

Nunavut Tourism Marketing Report

April 1, 2016 to March 31, 2017



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Nunavut Tourism
Nunavumi Pulaakataligiyit
Tourisme Nunavut

Presented by Sara Tomson,
Director of Marketing & Communications

2016-17: Year of Transition and Change

- ✓ Transfer of the Destination Marketing Organization (DMO) function from Nunavut Tourism to Destination Nunavut.
- ✓ Destination Nunavut is working to build capacity, transfer files and generate plans.
- ✓ Nunavut Tourism can focus on what truly matters: **OUR MEMBERS!**



Funding Sources and Resources

- Government of Nunavut, Economic Development and Transportation (EDT)
- Canadian Northern Economic Development Agency (CanNor)
- Government of Nunavut, Department of Environment Fisheries and Sealing
- Destination Canada
- Member Airline Partners:
First Air, Canadian North, Calm Air

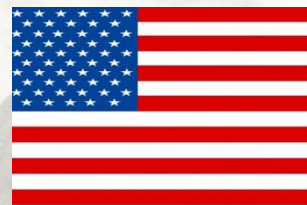


Canadian Northern Economic
Development Agency

Agence canadienne de
développement économique du Nord

Key Markets

- Primary Markets: Canada and the United States of America
- Secondary Markets: United Kingdom, German-speaking Europe (Germany, Switzerland, Austria), and France
- Emerging Markets: Australia and China



Member Marketing Mix

- Public and Media Relations
- Cooperative Member Marketing Programs
- Member Advertising
- Social Media
- Travel Trade
- Media/Trade/Consumer Shows
- Market Research

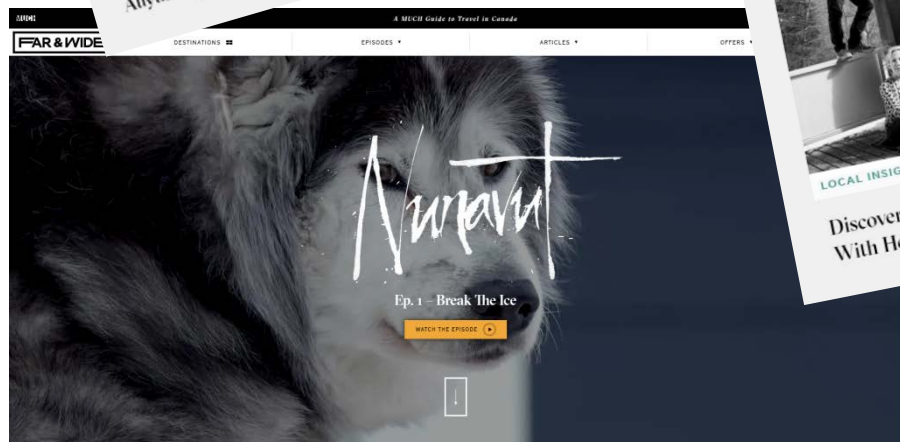
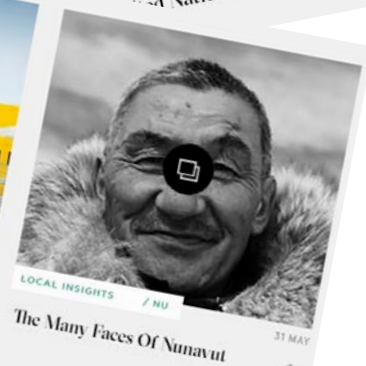
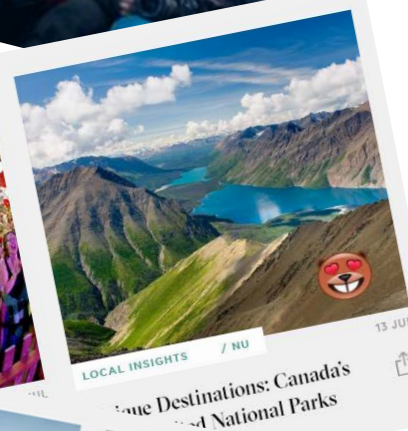
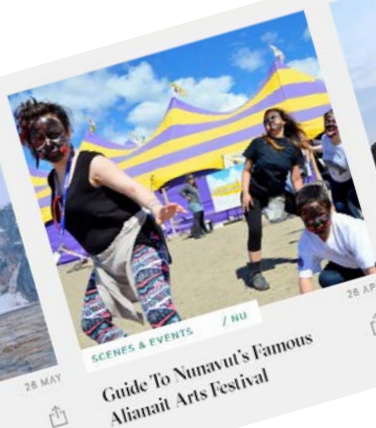
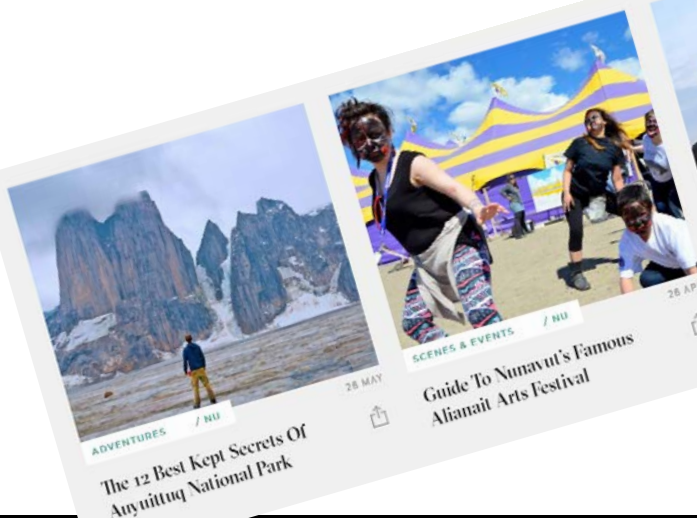
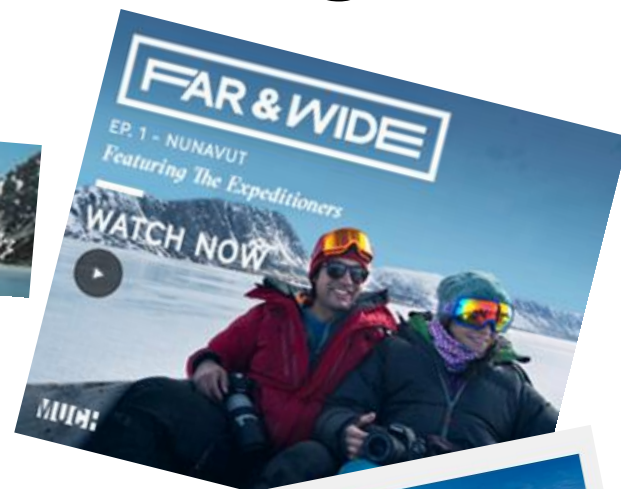
NT Marketing Publications

- Explore Nunavut Travel Planner
- Member Insert
- Fishing Guide
- Hunting Guide
- Nunavut Map



Far & Wide: Millennial Travel Program

farandwide.much.com



**Nunavut
TOURISM**

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ARCTIC CRUISE

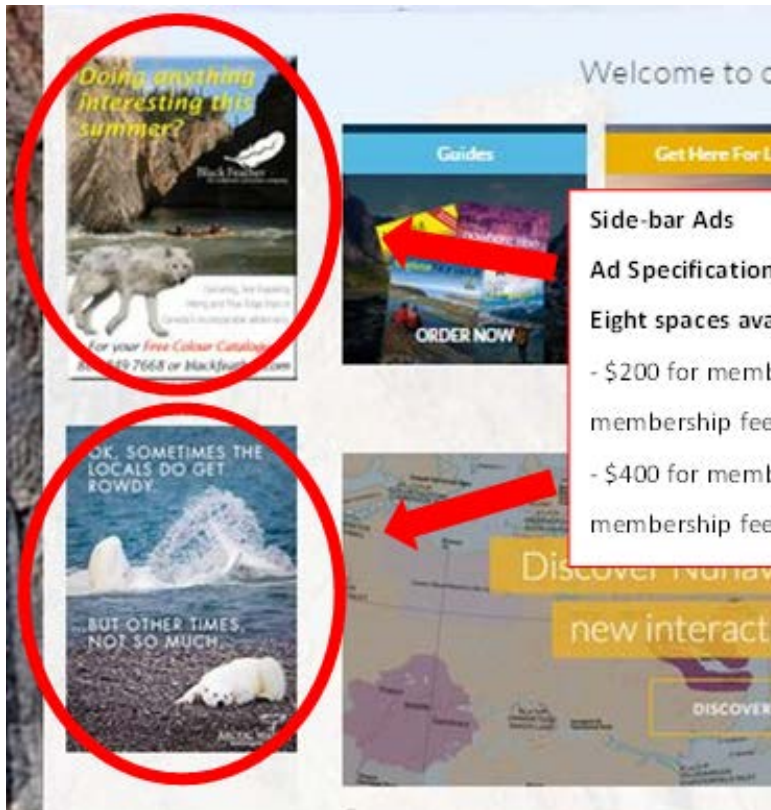
KNOW MORE



Toronto Pearson International Airport Member Experience Marketing Campaign



Nunavut Tourism Website Advertising Program

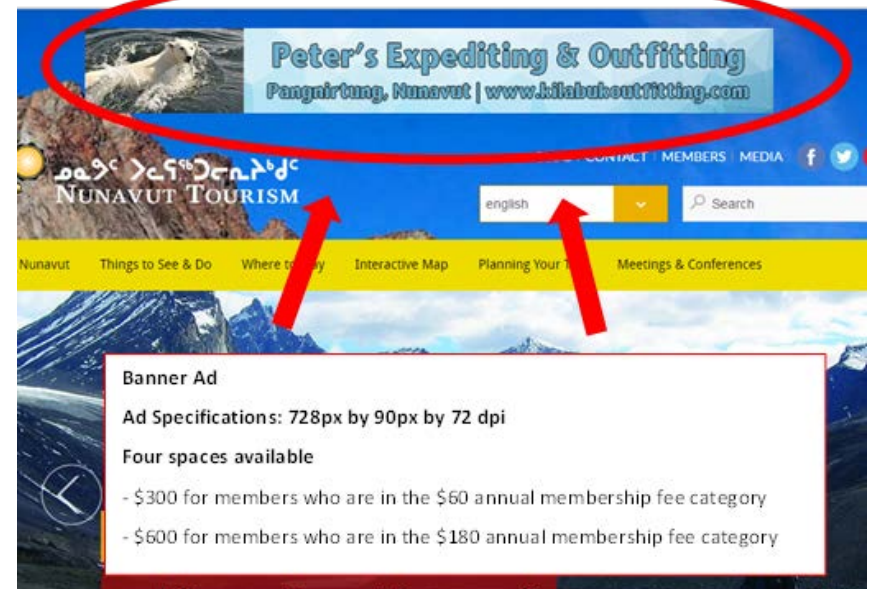


Side-bar Ads

Ad Specifications: 206px by 290px by 72dpi

Eight spaces available

- \$200 for members who are in the \$60 annual membership fee category
- \$400 for members who are in the \$180 annual membership fee category



Banner Ad

Ad Specifications: 728px by 90px by 72 dpi

Four spaces available

- \$300 for members who are in the \$60 annual membership fee category
- \$600 for members who are in the \$180 annual membership fee category



Discover your Nunavut
What to see, do, and eat!

Iqaluit

Kivalliq

Qikiqtani

Kitikmeot

Nunavut Based Advertising

Nunavut
CANADA'S ARCTIC
UNTAMED • UNSPOILED • UNDISCOVERED

DISCOVER WHAT MAKES THE KIVALLIQ
INCREDIBLE!




Be sure to visit our website
for the most up date
information on members
and their activities
throughout the year.



Nunavut Tourism
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Tourisme Nunavut

1-866-NUNAVUT www.nunavuttourism.com

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**Nunavut Tourism is a Non-Profit Membership
Based Industry Association:**

- Advocacy
- Marketing & Promotion
- Airfare Discounts
- Business Development
- and More!

JOIN TODAY!

(867) 979-6551 | members@nunavuttourism.com




Nunavut Tourism
Nunavumi Pulaakataligiyit
Tourisme Nunavut

Unikkaarvik Visitor Centre
Event Info, Directions, and More!



**Toonik
Tyme
Central**



**Nunavut
TOURISM**
Nunavumi Pulaakataligiyit
Tourisme Nunavut

Visit us or call 979-4636

Media & Trade Familiarization Trips

AKA Fam trips

Requests are evaluated on a case by case basis according to the following key criteria:

- Proponents must have a commitment to publish.
- Proposed itineraries must include at least one Nunavut Tourism member operator.
- The intended media outlet and audience for the media coverage must align with Nunavut's target markets.



The New FlyFisher

NUNAVUT

Kasba Lake Lodge

Kasba Lake Lodge offers both challenges and rewards for fly-fishers, all set against an incredible backdrop of wilderness beauty that is unrivaled.

[Learn More](#)

Kasba Lake | Ultimate Fly Fishing Destination

Lake Trout



40 OUTSIDE

Outside MEDIA KIT

LIVE BRAVELY

PRINT ONLINE TELEVISION SOCIAL EVENTS TRAVEL

THE WORLD'S LEADING ACTIVE LIFESTYLE BRAND



It's on a bright, sunny day to start an early morning picking up the snow for cooking. I'm nine days... with a snowplow, in his window. He had a neon orange, luxury 5-inch tires. His look said a bicycle? Are you a word, bike saddle and peak when using. Are. Going. To.



SEASON 13 EPISODE 08



Google

SELECT ANOTHER
SEASON

Select one ▼

CITR_1308_Conquering Tundra Caribou (Teaser)



CONQUERING TUNDRA CARIBOU

CONQUERING TUNDRA CARIBOU

Paul Beasley is hunting in the Nunavut tundra for Central Barren Ground Caribou with his bow. He has many up-close encounters but with bad weather forecasted will he be able to harvest a bull? Our locations are "The Lodge at Little Duck" & "Edehon Lake Caribou Camp"

American Angler Grand Prize Sweepstakes
Extreme Arctic Adventure!
Win a seven-day, seven-night trip for two to Tree River Lodge in Nunavut, Canada.
Start planning your once-in-a-lifetime adventure today!



ary inhabitants to stay.

WILDLIFE
WORLDWIDE
TRAVEL
EXPERIENCE
CONSERVE



The overnight stop is in Pond Inlet, a far northern 'hamlet' (to use the Canadian terminology) in the territory of Nunavut, and home to only 400 people, an airport, two phenomenally expensive supermarkets, a school, a visitor centre and frankly very little else other than 4-wheel drives, skidoos and all-terrain vehicles. 'Pond' is a warm hearted place where the children are all smiles and full of chat and the adults all greet me warmly. It is also set in probably the most beautiful location on earth, with the best views of the most magnificent snow-covered mountains anyone could possibly dream about. This is surely the ultimate picture postcard location for any settlement, but the Inuit who live here eke out a tough subsistence existence mostly living off the land.



I was there to see if I could see the 'unicorns of the sea' - narwhal in case you were wondering! - and possibly polar bears. Neither are an easy 'catch' since the distances the bears cover are simply huge and spotting narwhal requires extended periods of sea-watching. But I saw them alright and had far better views



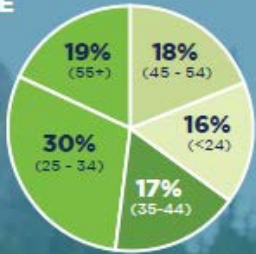
Toronto Outdoor Adventure Show



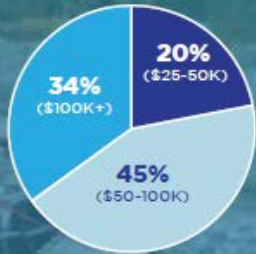
Vancouver Outdoor Adventure Show

Our Attendees

AGE



HOUSEHOLD INCOME



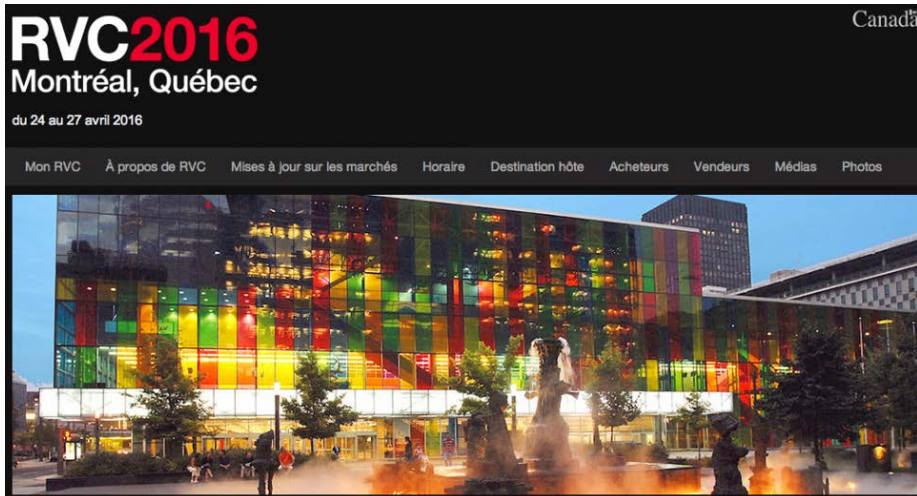
WHY THEY ATTEND

- 61%** outfit for the upcoming season
- 55%** test products before purchasing
- 66%** obtain info about new travel destinations
- 84%** of attendees made a purchase at the show
- 90%** visitors say they will come back to the show next year

100%
are active and passionate outdoor enthusiasts!



Rendez-Vous Canada (RVC)



www.nunavuttourism.com

Apr 1, 2016 - Mar 31, 2017

All Users
100.00% Sessions

+ Add Segment

Overview

Sessions vs. Select a metric

Hourly Day Week Month

Sessions

2,000



Sessions
275,286

Users
221,880

Pageviews
592,784

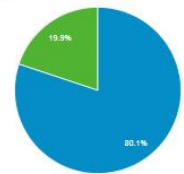
Pages / Session
2.15

Avg. Session Duration
00:02:19

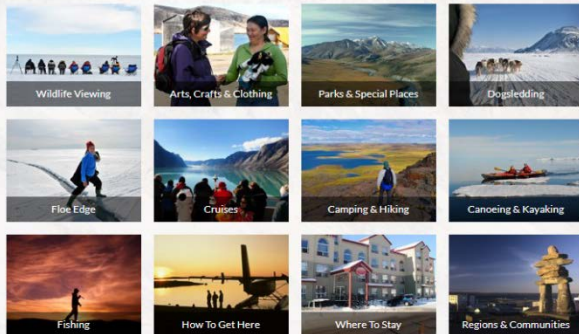
Bounce Rate
64.41%

% New Sessions
80.04%

New Visitor Returning Visitor



NUNAVUT – LIKE NOWHERE ELSE ON EARTH!



| Country | Sessions | % Sessions |
|-------------------|----------|------------|
| 1. Canada | 165,635 | 60.17% |
| 2. United States | 60,667 | 22.04% |
| 3. United Kingdom | 6,699 | 2.43% |
| 4. France | 6,405 | 2.33% |
| 5. Germany | 4,363 | 1.58% |
| 6. Australia | 3,071 | 1.12% |
| 7. India | 1,710 | 0.62% |
| 8. Pakistan | 1,473 | 0.54% |
| 9. Switzerland | 1,434 | 0.52% |
| 10. (not set) | 1,356 | 0.49% |

Social Channels



NunavutTourism #DiscoverNU



@NunavutTourism #DiscoverNU



@NunavutTourism #DiscoverNU

Nunavut Tourism
20 March ·
Happy First Day of Spring!
Photo Credit: Michelle Valberg



5,788 People Reached

250 Reactions, comments & shares

| | | |
|----------------|---------------|------------------|
| 184 Like | 68 On post | 116 On shares |
| 19 Love | 11 On post | 8 On shares |
| 8 Wow | 3 On post | 5 On shares |
| 11 Comments | 1 On Post | 10 On Shares |
| 28 Shares | 27 On Post | 1 On Shares |

200 Post Clicks

| | | |
|-------------------|------------------|---------------------|
| 77 Photo views | 0 Link clicks | 123 Other Clicks |
|-------------------|------------------|---------------------|

NEGATIVE FEEDBACK

| | |
|----------------|------------------|
| Hide Post | 0 Hide All Posts |
| Report as Spam | 0 Unlike Page |

Retweeted stats may be delayed from what appears on posts

nunavuttourism

Edit Profile



48 posts

1,787 followers

129 following

Nunavut Tourism Sharing the best photos of Nunavut with the world c
time! Tag your photos with #DiscoverNU or #DiscoverNunavut to share
www.nunavuttourism.com

findtruen



findtruen



byemmayardley

You Retweeted



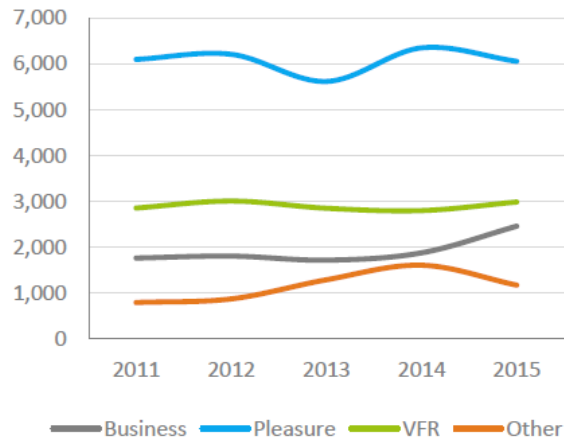
Steve Deschenes @DeschenesPhoto · Feb 11
Remembering a sunset in Frobisher Bay, Iqaluit, @Nunavut
@ExploreCanada @Explorezsansfin @outsidemagazine @



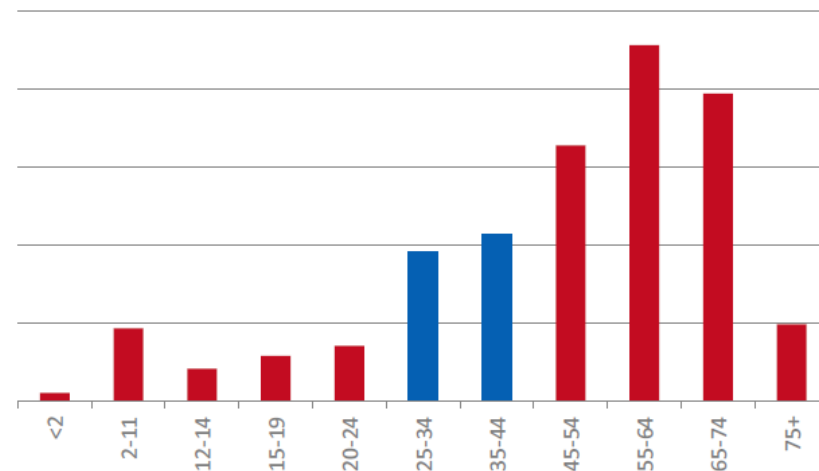
Affinity Co-operative Marketing Engagement

What is the US Market Potential?

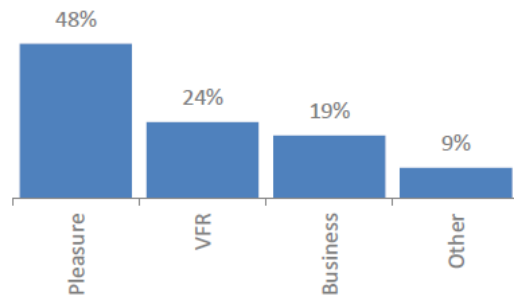
Trip Purpose - Trend (000's)



Age Distribution of US Leisure Visitors



Share of Arrivals by Trip Purpose (2015)



14.04M
Arrivals

73%

Arrive by a car, with
16% arriving by plane



\$8.76B
Spend

Average trip spend
\$1408
per couple

Current & Future

- New Website
- Brand Refresh
- New Funding Applications
 - Digital Content Marketing Strategy
 - Execution of the US Affinity Marketing Campaign
 - New Co-op Marketing Programs
 - And more



A snowy owl is shown in flight, facing forward with its wings spread. The owl has white feathers with dark brown spots and streaks. Its eyes are bright yellow. The background is a clear, light blue sky.

QUESTIONS

Thank you!

marketing@nunavuttourism.com

Tel: 867-979-6551