the Dep't of Culture & Heritage to provide programming at the visitor centres for both tourists and the community.

Programming mostly took place at Unikkaarvik Visitor Centre in Iqaluit and was very successful in terms of attendance and feedback.



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Visitor Centre Highlights

Programs included:

- Weekly free movie nights
- After-School program for kids
- Special guest speaker nights
- Inuit Art Experience
- Special events such as an igloo building workshop
- Hosting a Canada Day Bbq
- and much more!



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Visitor Centre Highlights



Ann Meekitjuk-Hanson talks to Iqalungmiut about what it was like acting in *The White Dawn*, a 1974 Hollywood production, after a screening at the Unikkaarvik Visitor Centre. (PHOTOS BY LISA GREGOIRE)



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Visitor Centre Highlights

Renovations & Repairs

Nunavut Tourism also received funding from the Department of Culture and Heritage for some much-needed repairs and upgrades at Unikkaarvik Visitor Centre. This included: New floors, new workstations, multi—language signage, and repairs/upgrades for displays and exhibits.



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Visitor Centre Highlights



Visitor Centre Highlights



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What's next?

New Website!

Following the change in our mandate, Nunavut Tourism will be developing a brand new **member-focused** website as well as updating our logo/brand.

Instead of being a general source of information for visitors, the new website will:

- Promote members' products and services to website visitors
- Be a hub of industry information for members on topics such as business development, funding/training opportunities and much more!



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What's next?

New Membership Structure

As mentioned earlier, we will be proposing a new membership structure that includes a category for unlicensed/uninsured start-ups. This will allow new businesses to get connected to our tourism network and access some of our benefits and services while going through the process of getting licensed and insured.

We hope to implement this new structure on **April 1st, 2018**.



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What's next?

Training & Professional Development

Following the changes in 2016, NT no longer has a budget or staff dedicated to training, however we recognize the importance of professional development for our members and the industry.

We are applying for funding and working with our partners to offer workshops on topics such as product development, market readiness, the practical aspects of running a business and more. We will also be doing an inventory of available training and mentoring opportunities in the territory, which will be available on our new website.



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What's next?

Trade Shows & Events

NT is attending the following trade shows and events in 2017 and 2018:

- **International Aboriginal Tourism Conference**
- **TIAC Tourism Congress**
- **Toronto Outdoor Adventure Show**
- **Dallas Safari Club International**
- **Rendez-vous Canada**



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Questions?

Contact us anytime:

members@nunavuttourism.com

(867) 979-6551



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