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 Nunavut Tourism
 Nunavumi Pulaakataligiyit
 Tourisme Nunavut

Nunavut Tourism

2015-16 Annual Report



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Message from the CEO



First off, thank you for being a member of Nunavut Tourism and thank you for your contributions to this great, vibrant and growing industry. Nunavut is truly one of the most unique places on earth and our member s efforts to continue pioneering tourism in this territory have shown the positive impact tourism can have on families and communities throughout Nunavut.

I have been with Nunavut Tourism for five years and one message that I have heard over and over again from members, tourists and the industry is the need for product development and market readiness standards. Using the 2015 Visitor Exit Survey as our stepping-off point we have come closer to understanding who the average tourist is in Nunavut, what they expect, what they need, and what we, as an industry, can improve upon. We have collaborated with the Department of Economic Development & Transportation – Tourism and Cultural Industries as well as CanNor and through this collaboration Nunavut Tourism has developed more impactful, accessible and valuable training materials in this past year than we ever have before.

Product Development and Market- and Trade-Ready Standards are two of the most important foundations that our operators, large and small, need to start with to have a successful tourism business. Product Development is just what it sounds like, developing a new product to offer to tourists that they can purchase for a set price. This training course and workbook guides us, step-by-step on how to develop, implement and measure the success of a new product. Market- and Trade-Ready Standards training comes after – once you ve developed your product you need to make sure that you are delivering what the average tourist expects when they arrive. Nunavut, The Northwest Territories and the Yukon worked collaboratively to develop this Pan-Northern Market- and Trade-Ready Standards Workbook and Workshop to help ensure that all of the Northern Operators are working at the same level. Nunavut Tourism has worked incredibly hard this past year to ensure that these workshops and training sessions are available to our members and we are very proud of the results.

What does this training mean for you? If you are like most businesses in Nunavut, you are looking for more opportunities, more clients, and more income. These courses and the online learning management system will aid in the development of policies and procedures that will align with what International Tour Operators are looking for in their community-based partners throughout Nunavut. Nunavut s tourism industry is growing and those tour operators are constantly looking for partners who offer Nunavut-based products, whether it s hunting and fishing, floe edge, wildlife viewing, etc., being market-ready and offering world-class products greatly increases your likelihood of having a profitable and sustainable tourism business.

Over the past year there have been some major changes to our organization. Our long-time CEO, Colleen Dupuis retired to Ontario with her husband and her dog, Princess. Our Board Chair, Adamie Sakeeta stepped down as mounting duties at his paying job took away his ability to dedicate as much time as he wanted to our organization. After a competitive interview process the CEO Hiring Committee awarded the position to me and I find it to be a great honour. Working with Nunavut Tourism's Board of Directors to help advocate for the tourism industry in Nunavut has been rewarding and I look forward to continuing to ensure that Nunavut Tourism provides amazing member benefits, training opportunities and assistance to all of our members who rely on us for advice, support and a voice at the table.

I encourage you, as members, to work in partnership with the great team we have here at Nunavut Tourism to help achieve your goals, answer your questions, provide assistance and advocate on your behalf.

Sincerely,



Kevin Kelly
Chief Executive Officer
Nunavut Tourism



Vision

Putting Nunavut on the map by developing and promoting excellence within the tourism trade

Mission

Nunavut Tourism is a not-for-profit membership association which encourages tourism development by providing specialized knowledge and expertise in five key areas: marketing, research, industry development, training, and visitor services.

Nunavut Tourism seeks partnerships with governments, Inuit associations, communities, and tourism operators in order to exploit those tourism opportunities which offer a means of sustainable economic growth, cultural preservation, and social benefits for the people of Nunavut.

Background

Nunavut Tourism was established in 1996 as a not-for-profit association, incorporated under the Northwest Territories Societies Act, and began with one seconded government staff person serving as Executive Director. The organization's headquarters staff now includes four senior managing directors including a Chief Executive Officer, Finance Director, Membership & Visitor Services Director and Director of Research & Marketing. Other full-time staff consists of an Executive Assistant, Project Officer, Research Coordinator, Training Coordinator and a Project Officer – Meetings & Conferences. Nunavut Tourism also manages three regional visitor centers in Iqaluit, Rankin Inlet and Cambridge Bay.

Nunavut Tourism receives its core funding from the Government of Nunavut – Department of Economic Development & Transportation based on contribution agreements. Other government departments, both Territorial and Federal also contribute financial support towards a variety of programs and special projects.

Nunavut Tourism is governed by a Board of Directors who provides their time on a volunteer basis.





Marketing and Communications

Introduction

As Destination Marketing Organization for the territory, Nunavut Tourism is responsible for promoting Nunavut as a travel destination, guiding potential travelers to our members' services and encouraging them to visit our communities.

Nunavut Tourism aims to position Nunavut as a one-of-a-kind "bucket list" travel destination to consumers and the travel trade in both domestic and international markets. Our marketing activities include advertising, public and media relations, attendance at media/trade/consumer shows and other industry events, social media, market research and much more.

Through collaboration and partnerships with the private sector, governments and other stakeholders, Nunavut Tourism is also able to participate in bigger projects which further promote Nunavut's wealth of tourism opportunities and encourage tourism as a means of sustainable economic growth, cultural preservation and social benefits for the people of Nunavut.

Branding Campaign

Outcrop Nunavut was engaged to design and develop a new overall brand identity and marketing campaign for Nunavut Tourism. The overall goal was to develop a brand that would work hard to attract the potentially highest yield audience of tourist to Nunavut and then build a marketing strategy and plan to support the brand. Nunavut's tourism products appeal to a certain, very select market.

To accomplish these goals, Outcrop Nunavut's work started with on an in-depth, fact based understanding of:

- The target audience for Nunavut's tourism travel products;
- The current perceptions of Nunavut as a travel destination;
- The highest potential, sustainable opportunity for Nunavut as a high value tourism destination.

This fact base and the opportunity identified is the basis of:

1. the full branding program (including the Brand Book) included in the Report;
2. the highly professional brand and marketing campaign that will acquaint actual and potential travellers with Nunavut's quality tourism attractions, products and services; and,
3. the new brand implementation plan: a new overall marketing campaign for tourism in Nunavut that accurately reflects the uniqueness of Canada's real arctic territory;

Ideally the successful implementation of the brand will achieve the objective of increasing the amount of high value travellers to Nunavut and thereby expand the tourism sector, building a positive economic impact.

At the core of this process were three principles that would guide the development of the tourism brand for Nunavut. These were:

- Engagement of Nunavummiut and integrating local knowledge;
- Building a fact-base for decision making now, and as a base for future work;
- Engaging the potential visitor in final selections

At the core of the brand and the marketing plan development, these principles are reflected to ensure the new tourism brand for Nunavut is reflective of the needs of the target audience as well as Nunavummiut.

Research for Branding

Groups of people were asked how they think, or have experienced, how people see Nunavut.

Responses ranged from the negative including expensive, ignorance about the territory to the positive including unforgettable, nostalgia/romantic view to an allure to the culture.

When asked to break down the things about Nunavut that were the most attractive to potential visitors the responses all strongly focused on people, landscape and wildlife. These align very strongly with what the target audience also connects with.

Nunavummiut recognize the challenge to attract visitors to Nunavut. While this information is not new, it is an up to date reflection of what Nunavummiut feel are barriers to attracting more visitors to Nunavut:

- Cost;
- Range in availability and ability of product offerings;
- Vastness;
- Not easily accessible for wide range of tourists.

The online survey provided in depth opinions from a 37 Nunavummiut on what they felt would attract people to visit Nunavut as well as rankings on what Nunavut's best features and products are. It was reassuring to see the alignment between what Nunavummiut feel would be our best attractions and what the target audience stated they would be attracted to.

The online survey gave reassurance that the brand direction will be well received from Nunavummiut.

As one respondent said I think Nunavut appeals to people with a sense of adventure and awe... they want to experience something brand new. The concepts or words Nunavummiut felt would create the strongest connection were:

- People and the culture
- The beauty and scenery
- Wildlife and animals.

The online respondents felt the ideal visitor is someone who is not looking for a packaged vacation amenities but rather someone with an open mind and looking to learn and experience. As one respondent stated, the best visitor is one who is "educated and enlightened." This is also reflected in our target market research as the "sweet spot" or the ideal visitor. We were reassured by the consultations done with Nunavummiut that the Environics research has pointed us in the right direction of the right target audience. As the brand development work continued, the elements that ranked highly in the target audience focus groups were the same elements Nunavummiut supported. This builds confidence that the brand elements and positioning will resound with the target audience as well as with Nunavummiut as well, which is important to building a trusted brand.

Co-op Advertising Campaign

The Co-op advertising campaign is a cost effective way for smaller members to gain exposure through marketing initiatives. The costs of the Co-op advertising are subsidized through Nunavut Tourism. That allows us to only ask for nominal fees from members to participate.

This year's campaign included airport advertising as well as ads placed on the Nunavut page of Trip Advisor and on the Nunavut Tourism website.

Partnering with MediaEdge who has access to over 17 ad exchanges and covering approximately 60% of the ad spaces on the internet we were able to offer members an advertising opportunity they previous may not have been able to access previously. In 2015-16 members ads were shown across the internet over 164000 times with a click-through rate of 0.084%, well above the tourism industry standard CTR of around 0.05%.

Nunavut Tourism was able to do a page takeover with TripAdvisor. We were given access to the Nunavut Trip advisor page and had the ability to display member ads there. The members that participated received over 218000 impressions with a CTR of 0.19%.

Northern-based Advertising

Discover your Nunavut Campaign

The Discover Your Nunavut campaign consists of packaged Nunavut adventures which include airfare, accommodations and activities. The campaign is directed towards organic and transplant Nunavummiut; in addition to enticing business travelers to extend their stay. We are encouraging Nunavummiut to "discover" their Territory. Demographically this person is youthful, active, adventurous, high income earner and most likely lives in one of the regional centers (Iqaluit, Rankin Inlet, and Cambridge Bay).

The Discover your Nunavut campaign currently includes 4 members:

- Tour Iqaluit/Arctic Kingdom
- Nunavut Experience Outfitting
- Huit Huit Tours
- PEO Services

Up Here Magazine and online

"Discover your Nunavut" half page island ad in the January issue of Up Here Magazine and a February & May website ad. The January issue is their annual travel and photo contest issue.

Above & Beyond Magazine and online

"Discover your Nunavut" half page island ad January/February issue of Above & Beyond Magazine and online February web ad. January/February publication features on Arviat as well as the Kugluktuk Iglu Building Project. 2016 issue was included in the delegate bags at the Northern Lights Tradeshow.

Nunatsiaq News and online

Quarter page holiday ad in Nunatsiaq news print/online

2016 Kivalliq Visitors Guide

2/3 vertical page ad full color – Discover what makes the Kivalliq Incredible

2016 Iqaluit Visitors Guide

2/3 vertical page ad full color – Discover what makes Iqaluit Incredible.

Digital Focus

Facebook Advertising

March Tourism Campaign - We developed 5 themes for the ads: Cruises, Culture, Fishing, Floe Edge and Wildlife viewing. We targeted: Men and Women, Age: 25-60, In North America. Some of the interests we targeted to help narrow down who saw the ads: Travel and Leisure, Adventure Travel, Inuit Culture, Inuit Art, Fishing, Cruises, wildlife, photography, Dog sledding and more. Cruises: 165,730 people reached, 2111 website clicks / Culture: 259,970 people reached, 1949 website clicks / Fishing: 218,307 people reached, 1692 website clicks / Floe Edge: 134,083 people reached, 1814 website clicks / Wildlife viewing: 246,093 people reached, 3731 website clicks

Smart Display Advertising

Smart Display is an intelligent marketing campaign that places your ad in the right place at the right time. It identifies who is visiting your website, researching your company online, reading articles about what your organization does and also what your competitors are doing.

Smart Display uses 17 ad exchange networks, with their network covering 60% of the internet; this includes but is not limited to websites such as Google, Facebook, Microsoft, YouTube, News sites, weather sites and popular blogs.

The ads included in this campaign will receive 62,500 impressions per month for March and April. 65,197 impressions were served with 57 click throughs.

The Walrus Online

Online billboard ad with a minimum 300,000 impressions Feb/March. Nunavut is the only advertiser using the billboard ad. 997 886 impressions served with 259 click-throughs. CTR .03%

Advertisements



On the land in Qik with Nunavut Experience
 Spend two nights at a traditional Inuit camp with experienced outfitter Billy Arnaquq and his family on the stunning arctic tundra outside of Qikiqtarjuaq on Broughton Island. Spend your time hiking, enjoying the local flora and fauna, including possible polar bear and bowhead sightings and learning about the Inuit way of life. The camp will be accessed via snow machine and qamatiq in the spring and boat in the summer. Departing on Friday and returning on Sunday.

Starting at \$1600.00 Per Person

Includes: Return Airfare from Iqaluit to Qikiqtarjuaq, Camp Accommodations, Guides, Meals. Not Included: Season appropriate clothing. Available by snowmobile April-June and by boat access in late July-September. For groups of 4 to 6.

(867) 927-8518
 billy_arnaquq@iqin.qc.ca

Snowmobile Adventure to Kimmirut
 Ever thought of visiting Kimmirut? By SNOWMOBILE! Spend a weekend navigating the scenic Kimmirut trail through Katannilik Territorial Park, experience breathtaking views, ice blue polymyas and the phenomenal floe edge along the way.

Starting at \$2700.00 Per Person

Included: Hotel Accommodation in Kimmirut, Guides, Snowmobile Rental, Meals. Available Weekends of April 2-3 and April 9-10, 2016. For groups of 2 to 8. Winter Clothing Rentals Available.

ARCTIC KINGDOM
 (867) 939-1900
 www.arctickingdom.com

Cape Dorset Inuit Art & Cultural Tour Tours
 Visit the Inuit art haven of Cape Dorset. Your four day, three night trip will be highlighted by throat singing, interacting with Inuit artists, hiking to historical Thule and Dorset sites and a tour of the West Baffin Eskimo Co-operative where the world famous Inuit prints have been produced for over 40 years. Snowmobile nature tour will take place of hikes to Thule and Dorset sites in the winter season. Accommodation and meals will be provided by Dorset Suites.

Starting at \$1923.00 Per Person

Included: Return Airfare from Iqaluit to Cape Dorset, Hotel Accommodations, Guides, Meals. For groups of 2 to 10. Available Year-Round.

HUIT HUIT TOURS
 (867) 8978806
 huit@huit.ca
 www.capedorsettourism.com

Pangnirtung Boating Adventure
 Spend two nights in beautiful Pangnirtung with experienced outfitter Peter Kilabuk exploring Kekerten Territorial Parks historic whaling station and surrounding archaeological sites, experiencing astonishing views of Mount Overford in Auyuittuq National Park and potentially enjoy once in a life time opportunities to photograph bowhead whales. Departing on Friday and returning on Sunday.

Starting at \$2362.00 Per Person

Included: Return Airfare from Iqaluit to Pangnirtung, Hotel accommodation, Meals, Guides. For groups of 2 to 8. Available July until September 1st.

PETER KILABUK
 (867) 479-4500
 peter.kilabuk@iqin.qc.ca
 http://www.kilabukoutfitting.com

Make sure to quote "Discover Your Nunavut" when inquiring about booking



Discover Your Nunavut Campaign



Facebook Advertisements

Entdecke Nunavut Kanadas Arktis




**Nunavut
TOURISM**
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1-866-NUNAVUT
www.nunavuttourism.com

Kanada Magazine
German Ad


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DO YOU NEED TRAINING?
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 Nunavut Tourism is coordinating all training courses for tourism.
 For additional information please contact
 training@nunavuttourism.com or call 1.867.979.6551






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 Tourisme Nunavut


News North
Training Ad



Nunavut
 Just a little bit north of incredible.



Untamed. Unspoiled. Undiscovered.
 Nunavut is a place where ancient traditions, untouched landscapes, and incredible wildlife live together like nowhere else on Earth. Whether you're an avid outdoor adventurer, cultural enthusiast, or looking for something off the beaten track, Nunavut promises the experience of a lifetime.
1-866-NUNAVUT
www.nunavuttourism.com



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Nunavut Tourism
 Nunavumi Pulaakataligiit
 Tourisme Nunavut

Outpost Magazine



Up Here Website Ad



Above and Beyond Magazine



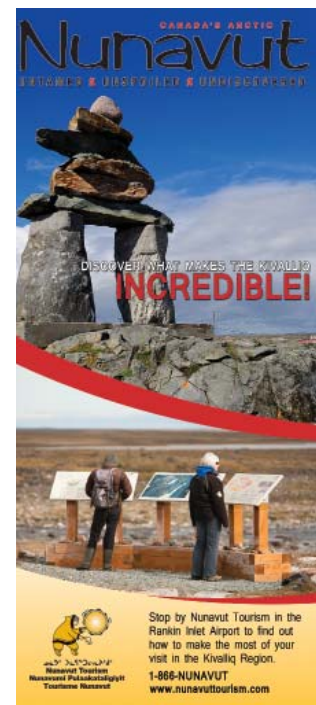
Walrus Magazine Web Ads



Journeys Magazine



News North Visitor Guides



National Advertising

Outpost Magazine and web

Full page ad in 20th anniversary Global Travel Guide (Dec) – Nunavut just a little bit north of incredible. Two month online banner campaign. Online Global Travel Guide integration of 16 page Nunavut insert along with app inclusion.

Yellow Pages

Print and online 2016

International Advertising

Kanada Magazine and online

German Market - 1/3 page ad plus 3 pages of editorial – early Dec, distributed throughout the first quarter of 2016. Circulation of 37,500 including 12,430 subscribers. The readership meets our target demographic in the German Market.

Journeys Magazine and online

UK market – full page ad, half page editorial and website banner ads and scoop stories. Published in early December, distributed until the end of March. Feature on Arctic and sub-Arctic Adventures.

Outdoor Photographer

US Market - 1/6 Vertical ad in Outdoor Photographer in the Classes, Tours, and Workshops section for November, Decembers, January and February. Online listing from September 2015 to February and market focused press releases.

Travel Trade Specific

2016 Canadian Tourism Resource platform is comprised of 3 elements: a web site, a digital magazine and a print publication. It is compiled, published and distributed by Baxter Travel Media which for 60 years has been Canada's most trusted information news source to the tourism and travel industries. 'Baxter' is also the official publisher of the Event Directory and Appointments Diary at Rendez-vous Canada (RVC)

Distributed to Canada's travel agency community as follows: 9,000 print copies reach about 27,000 readers nationally; 13,000 subscribers access the digital edition on a one-to-one basis; hundreds more access the business-to-business web site each month.

Six signature experiences were listed in the publication: Arctic Watch Wilderness Lodge, Arctic Kingdom Polar Expeditions, Adventure Canada, Black Feather Wilderness Adventures, and Arctic Haven Wilderness Lodge

Familiarization Trips

Media familiarization (FAM) tours are an essential means of generating exposure for Nunavut's tourism experiences, operators and service providers. It is particularly valuable because editorial coverage is typically considered to carry more credibility with readers than paid advertising, and is also much more cost-effective to obtain. Measurement for media is based on equivalent advertising values, which usually far exceed the cost of the FAM trip, resulting in a very good return on investment. Nunavut Tourism supports a variety of FAM trips every year as an integral part of our marketing mix, and we would not be able to fund as many trips as we do without the continued support and participation of our members.

Nunavut Tourism regularly receives an abundance of inquiries from media requesting support for FAM trips. These requests are evaluated on a case by case basis according to the following key criteria:

- Proponents must have a commitment for broadcast or publication prior to visiting Nunavut in order to be considered.
- Proposed itineraries must include at least one Nunavut Tourism member operator. Projects involving only wilderness areas with no direct connection to a Nunavut Tourism member will be screened out.
- The intended media outlet and audience for the media coverage must align with Nunavut's tourist demographic.

The following FAM trips were supported in 2015-16:

Gerd Braune – Iqaluit and Cape Dorset, Apr 10-27

During Gerd's trip to Iqaluit to cover the Nunavut Mining Symposium and Arctic Council Ministerial Meeting, Nunavut Tourism cover the cost for Gerd to attend a day tour in Cape Dorset. The day tour involved Dorset era archeological sites and various places of interest for arts in the community. This will be features in his book about the Arctic for the German market along with newspaper stories in the German market as well.

Margo Pfeiff – Pond Inlet, May 15-23

Along with Blackfeather, Nunavut Tourism assisted Margo to travel on the Polar Sea Adventures Floe Edge trip out of Pond Inlet. There is to be a feature in Explore magazine (125,000 readers) and potential for a feature in the San Francisco Chronicle (1.8 million readers).

Win Schummacher – Arctic Bay, June 13-20

In partnership with CTC (Canadian Tourism Commission) and Arctic Kingdom, Nunavut Tourism supported Win to attend the Great Migrations of the Northwest Passage Safari out of Arctic Bay. Win has publication commitments from various regional dailies in Germany, Switzerland and Austria, NZZ am Sonntag (Circulation 135,000), Die Presse (Circulation 75,000), WAZ Deutschland (Circulation 397,000), along with a couple other potential publications.

Todd Korol – Adventure Canada Cruise, July 17-29

Nunavut Tourism and Nunavik Tourism supported Todd to take part in Adventure Canada's Heart of the Arctic expedition. Todd writes for the Toronto Star which has the highest readership for newspapers in Toronto, with a weekly circulation of 1.9 million.

Canada in the Rough – Arviat, August

The Canada in the Rough caribou hunt took place at the end of August at Henik Lake Outfitting Lodge outside of Arviat. The hunt was a success, harvesting one animal by bow at 40 yards and the other with a rifle at 100 yards - the footage has been labeled as fantastic and the hunt as one of their top three. The show will air all over the world.

SnoGoer Canada Magazine – Iqaluit, March 21-24

Nunavut Tourism in partnership with Tour Iqaluit hosted a journalist and a photographer/videographer March 21-24 in Iqaluit. The group was able to get in two great days of riding in addition to a few interviews.

Quote from the journalist - "The riding was surreal; I have never done riding like that before in that kind of environment."

Total readership per issue is 122,000 people with a focus on Ontario (56%). Two page piece in their January issue with photos and input to help promote the 2016 March/April season. A Full feature will be in SnoGoer Canada Magazine which will go to print in November or December 2016 to promote the 2017 season. An additional full feature for Snowmobiler Television and it will air next January to promote the 2017 season.

Mercedes-Benz Magazine/Bombardier Experience Magazine - August 6-12

Journalist Adam McCulloch participated in Arctic Kingdom's Polar Bears and Glaciers on Baffin Island Saffair August 6 to 12. A seven page feature for the Mercedes-Benz Magazine is confirmed in addition to the usual web and social media presence and most likely an additional feature piece in Experience magazine

Marketing Publications

Updated the Fishing guide with new members and fresh photos - printed 5000 copies for distribution at trade showas and through our fulfillment house.

Updated the hunting guide with new members and fresh photos – printed 2000 copies for distribution at trade showas and through our fulfillment house.



Trade Shows

Regional Tradeshows

Nunavut Tourism again has attended all three (3) Regional Tradeshows; the Nunavut Tradeshow, the Kivalliq Tradeshow, and the Kitikmeot tradeshow. These are great opportunities for Nunavut Tourism to meet with potential and existing members, other stakeholders, and the public. A greater push to inform Nunavummiut of the opportunities in their own backyard is essential to sustainable tourism outside of the peak seasons.

Toronto Outdoor Adventure Show

Nunavut Tourism staff conversed with approximately 1500 booth visitors while at the show over the course of three days. At the booth this year we hosted various interactive cultural sessions including events such as demonstrations on Inuit Sports. As always Charly the Char made visits with the public as well. Increased interactivity at the booth this year helped to build public interest in visiting Nunavut.

Dallas Safari Club Trade Show

Nunavut Tourism attended the Dallas Safari Club Trade Show January 7th to 10th in Dallas Texas to promote primarily fishing but also hunting products available in Nunavut. The attendees at this show are very well educated and have a high house hold income. Most attendees of this show have an intimate knowledge of the North and know what animal and fish species live in Nunavut, they are well informed and interested in visiting. The average DSC member and attendee is age, 58, married and male. Seventy two percent (72%) hold a bachelor's degree or higher and seventy three percent have a household income of \$120,000 or greater.

Other Events

Toronto Media Dinner

The annual media dinner event occurred on February 18th, 2016 in Toronto, Ontario. Montecito restaurant on Adelaide St was the destination and would host the interactive night that included games, Inuit carvings, presentations, discussion and dinner. Planning of the event started in late November, and five potential locations were initially chosen. Invitations were made and sent out, and Country Food was pre ordered from local suppliers. Media contacts were the base for the invitations and were focused around the Toronto area. Newspaper, Magazine, News, TV, and

web based media were targeted as well as bloggers. The dinner is a chance to showcase the Territory and re-invigorate the media that Nunavut is a marketable destination and should be a serious consideration for Canadian and International travellers.



Overall the event was a success. There were a few challenges in the physical environment of the restaurant specifically the AV that conspired against the flow of the evening, but we were able to adjust and adapt and there were much good feedback from the attendees.

Meetings and Conferences

In 2015, we were fortunate enough to connect with the Marine Institute at the Memorial University of Newfoundland, and have them return for Ocean Innovation 2016 in October.

Ocean Innovation was here in Iqaluit in 2011, where they hosted a 2-day event focusing on Sustainable Oceans. Based on its success, and the uniqueness of Iqaluit, they have decided to come back and host another Ocean Innovation event, this year focusing on adapting to a changing circumpolar north. This is an international conference that will bring scientists and scholars from all avenues of arctic study together, and will feature signature keynote speakers, as well as intimate workshops based on the traditional as well as new ocean technologies. This conference is a welcome return and will put Iqaluit in the spotlight as a location to host both local as well as international meetings and events.

Nunavut Tourism was involved in connecting the organizers of the Hope, Help & Healing Conference with our members who are experts in meetings and conference organization. This conference which will be held in October 2016, and held in partnership with the Canadian Association of Suicide Prevention and the Nunavut Kamatsiaqtut Help Line, will focus on social and individual wellness, suicide prevention and the reduction of suicide from both Canadian and world perspectives.

Nunavut Tourism assisted The Howes Group from Ottawa, who are organizers and site selectors for The Federation of Law Societies who are looking to hold their first ever event in Nunavut. This group is looking for information and logistics for an event to be held in 2017. This new exposure will help to bring focus on Nunavut as a destination for meetings and conferences within the sectors of professional law throughout Canada. We expect that this group will be in contact with one of our members to soon start organizing this conference.



Brochure Outside

Brochure Inside

Nunavut Tourism produced a tri-fold brochure for meetings and conferences. This was designed to provide a simple, straightforward and easy to read format for travelling, tradeshows and events.

Social Media

Facebook

Nunavut Tourism's Facebook page allows us to share Nunavut specific content as well as promote member content. With over 10,000 followers worldwide we can reach out and promote tourism in a cost effective way.

Instagram

This past year Nunavut Tourism set up an Instagram account. With this account we are promoting the Territory with the best photographs of Nunavut that other users are sharing with us. by using the hashtag #DiscoverNU or tagging @NunavutTourism we are able to see Nunavut through your lens.

Twitter

Nunavut Tourism uses Twitter to re-tweet tourism related Nunavut content that travellers may find interesting. Members can tag @NunavutTourism in their posts so we can share that content as well. We currently have over 2500 followers on Twitter.

Research

2015 Nunavut Visitor's Exit Survey

Using funding provided by the Canadian Northern Economic Development Agency (CanNor) and the Government of Nunavut, we were able to conduct a Territory Wide exit survey for travellers in Nunavut. The surveys were conducted by Nunavut Tourism staff in the Kitikmeot, Kivalliq and Qikiqtaaluk regions; specifically in Cambridge Bay, Rankin Inlet and Iqaluit. The process was done in person by the staff at the airports and visitor centres, with staff going to the airports at peak times for southern departure flights. The Qikiqtaaluk region had staff going to the airport every day. The Kitikmeot region had cruise ship visits as well, which contributed to the number of surveys; and the cruise company Adventure Canada has also collected completed surveys from their cruise ship passengers.

One advantage that Nunavut Tourism staff had with this round of surveys was the ability to conduct surveys in the secure area of the Iqaluit airport; in previous years we have had to ask everyone travelling through the airport, residents and non-residents. This was a simple way of knowing the surveys were being filled out by people leaving the territory. This led to a massive increase in the number of people being asked to take the survey.

The main objectives of this survey were: (1) to measure the number of visitors to Nunavut; (2) to measure the spending generated in the territory by those visitors; (3) to create a profile of those visitors; (4) to understand their motivations and satisfactions; (5) to develop regional summaries to compare the three Nunavut regions; and finally (6) to be able to provide these findings in a form that can be widely viewed. We discovered the various sectors of travellers, and the amount of travellers in each:

It is very important to focus on each segment separately because they require very different product development and marketing strategies.

Segment	Total Visitors	% of Total Market	Average Spend in Nunavut	% of Total Spend	Segment Visitor Growth Since 2011
Business Travellers	11,550	69%	\$2,533	77%	No Change
Cruise Based Travellers	2,750	16%	\$6,291	5%	+46%
Land Based Travellers	1,130	7%	\$2,596	8%	No Change
VFR	1,115	7%	\$2,542	8%	No Change

The data that was collected will aid in the promotion of the territory and to confirm that the tourism sector in Nunavut is marketing to people most likely to visit the territory, as well as help us develop product based on the results shown in the final exit survey report.

"Using the results of last year's survey, with the baseline data provided by the previous three surveys, we have a comprehensive model to measure progress against the Nunavut Economic Development Strategy, and are able to target specific sectors that will assist in increasing tourism revenue across the Territory," said Kevin Kelly, CEO of Nunavut Tourism.

Insignia Research

As part of Nunavut Tourism's 2015 Exit Survey project, Insignia Marketing Research Inc. was engaged to evaluate the DMO's possible market research needs, compare peer and competitive destinations' use of market research and provide a recommendation for a multi-year market research program

Sound market research is vital to the creation, execution and performance measurement of product and trade development, trade and consumer marketing and communications and overall destination development. The NTOs and DMOs that have defined market research programs and the trained staff to manage these plans are able to be much more effective vs. those organizations that do not have market research programs and resources in place. There is a direct correlation between utilizing market research in corporate decision making and achieving successful outcomes.

Once the market research program and rationale are provided to Nunavut Tourism, the intention is to facilitate a knowledge transfer session with Nunavut Tourism s staff, clearly presenting the following:

- the utility of market research.
- how market research will improve and enhance the decision making and performance of the organization.
- a plan for possible implementation of the market research.



Membership and Visitors Services

Nunavut Tourism's membership consists of a wide range of businesses and tourism-related organizations. Our members include outfitters, tour operators, wilderness lodges, cruise companies, hotels, airlines, retail outlets, Nunavut hamlets, non-profit societies and more. Most members are based in Nunavut, while some are based in other parts of Canada, the U.S.A. and even overseas.

For a full list of members please see **Appendix C**

Benefits of Membership

Nunavut Tourism offers a variety of programs and services designed to assist our members in achieving success. While the programs we provide are available to all members, our focus is on supporting Nunavut-based members, especially small, Inuit-owned businesses.

The Nunavut Tourism membership benefit package includes:

Airline Discounts

Thanks to our member airlines Canadian North, First Air and Calm Air, members of Nunavut Tourism can access significantly discounted airfare rates for business travel within Nunavut and to/from gateway cities. In some cases, members can also access discounted airfare for individuals and small groups of tourists.

Free listing on Nunavut Tourism's website and in the Explore Nunavut travel planner

With thousands of travel planners distributed worldwide each year and thousands of unique visitors to Nunavut Tourism's website each month, our free listings are an excellent way to increase exposure for our members.

Access to Nunavut Tourism's media library

It contains thousands of high-resolution images and a small collection of stock video footage. Members can use these photos and video in their marketing materials to promote their business.

Marketing Assistance Program

Members can receive up to \$1,000 annually towards the cost of marketing materials and activities. In 2015-16, 15 members accessed this program and a total of \$13,867.64 in approved member marketing costs was reimbursed.

Promotion at trade shows and other tourism events

Each year, Nunavut Tourism attends several trade shows, consumer shows and other tourism events where we promote our members products and services. Members are encouraged to send us their brochures and other marketing materials for display and distribution at these events.

Affordable marketing opportunities

including Nunavut Tourism's popular co-op advertising program and advertising space on Nunavut Tourism's website.

Opportunities to participate in media and tour operator familiarization tours

Each year, Nunavut Tourism hosts travel media and/or tour operators interested in selling Nunavut product. Nunavut Tourism reaches out to relevant members to encourage participation in these projects.

Training opportunities

In addition to training sessions at our AGM, Nunavut Tourism coordinated several training workshops across Nunavut in 2015-16, including Product Development, Small Vessel Operator Proficiency and Advanced Wilderness First Aid. Member attendance is prioritized at these workshops.

Opportunity to display/distribute marketing materials at the three regional visitor centres

Members are encouraged to send their brochures, business cards and other marketing materials for display/distribution at each of our three regional visitor centres.

Discounted insurance through HUB insurance

To assist with the high cost of insurance in Nunavut, Nunavut Tourism has negotiated a discount for our members through HUB insurance.

Newsletter

Nunavut Tourism distributes a bi-monthly electronic newsletter to keep members informed about Nunavut Tourism's activities and programs, trade shows and events, marketing and training opportunities and other industry news.

Community Visits

During the 2015-16 fiscal year Nunavut Tourism staff visited eight (8) communities. Some communities such as Cambridge Bay, Rankin Inlet, and Gjoa Haven were visited multiple times. Nunavut Tourism attempted to make a trip to Arctic Bay but was unsuccessful due to weather issues. When in a community Nunavut Tourism meet with the EDO, the local Nunavut Tourism members, the HTO, and any new possible members. Each visit is advertised so anyone wanting to meet with Nunavut Tourism can schedule an appointment. We are also committed to getting youth involved in tourism and make every attempt to do presentations on tourism as a career at the local high schools.

Communities Visited this year by staff were:

Rankin Inlet
Baker Lake
Gjoa Haven
Cambridge Bay
Pangnirtung
Pond Inlet
Nauyasat
Cape Dorset



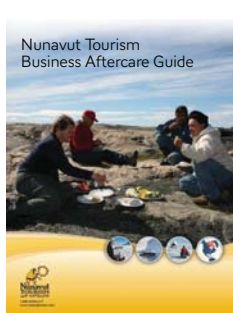
Business Aftercare Videos: A companion video series to the Business Aftercare Guide

Tunngasaiji: A Tourism Strategy for Nunavummiut (2013) identified the need to better support the territory's tourism-related operations after start-up to ensure these businesses remain sustainable. In response to this need, Nunavut Tourism produced a Business Aftercare Guide for tourism-related businesses operating in Nunavut.

The Business Aftercare Guide covers the following topics:

- The Tourism Market in Nunavut
- Business Development
- Licenses and Permits
- Operational Planning
- Marketing and Sales
- Financial Management
- Annual Business Review
- Resources

This year, Nunavut Tourism contracted Outcrop Nunavut to produce a series of short high-definition video clips to complement the Business Aftercare Guide. The video clips are based on the chapters in the Business Aftercare Guide and expand on this content to include real-life, easy-to-understand examples.



The videos are produced in both English and Inuktitut. They star well known locals Vinnie Karetak and Miali Buscemi. The videos will be available through the Members section of the Nunavut Tourism website and on Nunavut Tourism's YouTube channel. The videos can also be mailed to members by request.

EDO workshops were held during each regional trade show. This gives us the opportunity to meet with them as a group as well as offer private consultations to discuss any needs or concerns they may have. It also provides opportunities for training as well.

Visitors Centres

Nunavut Tourism manages three (3) regional visitor centres (Iqaluit, Rankin Inlet, and Cambridge Bay) on behalf of the Government of Nunavut. As tourism grows in the territory, the number of tourists visiting has also increased. Staff at the visitor centres are also active in community initiatives and participate in community events. Visitor centre staff is responsible for answering public inquiries either in person, by e-mail, or **1-866-NUNAVUT**.

The Unikkaarvik Visitor Centre and The Arctic Coast Visitor Centre offer cultural programming with the support of the Government of Nunavut's Department of Culture and Heritage. Each program is offered to the public and advertised via community radio and community bulletin boards. This programming is run to make the visitor centres living spaces for the community and visitors.

After School Program:

Two students from the Nunavut Teacher Education Program are hired to teach the students. The program runs weekly from September through to March for the ages of 7- 10 years old. It is important to introduce tourism related activities to children at a young age to help build the industry in the future.



Cultural activities include:

- Seal skin sewing
- Inuit storytelling
- Crafts

Guest Speakers: We try to have a guest speaker at the visitor centre on a monthly basis. Speakers include elders, artists, and other respected members of the public.

Artist Marketplace: Artists are invited to sell the work they produce. These events are hosted throughout the year and at key times when big groups are in town such as cruise ship visits and conferences. We normally host approximately 5 to 10 artists.

Nunavut Day: Nunavut Tourism employees volunteer their time for the Nunavut Day festivities in all three gateway communities.

Community Clean-up day: All three visitor centres assisted in coordinating clean-up activities for their respective communities. Environmental initiatives are an important aspect of the tourism industry. Keeping the land clean for residents and visitors alike.

Unikkaarvik Visitors Centre: There are additional activities at UVC in Iqaluit including:

Inuit Art Experience: Unikkaarvik Visitor Centre invites artists from the community and also artists that are traveling to Iqaluit. Artists are encouraged to bring some of his or her work to the visitor centre and explain Inuit stories through art. The work is for sale to the public. These artists include Gyta Eeseemailie, Geela Jaw, and more.

Movie Nights: Thursdays at UVC is movie night. Each week a different film is shown. Everything from documentaries to Nunavut made films is shown.

We offer snacks and refreshments as well for free.

**Thursday Nights are Movie Night at
The Unikkaarvik
Visitors Centre in Iqaluit**

October 6th – People of a Feather
October 13th – Never Cry Wolf
October 20th – Chloe and Theo
October 27th – Tony: Back From The Brink
Mature Content - Parental Discretion Advised

VISIT US ON FACEBOOK AND TWITTER!
<https://www.facebook.com/ndqakull/> @UVC_Iqaluit

When: Thursdays @ 7:30 pm
 Where: Unikkaarvik Visitors Centre (Building 220)
 Free Admission - Snacks and Refreshments Provided
 Call (867) 979-4636 For More Information



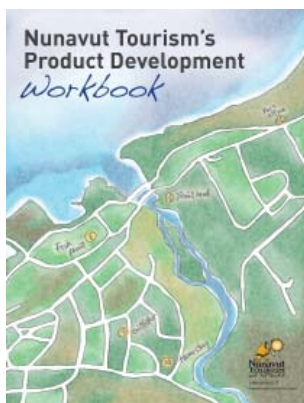
Canada Day: Nunavut Tourism employees host a BBQ at the visitor centre for Iqaluit residents to celebrate this special day.

UVC is the number one tourist attraction in Iqaluit listed on TripAdvisor. It has also received recognition from media outlets such as CBC for their speakers and other activities.

The Kivalliq Regional Visitor Centre is unique in that it operates out of the Rankin Inlet Airport. It has a very small exhibit space and therefore doesn't do community programming, however it does work in co-operation with the schools to run programming, such as guest speakers once a month.

Training

Product Development Workshops and Guide



In April 2015, Nunavut Tourism put out an RFP requesting submissions that would lead to the development of a workbook to provide a step-by-step guide to developing tourism products. The workbook was then to be delivered to four workshops to begin the process of broadening the scope of the industry and narrowing the gap in quality that was characteristic of the Nunavut Tourism Industry.

The initial request identified several areas of activity, and the overall objective of developing a workbook that would allow users to create tourism products by following the workbook; it is effectively a business-plan template for developing a tourism initiative.

The RFP identified the following objectives:

The intent of the workshops is:

- Understand and learn what a market-ready product is
- For participants to learn how to develop a new product from an idea;
- For participants to learn what goes into packaging a product;
- For participants to learn how to package a product; and
- At the end of the workshop all participants will have a product ready to market

The intent of the workbook is:

- For tourism businesses to have an aide to help guide them when creating new products;
- Understand and learn what a market ready product is;
- For participants to learn how to develop a new product from an idea;
- For participants to learn what goes into packaging a product; and
- For participants to learn how to package a product

It was decided that we would use the opportunity of the AGM to present the work to date and obtain some significant member-input to the process, and reschedule a full Iqaluit workshop to be held in February in conjunction with the other three regional workshops. Workshops were also held in Rankin Inlet, Cambridge Bay, and Qikiqtarjuaq.

The structure of the workbook was intended to take workshop participants or those working on the process independently on a straightforward and incremental pathway through the product development process. Each chapter of the workbook was structured carefully to build on the previous section, and by the time that the process was concluded a suitable product would be ready for launch.

Each workshop followed an identical syllabus and was scheduled to last for two days. Participants were recruited by Nunavut Tourism, and comprised a broad spectrum of individuals involved in economic development and in the travel industry. It was important to have had the participation of a number of EDOs, and we received positive feedback from most of these economic development professionals about the utility of the workbook.

The project provided a fascinating opportunity to look at the level of interest in tourism development in four different parts of the Territory. A significant number of issues were raised, and we are able to provide a number of specific recommendations for consideration.

In general, however, there were some consistent themes. Tourism was recognized widely as an important economic and social driver; it was, however, an industry that was broadly misunderstood and regarded as being driven by external forces. The recognition that tourism was most successful when regarded as a collaborative community-wide development was both surprising and welcome.

Training Courses

Nunavut Tourism knows that training is important whether it is a first step in development of your tourism operation or a tool that aids in increasing your ability to develop new products and services within your existing business. We welcome both members and the general public who are interested in the tourism industry to our training courses.

Here is the training that was facilitated by Nunavut Tourism in 2015-16 Fiscal Year:

- Advanced Wilderness First Aid – **Iqaluit** – 12 Participants
- Advanced Wilderness First Aid – **Arviat** - 9 Participants
- Advanced Wilderness First Aid – **Cambridge Bay** – 4 Participants
- Small Vessel Operators Proficiency – **Nauyasat** – 5 Participants
- Small Vessel Operators Proficiency – **Kugluktuk** – 5 Participants
- Small Vessel Operators Proficiency – **Arctic Bay** – 7 Participants
- Cultural Tourism Training – **Arctic Bay** – 5 Participants
- Interpretive Guiding 1 – **Iqaluit** - 12 Participants

A total of 65 people combined attended the courses. Of those 65 people; 55 were male, 10 were female, 59 of the 65 were Land Claims Beneficiaries.

Pan-Territorial Initiatives

Business, Market and Trade Ready Workbook

With assistance from CanNor; The Yukon and Northwest Territories, and Nunavut Tourism developed a program focusing on getting tourism operators to a trade ready level.



Being Business, Market and/or Trade Ready is about understanding how to administer sales policies and two different types of clients. Business Ready refers to a business that has all of its licenses, permits and insurance in place in order to operate legally. Market Ready refers to selling direct to the consumer and Trade Ready refers to selling through third party Distribution Sales Channels to sell to even more clients.

This program is intended to help Tourism Suppliers to administer their sales, and to develop their policies to meet these service standards when selling tourism experiences.

This learning program will share with tourism suppliers:

- What Business/Market/Trade Ready (BMT) is;
- Why BMT Standards are important;
- Expectations of consumers and the Travel Trade;
- How BMT standards fit into expanded marketing Distribution Sales Channels; and
- Tools to help you determine what standard level is a fit for your business.



Canadian Northern Economic
Development Agency

Agence canadienne de
développement économique du Nord

Television Commercial

Between January 11th and February 21st a television commercial was aired to generate awareness of Canada's North as a desirable tourism destination. It was broadcasted on Canadian Television as well as available online through YouTube and Google Advertising.



The television commercial was broadcasted over 2000 times on networks such as; The Discovery Channel, HGTV, and History Channel, and many more.

The online advertising generated over 1600 views to the Nunavut Tourism website alone with another 5000 split between Northwest Territories and The Yukon.

Operations and Management

Member Advocacy

It is important for members to remember that Nunavut Tourism is here to assist them with various issues. If you are having an issue and not sure who to turn to be sure to contact our Director of Membership Services and we will try to help as best we can.



Nunavut Tourism works with operators and establishments to be sure they are aware of any new legislative requirements or changes. We do this through our newsletter and during community visits

Nunavut Tourism continues to work with the three Regional Inuit Associations to try and come up with a solution for land lease issue that are ongoing. We are assisting to work towards a reasonable outcome for both members and the Regional Inuit Associations

Nunavut Tourism continues to work with members on applications to various regulatory boards such as Nunavut Impact Review Board

Nunavut Tourism worked with Crystal Cruise Lines to ensure they completed community consultations well in advance of their 1000 passenger ship visiting Pond Inlet and Cambridge Bay in 2016. It will be stopping en route from Seattle to New York City

As in past years, Nunavut Tourism is working closely with Territorial Parks and Parks Canada on plans for new parks and collaborative marketing efforts

Nunavut Tourism worked with members on licensing and insurance issues. For example assisting with applications and directing members to the proper organizations

Nunavut Tourism made submissions on to Nunavut Impact Review Board on behalf of the tourism industry.

Nunavut Tourism sits at the national table on tourism with Destination Canada and Tourism Industry Association of Canada to ensure the voice of Nunavut is heard

Nunavut Tourism Staff

Chief Executive Officer – Kevin Kelly

Director of Finance – Theresa Rodrigue

Director of Membership and Visitor Services – Donna Parry

Director of Marketing and Research – Sara Tomson

Research Coordinator – Mike Leitch

Executive Assistant – Steve Ibbotson

Training Coordinator – Geoff Byrne

Meetings and Conference Coordinator – Josef Szakacs

Unikkaarvik Visitor Centre Manager – Aaron Watson

UVC Information Counselors – Kyra Flaherty, Simeonie Knickelbein, Kundai Nleya

Kivalliq Regional Visitor Centre Information Counselor – Arnaujuaq Kowmuk

Arctic Coast Visitor Centre Manager – Ipeelie Ootoova



Board of Directors

Cruise Sector Representative
Alana Faber
Adventure Canada

Accommodations Sector Representative
John Simms
Inns North

Outdoor Adventure Sector Representative
Tessum Weber (**Vice Chair**)
Arctic Watch/Arctic Haven Wilderness Lodge

Transportation Sector Representative
Nicole Rebeck
Keewatin Air Charters

Arts Sector Representative
Rowena House
Nunavut Arts & Crafts Association

Hunting & Fishing Sector Representative
Boyd Warner
Bathurst Inlet Lodge

Baffin Representative
Sarah McNair-Landry (**Chair**)
NorthWinds Arctic Adventures

Kitikmeot Representative
Daniel Caron
Green Row Executive Suites

Kivalliq Representative
Vacant

Travel Trade Sector Representative
Ian Kalinowsky (**Secretary/Treasurer**)
The Great Canadian Travel Company

Ex-Officio Representative
Peter McIntyre
CanNor

Ex-Officio Representative
Karen Petkau
Parks Canada – Nunavut Field Unit

Ex-Officio Representative
David Monteith
Department of Environment

Ex-Officio Representative
Michael Tucktoo
Kivalliq Inuit Association

Ex-Officio Representative
Nancy Guyon
Department of ED&T

Ex-Officio Representative
Vacant
Qikiqtani Inuit Association

Ex-Officio Representative
Vacant
Kitikmeot Inuit Association

**NUNAVUT TOURISM
FINANCIAL STATEMENTS
MARCH 31, 2016**

**NUNAVUT TOURISM
INDEX
MARCH 31, 2016**

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INDEPENDENT AUDITORS' REPORT

To the Board of Directors of Nunavut Tourism

We have audited the accompanying financial statements of Nunavut Tourism, which comprise the statement of financial position as at March 31, 2016, and the statements of operations, changes in fund balances and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free of material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the organization's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the organization's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluation of the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, these financial statements present fairly, in all material respects, the financial position of Nunavut Tourism as at March 31, 2016 and its financial performance and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

A handwritten signature in cursive script that reads "Lester Landau".

Iqaluit, Nunavut
June 21, 2016

CHARTERED ACCOUNTANTS

NUNAVUT TOURISM
STATEMENT OF OPERATIONS
FOR THE YEAR ENDED MARCH 31, 2016

	Association Operations & Management (Schedule I)	Visitors Centre Merchandise Sales (Schedule I)	Other Government Projects (Schedule II)	Can Nor Projects (Schedule III)	Other Projects (Schedule IV)	<u>2016</u> Total	<u>2015</u> Total
REVENUES							
Government of Nunavut	\$ 3,085,000	\$ -	\$ 50,758	\$ -	\$ -	\$ 3,135,758	\$ 1,852,145
Repayment	(495,782)	-	-	-	-	(495,782)	(275,927)
	<u>2,589,218</u>	<u>-</u>	<u>50,758</u>	<u>-</u>	<u>-</u>	<u>2,639,976</u>	<u>1,576,218</u>
Deferred (Note 6)	3,053	-	-	-	-	3,053	3,979
	<u>2,592,271</u>	<u>-</u>	<u>50,758</u>	<u>-</u>	<u>-</u>	<u>2,643,029</u>	<u>1,580,197</u>
Federal government funding	-	-	-	1,376,013	12,646	1,388,659	827,884
Memberships	15,060	-	-	-	-	15,060	15,055
Advertising and sponsorship	13,878	-	-	-	-	13,878	6,200
Contributions in kind	-	-	-	-	-	-	49,327
Other revenue	-	15,920	-	-	108,813	124,733	74,848
	<u>2,621,209</u>	<u>15,920</u>	<u>50,758</u>	<u>1,376,013</u>	<u>121,459</u>	<u>4,185,359</u>	<u>2,553,511</u>
EXPENSES							
Administration	158,442	1,735	-	-	-	160,177	144,620
Amortization	6,567	-	-	-	-	6,567	8,585
Board governance	106,921	-	-	-	-	106,921	73,348
Building and equipment	167,146	-	-	-	-	167,146	143,631
Human resources	1,322,556	-	-	-	12,646	1,335,202	1,156,492
Marketing	859,577	-	-	-	-	859,577	36,136
Materials and supplies	-	18,081	-	-	-	18,081	18,511
Project costs	-	-	50,758	1,376,013	51,416	1,478,187	936,021
	<u>2,621,209</u>	<u>19,816</u>	<u>50,758</u>	<u>1,376,013</u>	<u>64,062</u>	<u>4,131,858</u>	<u>2,517,344</u>
EXCESS REVENUES (EXPENSES)	<u>\$ -</u>	<u>\$ (3,896)</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 57,397</u>	<u>\$ 53,501</u>	<u>\$ 36,167</u>

NUNAVUT TOURISM
STATEMENT OF CHANGES IN FUND BALANCES
FOR THE YEAR ENDED MARCH 31, 2016

	General <u>Fund</u>	Invested in <u>Capital Assets</u>	Asset Replacement <u>Fund</u>	Total <u>2016</u>	Total <u>2015</u>
BALANCE, OPENING	\$ 497,951	\$ 15,571	\$ 43,544	\$ 557,066	\$ 520,899
Excess revenue	53,501	-	-	53,501	36,167
Amortization of government assistance	(3,053)	3,053	-	-	-
Amortization	<u>6,567</u>	<u>(6,567)</u>	<u>-</u>	<u>-</u>	<u>-</u>
BALANCE, CLOSING	<u>\$ 554,966</u>	<u>\$ 12,057</u>	<u>\$ 43,544</u>	<u>\$ 610,567</u>	<u>\$ 557,066</u>

**NUNAVUT TOURISM
STATEMENT OF FINANCIAL POSITION
AS AT MARCH 31, 2016**

	<u>2016</u>	<u>2015</u>
<u>ASSETS</u>		
CURRENT		
Cash	\$ 1,518,849	\$ 22,934
Accounts receivable (Note 3)	281,255	1,327,522
Prepaid expenses	<u>42,770</u>	<u>14,815</u>
	1,842,874	1,365,271
 CAPITAL ASSETS (Notes 2 and 4)	 <u>22,766</u>	 <u>29,333</u>
	 <u><u>\$ 1,865,640</u></u>	 <u><u>\$ 1,394,604</u></u>
<u>LIABILITIES</u>		
CURRENT		
Accounts payable and accrued liabilities (Note 5)	\$ 1,242,444	\$ 822,936
Deferred revenue	<u>1,920</u>	<u>840</u>
	1,244,364	823,776
 DEFERRED GOVERNMENT ASSISTANCE (Note 6)	 <u>10,709</u>	 <u>13,762</u>
	<u><u>1,255,073</u></u>	<u><u>837,538</u></u>
<u>NET ASSETS</u>		
 GENERAL FUND	 554,966	 497,951
INVESTED IN CAPITAL ASSETS	12,057	15,571
ASSET REPLACEMENT FUND	<u>43,544</u>	<u>43,544</u>
	<u>610,567</u>	<u>557,066</u>
	<u><u>\$ 1,865,640</u></u>	<u><u>\$ 1,394,604</u></u>

APPROVED BY THE BOARD:

_____ President

_____ Secretary/Treasurer

NUNAVUT TOURISM
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED MARCH 31, 2016

	<u>2016</u>	<u>2015</u>
OPERATING ACTIVITIES		
Excess revenue	\$ 53,501	\$ 36,167
Items not requiring (providing) cash:		
Amortization of capital assets	6,567	8,585
Amortization of deferred government assistance	<u>(3,053)</u>	<u>(3,979)</u>
	57,015	40,773
Cash provided by (used for) changes in non-cash working capital:		
Accounts receivable	1,046,267	(1,077,934)
Prepaid expenses	(27,955)	(491)
Accounts payable and accrued liabilities	419,508	416,903
Deferred revenue	<u>1,080</u>	<u>(4,500)</u>
	<u>1,495,915</u>	<u>(625,249)</u>
INCREASE (DECREASE) IN CASH	1,495,915	(625,249)
CASH, OPENING	<u>22,934</u>	<u>648,183</u>
CASH, CLOSING	<u>\$ 1,518,849</u>	<u>\$ 22,934</u>

NUNAVUT TOURISM
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2016

1. NATURE OF THE ORGANIZATION

Nunavut Tourism is a not-for-profit organization whose mission is to facilitate tourism marketing for Nunavut and to provide support and services to the membership resulting in an increase in tourism visitation to Nunavut. The organization commenced operations on September 15, 1995 and is incorporated under the *Societies Act* of Nunavut.

The organization is a not-for-profit association and is exempt from income tax under Sec. 149(1)(l) of the *Income Tax Act (Canada)*.

2. SIGNIFICANT ACCOUNTING POLICIES

The financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations and include the following significant accounting policies.

(a) Use of Estimates

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the year. Significant items subject to such estimates and assumptions include the valuation of accounts receivable and the estimated useful life of property and equipment. Actual results could differ from those estimates.

(b) Financial Instruments

The organization initially measures its financial assets and financial liabilities at fair value. The organization subsequently measures all its financial assets and financial liabilities at amortized cost, except for derivatives and equity securities quoted in an active market, which are measured at fair value.

Financial assets measured at amortized cost include cash and accounts receivable. Financial liabilities measured at amortized cost include accounts payable and accrued liabilities.

It is management's opinion that the organization is not exposed to significant interest, currency or credit risks arising from these financial instruments unless otherwise noted.

(c) Fund Accounting

The General Fund accounts for the organization's general operating and administrative activities. Invested in Capital Assets contains all the organization's capital asset transactions. The Asset Replacement Fund represents the net appropriation of surplus amounts set aside by the Board of Directors for specific purposes.

NUNAVUT TOURISM
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2016

2. SIGNIFICANT ACCOUNTING POLICIES (continued)

(d) Capital Assets

Capital assets are recorded at cost. Amortization is provided annually at rates calculated to write-off the assets over their estimated useful lives as follows:

Furniture and equipment	20% declining balance
Computers and audio-visual equipment	30% declining balance
Media displays	30% declining balance
Leasehold improvements	straight-line over the lease term

(e) Deferred Government Assistance

Deferred government contributions represent restricted contributions for the purchase of capital assets and are amortized at the same rates as the assets to which they relate.

(f) Revenue Recognition

The organization follows the deferral method of revenue recognition for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized in the year received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured. Contributions in kind are recorded at their estimated fair value at the date of contribution, where the value can be reasonably estimated. Revenue from merchandise sales is recognized at the point of sale.

(g) Expense Allocations

The organization allocates expenses using the following method. Expenses which are wholly attributable to a particular program are charged directly to the appropriate program. Expenses that are attributable to more than one particular program are allocated based on a percentage method at a rate deemed appropriate by management.

3. ACCOUNTS RECEIVABLE

	<u>2016</u>	<u>2015</u>
Government of Nunavut	\$ 121,916	\$ 296,890
Government of Canada	106,556	1,014,519
Trade receivables	<u>52,783</u>	<u>16,113</u>
	<u>\$ 281,255</u>	<u>\$ 1,327,522</u>

NUNAVUT TOURISM
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2016

4. CAPITAL ASSETS

	<u>Cost</u>	<u>Accumulated Amortization</u>	Net Book Value <u>2016</u>	Net Book Value <u>2015</u>
Furniture and equipment	\$ 247,924	\$ 230,061	\$ 17,863	\$ 22,329
Computers and audio-visual equipment	161,173	159,204	1,969	2,813
Leasehold improvements	177,529	177,529	-	-
Media displays	<u>88,876</u>	<u>85,942</u>	<u>2,934</u>	<u>4,191</u>
	<u>\$ 675,502</u>	<u>\$ 652,736</u>	<u>\$ 22,766</u>	<u>\$ 29,333</u>

5. ACCOUNTS PAYABLE AND ACCRUED LIABILITIES

Included in the accounts payable and accrued liabilities balance is \$36,189 (2015 - \$20,798) of government remittances payable.

6. DEFERRED GOVERNMENT ASSISTANCE

	<u>2016</u>	<u>2015</u>
Deferred government assistance - beginning of year	\$ 13,762	\$ 17,741
Government assistance recognized during year	<u>(3,053)</u>	<u>(3,979)</u>
Deferred government assistance - end of year	<u>\$ 10,709</u>	<u>\$ 13,762</u>

Government contributions for capital assets are recognized into income at the same rate as the assets to which they relate are amortized.

7. OPERATING LINE OF CREDIT

The organization has signed a general loan agreement with Baffin Business Development Corporation for a line of credit in the amount of \$150,000 at an interest rate of 10% . The purpose is for interim financing when required. The agreement is in place until March 31, 2017. At year-end no funds were used (2015- nil).

8. ECONOMIC DEPENDENCE

The organization receives the majority of its funding from the Government of Nunavut. Without the continuing support of the government, it is unlikely that the organization's operations would be able to continue.

NUNAVUT TOURISM
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2016

9. COMMITMENTS

The organization is committed to annual lease payments for equipment and office and airport display space as follows:

2017	\$ 89,006
2018	89,006
2019	89,006
2020	<u>18,543</u>
	<u>\$ 285,561</u>

10. COMPARATIVE AMOUNTS

Certain 2015 financial statement amounts have been reclassified to conform to the financial statement presentation adopted in the current year.

**NUNAVUT TOURISM
CORE OPERATIONS
FOR THE YEAR ENDED MARCH 31, 2016**

	<u>Core Operations and Management</u>	<u>Visitors Centres</u>	<u>Total Operations and Visitors Centres</u>	<u>Visitors Centre Merchandise Sales</u>	<u>Total</u>
Revenues					
Government of Nunavut	\$ 2,601,454	\$ 483,546	\$ 3,085,000	\$ -	\$ 3,085,000
Advertising and sponsorship	13,878	-	13,878	-	13,878
Memberships	15,060	-	15,060	-	15,060
Other income	-	-	-	15,920	15,920
Repayment of funding	(449,555)	(46,227)	(495,782)	-	(495,782)
Amortization of government assistance	3,053	-	3,053	-	3,053
	<u>2,183,890</u>	<u>437,319</u>	<u>2,621,209</u>	<u>15,920</u>	<u>2,637,129</u>
Expenses					
Administration	128,796	29,646	158,442	1,735	160,177
Amortization	6,567	-	6,567	-	6,567
Board governance	106,921	-	106,921	-	106,921
Building and equipment	155,036	12,110	167,146	-	167,146
Human resources	927,460	395,096	1,322,556	-	1,322,556
Marketing	859,110	467	859,577	-	859,577
Materials and supplies	-	-	-	18,081	18,081
	<u>2,183,890</u>	<u>437,319</u>	<u>2,621,209</u>	<u>19,816</u>	<u>2,641,025</u>
	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ (3,896)</u>	<u>\$ (3,896)</u>

**NUNAVUT TOURISM
OTHER GOVERNMENT PROJECTS
FOR THE YEAR ENDED MARCH 31, 2016**

	<u>Sport Fishing</u>	<u>Culture Programming</u>	<u>Rankin Visitor Centre</u>	<u>Small Business Support</u>	<u>Total</u>
Revenues					
Government of Nunavut EDT	\$ -	\$ -	\$ 6,570	\$ 4,202	\$ 10,772
Government of Nunavut ENV	9,986	-	-	-	9,986
Government of Nunavut C&H	-	30,000	-	-	30,000
	<u>9,986</u>	<u>30,000</u>	<u>6,570</u>	<u>4,202</u>	<u>50,758</u>
Expenses					
Program expenses	9,986	30,000	2,581	-	42,567
Rent	-	-	3,989	-	3,989
Travel and accommodations	-	-	-	4,202	4,202
	<u>9,986</u>	<u>30,000</u>	<u>6,570</u>	<u>4,202</u>	<u>50,758</u>
	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>

NUNAVUT TOURISM
CANADIAN NORTHERN ECONOMIC DEVELOPMENT AGENCY (CANNOR)
FOR THE YEAR ENDED MARCH 31, 2016

	<u>Building for Tomorrow</u>	<u>Tourism Market Readiness</u>	<u>Total</u>
Revenues			
CanNor			
Contributions received	\$ 1,019,077	\$ 465,750	\$ 1,484,827
Contributions receivable	-	44,691	44,691
Repayment of funding	<u>(153,505)</u>	<u>-</u>	<u>(153,505)</u>
Net Contributions	<u>865,572</u>	<u>510,441</u>	<u>1,376,013</u>
Expenses			
Marketing and advertising	237,279	-	237,279
Television campaign	-	301,920	301,920
Project management	48,590	17,576	66,166
Research	125,504	-	125,504
Capacity training	<u>454,199</u>	<u>190,945</u>	<u>645,144</u>
	<u>865,572</u>	<u>510,441</u>	<u>1,376,013</u>
	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>

**NUNAVUT TOURISM
OTHER PROJECTS**
FOR THE YEAR ENDED MARCH 31, 2016

	<u>Meetings & conferences</u>	<u>HRSDC Summer Students</u>	<u>Wilderness First Air</u>	<u>Other projects</u>	<u>Total</u>
Revenues					
Federal government	\$ -	\$ 12,646	\$ -	\$ -	\$ 12,646
Kakivak Association	5,788	-	32,587	-	38,375
Other income	<u>13,041</u>	<u>-</u>	<u>-</u>	<u>57,397</u>	<u>70,438</u>
	<u>18,829</u>	<u>12,646</u>	<u>32,587</u>	<u>57,397</u>	<u>121,459</u>
Expenses					
Project costs	-	-	32,587	-	32,587
Travel and accommodations	18,829	-	-	-	18,829
Wages and benefits	<u>-</u>	<u>12,646</u>	<u>-</u>	<u>-</u>	<u>12,646</u>
	<u>18,829</u>	<u>12,646</u>	<u>32,587</u>	<u>-</u>	<u>64,062</u>
	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 57,397</u>	<u>\$ 57,397</u>

Appendix A: Inuit Language Plan

In the spring of 2011, Nunavut Tourism filed its language implementation plan with the Office of the Language Commissioner. The following were the actions set out in that plan and accepted by the Language Commissioner. Status of each is noted in italics.

Measures/Actions

Ensure that Vision and Mission statement is available in all official languages - *Done*

Multilingual sign in front of building erected - *Done*

Letterhead: Redesign and print - *Done*

Create e-mail blocks based on business cards - *Done*

Website: Members section, "contact us" available in official languages – all basic membership documents are in The "members" section of the website in English and Inuktitut

Make an active offer of service. Change phone messages, create signs for visitor centres - *Done*
Have text on English invoices offering to create in official language upon request
-In progress

Designate Inuit language staff to respond to public enquires and provide training. -*Done*
Training for non-Inuit language users to be able to say "I will transfer you to xx who speaks Inuktitut." or "xxx who speaks Inuktitut will can you back what is your phone number" - *In progress*

Change Exit signs at visitor centres - *Done*

Create new hours of operation signs for visitor centres - *Done*

We have staff at all NT locations (HQ, and all three visitor centres) that can offer basic service in Inuktitut.

All correspondence with members is translated, and we provide interpretation services, if requested, at all training and meetings. When visiting a community we always ensure we have a local interpreter with us to ensure full communication.

Our plan was published in our Annual Report each year with updates included each year on where we are on the plan.

We have signage at all facilities stating that service is available in Inuktitut.

Changing invoices using our accounting software has been a challenge and continues to be worked on.

Appendix B: Inuit Employment Plan

PRIORITY HIRING POLICY

Nunavut Tourism has in place a Priority Hiring Policy. This policy gives priority consideration in the recruitment and selection of Nunavut Tourism employees to Nunavut Land Claims (NLCA) Beneficiaries. Those beneficiaries who meet the qualification of a position are given priority over other applicants through the competition process once they have passed the interview stage. This policy applies to all job competitions in the organization.

Nunavut Tourism has a commitment to work toward a workforce more reflective of Nunavut's population. To that end, Nunavut Tourism will, when two candidates are equal in experience and knowledge, give preference to those who are beneficiaries of the NLCA. To accomplish this certain actions are taken:

- All jobs are publicly advertised in English and Inuktitut in all three (3) regions of Nunavut
- Screening of candidates is done on the priority system:
 - o Round One Candidates – Beneficiaries
 - o Round Two Candidates – Long-term residents of Nunavut (those who have been a resident one or more years)
 - o Round Three Candidates – All other candidates

When a job is advertised, resumes are separated into three piles. The selection committee only receives round one candidate resumes to review. If a successful candidate is found no further screenings take place. If there is no successful candidate, the selection committee continues on to round two; and, if no successful candidate is found then the committee will move on to round three.

The selection committee may decide, at their discretion, to re-advertise the vacancy if no suitable round one candidate is found, and it is believed that the position is best suited to a beneficiary.

Final hiring decisions are the responsibility of the Chief Executive Officer in all cases.

EMPLOYEE SUPPORT

Nunavut Tourism encourages and supports employee training. A learning plan is developed with the CEO, Director/ Supervisor and the employee to identify areas for training and development and to ultimately help the employee gain the knowledge and skill level required to advance in the organization.

From time to time, Nunavut Tourism may request that an employee undertake special training necessary to complete a job function. Employees may also request special training for themselves. Financial assistance for approved seminars, conferences, workshops, etc. will be granted on a one hundred (100) percent reimbursement payment basis at time of registration.

MENTORSHIP

Employees are encouraged to use mentors. Mentorship is a big part of Nunavut Tourism's vision to help create a workforce where each employee can excel in their position and create strong working relationships with other team members. This strengthens the work team and helps create a culture of inclusion and communication.

ORIENTATION

Orientations are available for all employees and are designed to provide a general orientation to Nunavut Tourism. Orientations that are more specific are provided in the individual workplaces. In addition, cultural orientations are offered from time to time across the organization. Topics include; the history of Nunavut, Inuit Qaujimagatuqangit principles, traditional Inuit activities, etc.

FOSTER AND SUSTAIN AN ENVIRONMENT ATTRACTIVE TO INUIT

Nunavut Tourism realizes how important it is to foster and promote an environment that is attractive to Inuit individuals. Guided by Inuit Qaujimagatuqangit, Nunavut Tourism will work toward providing employees with the direction and tools they need to perform the work of the organization to the very best of their ability.

Actions include:

- Fostering a community spirit and a sense of belonging by offering employees the opportunity to become involved outside the formal workplace in a variety of recreational and volunteer activities such as IQ days, the Canada Day BBQ, Nunavut Day BBQ, Holiday Party and informal all-staff lunches
- Creating an organizational Inuit Qaujimagatuqangit committee to provide advice, direction and assistance to the organization on all matters involving the use of Inuktitut in the workplace, including providing training opportunities to those who wish to take Inuktitut classes
- Encourage all staff, both current and new, to take Cultural Orientation training as described above when it is offered through the organization
- Offer and encourage all supervisors and managers to take training that addresses such topics as cultural diversity, good management practices and coaching skills; their understanding of the benefits and rewards of a representative workforce helps create a supportive work environment that enhances the potential of all employees
- Emphasize the existing quality of work-life initiatives as effective practices that advance the interests of our workforce. These initiatives include programs such as adjustment of shift schedules to reflect the lifestyle of employees (flex time, compressed workweeks, and so on, as laid out in the Nunavut Tourism Employee Handbook)
- Ensure a safe working environment free from discrimination, harassment, bullying or inertia

JOB REQUIREMENTS

In June 2016, Nunavut Tourism reviewed the requirements in terms of knowledge, skills, abilities and education level to determine which requirements may use equivalencies in place of formal education and to help eliminate systemic barriers. It was determined that six position could be too rigid in their requirements and a combination of equivalencies as well as traditional learned knowledge could be used to classify the eligibility of candidates for open positions.

ARTICLE 23

Nunavut Tourism recognizes that the achievement of Article 23 of the Nunavut Land Claims Agreement. Achievement of targets will take time and deliberate action must be continued to ensure that successful, long-term employees represent the demographics of Nunavut.

Appendix C:

Member List

Kitiġmeot Region

Accommodations

Amundsen Hotel

PO Box 120, Gjoa Haven, NU, X0B 1J0
T: 867.360.6176 or 1.888.866.6784
F: 867.360.6283
E: amundsen@innsnorth.coop
W: www.InnsNorth.com

The Amundsen Hotel offers accommodations for 36 guests in 16 rooms. All rooms offer flat screen television, wireless internet, coffee maker, telephone and private bath. Conference facilities are available for groups up to 25 people. Meals are prepared fresh daily in our newly renovated dining room. Laundry facilities are available.

Arctic Islands Lodge

PO Box 38, Cambridge Bay, NU, X0B 0C0
T: 867.983.2345 or 1.888.866.6784
F 867.983.2480
E: arcticislands@innsnorth.coop
W: www.InnsNorth.com

Arctic Islands Lodge is located on the famous Northwest Passage, north of the Arctic Circle on Victoria Island. Luxurious accommodations offering: clock/radio, telephone, complimentary wireless-internet, cable, on-site staff, VIP suite, dining room with take-out available. There is an incredible variety of northern wildlife and flora to photograph. VISA, MasterCard, American Express, Diners Club/enRoute and Interac are welcome.

Arctic Vision Bed & Breakfast

PO Box 482, Kugluktuk, NU, X0B 0E0
T: 867.982.3084
E: info@arcticvisionbnb.com
W: www.arcticvisionbnb.com

Rest your head where the Coppermine River meets the Sea. Our newly renovated home offers a wonderful waterfront view in every season. If you are here for business or leisure, you will enjoy our comfortable 'home away from home' and all the pleasures Kugluktuk has to offer.

4660 Nunavut, Ltd.

PO Box 115, Gjoa Haven, NU, X0B 1J0
T: 867.360.6272
F: 867.360.7011
E: Nunavut@huskydog.com
W: www.huskydog.com

Bed and Breakfast, guided tours, eco-tours, sport fishing, dogsledding, traditional activities. Located in the Northwest Passage, Gjoa Haven is home to the Amundsen, the Northwest Passage, and most recently, the discovery of Sir John Franklin's long lost ship...HMS Erebus.

Coppermine Inn Ltd.

PO Box 282, Kugluktuk, NU, X0B 0E0
T: 867.982.3333
F: 867.982.3340
E: ijhorn@hotmail.com

Enjoy traditional Arctic hospitality in comfortable, modern facilities. Fourteen attractive guest rooms that are equipped with the latest technology. Spacious lobby and dining rooms with pellet stoves. The Coppermine Inn offers pick-up to/from the airport to hotel. Free

laundry and internet services are available. The best home-cooked meals that are prepared by your friendly hosts Kerry and Irene Horn.

Enokhok Inn & Suites

PO Box 162, Kugluktuk, NU, X0B 0E0
T: 867.982.3197 or 866.452.5623 ext.2
F: 867.982.4291
E: inn@enokhok.com
W: www.enokhok.com

Enokhok has 12 rooms in the main building with queen size beds and all rooms have satellite TV and Wi-Fi access. We provide continental breakfast, lunch and supper are also available. The Inn also has 3 executive 2 bedroom suites that are self-contained and fully furnished including washer and dryer. We offer free airport pick up.

Enokhok Inn & Suites

PO Box 103, Cambridge Bay, NU, X0B 0C0
T: 867.983.2562 or 866.452.5623 ext. 2
F: 867.983.2271
E: info@enokhok.com
W: www.enokhok.com

The Enokhok Inn & Suites has 7 rooms in the main building and 3 rooms in the second building; 8 have queen size beds and 2 have double beds; all rooms have cable TV and Wi-Fi access. The Inn has a shared kitchen and bathrooms as well as a washer and dryer. There is a large living room where you can take time to meet and share stories with other guests. We offer airport pickup.

Green Row Executive Suites

PO Box 1052, Cambridge Bay, NU, X0B 0C0
T: 867.983.3456
F: 867.983.3444
E: greenrow@netkaster.ca
W: www.greenrow.ca

Our 2 Bedroom suites are similar to a small apartment and offer you the same comforts as being in your own home. Each suite has a fully equipped kitchenette, living room with large screen satellite TV, washer & dryer, free Internet services, local calls, gym access as well as free shuttle service to and from the airport. All amenities are within walking distance. Truck rentals are available upon request.

Inukshuk Inn

PO Box 118, Kugaaruk, NU, X0B 1K0
T: 867.769.7211 or 1.888.866.6784
F: 867.769.6098
E: inukshuk@innsnorth.coop
W: www.innsnorth.com

Inukshuk Inn accommodates 12 in 6 rooms. SA,SB,PB,TV, restaurant, conferences, AT, laundry. VISA, MasterCard, Diners Club and American Express accepted.

Umingmak Lodge Bed & Breakfast

PO Box 2076, Cambridge Bay, NU, X0B 0C0
T: 867.983.2550
F: 867.983.2277
E: stay@umingmaklodge.com
W: www.umingmaklodge.com

Cultural Centres

Nattilik Heritage Centre

PO Box 215, Gjoa Haven, NU, X0B 1J0
T: 867.360.6035
F: 867.360.6186

The Nattilik Heritage Society has a mandate to preserve and promote

the culture and heritage of Nattiliqmiut. It is also to lead initiatives which generate social, cultural and economic benefit in the community. The Nattilik (Netsilik) Heritage Centre presents an account of the Nattilik people through their stories, images and local Inuit art and craft. The heritage centre will play an important role in strengthening culture and language at the community level, and provide visitors with a better understanding of the unique world of the Nattilik people.

Inuit Art Stores

Arctic Closet

PO Box 1194, Cambridge Bay, NU X0B 0C0
T: 867.983.2414
E: arctic_closet@qiniq.com

The coolest store in the North! We sell Inuit arts and crafts, fine jewelry, souvenirs, gift ware, sportswear and other unique gift items. We coordinate and organize scenic and historical town and land tours for cruise ships, photographers, dignitaries and visitors.

Outfitters

Adventure Northwest

PO Box 820, Yellowknife, NT, X1A 2N6
T: 867.446.2654
E: hunt@adventurenw.com
W: www.adventurenw.com

Big Game outfitter working with Inuit partners and providing hunts for caribou, muskox, grizzly bear, wolf and wolverine. In business for over 30 years in Nunavut.

Canoe Arctic, Inc.

PO Box 130, Fort Smith, NT, X0E 0P0
T: 867.872.2308
E: alex@canoeartctic.com
W: www.canoeartctic.com

Fly-in canoe trips in the heart of the Barren Lands on the most remote rivers left on Earth. Paddle the Thelon River and other remote, wild, tundra rivers that are hundreds of miles from the nearest road or community. Muskoxen, caribou, white wolves, moose, grizzlies and rich birdlife. Warm, arid summers. Virgin fishing. All trips guided by Alex Hall, wildlife biologist and the Canadian Arctic's first and most experienced canoeing guide. We can accommodate all levels of canoeing experience.

4660 Nunavut, Ltd.

PO Box 115, Gjoa Haven, NU, X0B 1J0
T: 867.360.6272
F: 867.360.7011
E: Nunavut@huskydog.com
W: www.huskydog.com

Bed and Breakfast, guided tours, eco-tours, sport fishing, dogsledding, traditional activities. Located in the Northwest Passage, Gjoa Haven is home to the Amundsen, the Northwest Passage, and most recently, the discovery of Sir John Franklin's long lost ship...HMS Erebus.

Qaigguut Tours

PO Box 1194, Cambridge Bay, NU, X0B 0C0
T: 867.983.2414
F: 867.983.2108
E: arctic_closet@qiniq.com

Eco-tourism providing tours of Cambridge Bay and area; flora, fauna, birds, historic sites, cultural events, shopping for tourists, business travellers, cruise ships, etc., during all seasons involving elders, youth and local residents.

Hakongak Outfitting

PO Box 2053, Cambridge Bay, NU, X0B 0C0
T: 867.983.2799 or 867.983.5294
F: 867.983.3190
E: naikak@northwestel.net

We offer wildlife viewing, hunting, fishing and bird watching.

Haogak Outfitting

PO Box 1129, Cambridge Bay, NU X0B 0C0 867.983.7349

Taxis

Cambridge Bay Taxi

PO Box 38, Cambridge Bay, NU, X0B
OC0 867.983.2001 | | cambridgebaytaxi@gmail.com | |
Cambridge Bay Taxi & All Wheel Rental offer vehicle, 4X4 and snowmobile rentals.

Wilderness Lodges

B & J Flyfishing Adventures

PO Box 1329, Cambridge Bay, NU, X0B 0C0
T: 867.983.2544
F: 867.983.2203
E: manager.ikaluktutiak@arcticco-op.com
W: www.arcticflyfishing.com

A semi Wilderness Camp catering to fly fishers, and catch and release. Accommodation is not very modern. You need to bring your own sleeping gear. Sleeping gear and clothing should be rated for temperatures around 5C and down to 0C. Ekaluk River has the best fishing in the world. Hike in the area of our traditional Inuit camp ground. Our specialty has always been home style food.

Bathurst Inlet Lodge

PO Box 820, Yellowknife, NT, X1A 2N6
T: 867.446.2654
F: 877.275.1533
E: info@bathurstinlet.com
W: www.bathurstarctic.com

This historic lodge complex has welcomed adventure travellers for nearly 50 years. Iconic southern Arctic wildlife – musk oxen, grizzly bears, caribou feed on the wildflower covered tundra under the Midnight Sun. Migratory birds in breeding plumage nest in the cliffs and hills that surround the lodge. Hike in the company of a naturalist. Paddle a canoe or enjoy the guided pontoon boat excursions. Learn about Inuit culture from the people who called the Inlet home for thousands of years. The charter flight, meals, activities and lodging are included in the price.

Kivalliq Region

Accommodations

Iglu Hotel

PO Box 179, Baker Lake, NU, X0C 0A0
T: 867.793.2801 or 1.888.866.6784
F: 867.793.2711
E: iglu@innsnorth.coop
W: www.innsnorth.com

The Iglu Hotel is located near the geographical center of Canada just off the shores of panoramic Baker Lake. The 23 guest rooms feature telephone, complimentary wireless internet, cable, in room coffee, and private bath. Located on site are: dining room, conference room and

banquet facilities, and guest lounge. Construction and tour rates are available. VISA and Mastercard accepted.

Turaarvik Hotel

PO Box 40, Rankin Inlet, NU, X0C 0G0
T: 867.645.4955 or 1.888.866.6784
F: 867.645.4956
E: turaarvik@innsnorth.coop
W: www.innsnorth.com

The Turaarvik Hotel, Inns North offers 22 rooms including: kitchenette suites, double suites and twin rooms. All rooms offer private bathrooms, telephone, coffeemaker, cable TV and wireless internet. Conference facilities and services are available. Full menu-service restaurant featuring traditional and Canadian cuisine.

Tavanni Hotel

PO Box 60, Whale Cove, NU, X0C 0J0
T: 867.896.9004 or 1.888.866.6784
T: 867.896.9087
E: manager@issatik.coop
W: www.innsnorth.com

Tavanni Hotel, Inns North can accommodate 12 people in 6 newly renovated rooms. Each room features a flat screen television, cable, complimentary wireless internet, telephone and private bath. Meals are prepared fresh daily in our newly renovated dining room. Laundry facilities are available.

Tangmavik Hotel

PO Box 43, Chesterfield Inlet, NU, X0C 0B0
T: 867.898.9975 or 1.888.866.6784
E: tangmavik@innsnorth.coop
W: www.innsnorth.com

Tangmavik Hotel, Inns North is nestled off the western shore of the historic Hudson Bay in Chesterfield Inlet, Nunavut. The hotel can accommodate 14 people in 7 rooms, each with a private bath. Meals are prepared fresh daily in our dining room. Laundry facilities are available.

Siniktarvik Hotel & Conference Centre

PO Box 40, Rankin Inlet, NU, X0C 0G0
T: 867.645.2807 or 1.888.866.6784
F: 867.645.2999
E: siniktarvik@innsnorth.coop
W: www.innsnorth.com

The Siniktarvik Hotel & Conference Centre is a modern 50-room facility. Located on-site are: full menu-service restaurant, four fully equipped conference rooms, banquet services and licensed guest lounge. Catering, both on and off site, is available. All rooms offer private bathroom, telephone, wireless internet, cable TV and coffeemaker.

Katimavik Suites (Arviat)

PO Box 420, Arviat, NU, X0C 0E0
T: 867.857.2752
F: 867.857.2972
E: hotel@eskimopointlumber.com
W: www.katimaviksuites.com

Katimavik Suites is a family owned business. The Katimavik Suites opened in July, 2006 with 7 Suites including a 1000 square foot conference centre and a meeting room for smaller groups. Each room is beautifully appointed with a kitchenette, in-suite bathroom, double bed, satellite TV, and a phone. Wireless and high speed internet, and catering services available.

Katimavik Suites (Rankin)

PO Box 73, Rankin Inlet, NU, X0C 0G0
T: 867.645.2275
F: 867.645.2225
E: suites@eskimopointlumber.com
W: www.katimaviksuites.com

Katimavik Suites is THE "Meeting Place" for all your business needs. Our conference room is equipped with State of the art Audio/Visual equipment, Translation Booth and can be paired with translation catering services. To enhance your experience, stay in one of our well-appointed rooms and enjoy a Complimentary Breakfast before your day begins. After the meeting relax in our Common Kitchen watching the 60" T.V. while leisurely cooking dinner or enjoying one of our home prepared meals. It will be our pleasure to have you as our guest.

Leonie's Place

PO Box 123, Coral Harbour, NU, X0C 0C0
T: 867.925.9751
F: 867.925.8606

Accommodates 15 people in 8 rooms, shared accommodations have private shower/washroom & TV. One room has private bath, small fridge and TV. Common room has large screen TV, books, and couches. Meals are extra. Non-smoking. Winner of Nunavut Tourism's 2009 Hans Aaronson Bursary for Excellence in Entrepreneurship.

Naujat Inns North

PO Box 70, Naujat, NU, X0C 0H0
T: 867.462.4304 or 1.888.866.6784
F: 867.462.4152
E: naujat@innsnorth.coop
W: www.innsnorth.com

Naujat Hotel is situated near the airport and the ocean in Repulse Bay, Nunavut. The hotel can accommodate 28 people in 15 rooms each with a private bath. Meals are prepared fresh daily in our dining room. Laundry facilities are available.

Nunamiut Lodge

PO Box 369, Baker Lake, NU, X0C 0A0
T: 867.793.2512
F: 867.793.2505
E: nunamiut_lodge@hotmail.com
W: www.nunamiutlodgetel.ca

Welcome to the Nunamiut Lodge Hotel in Baker Lake! 100% Inuit Owned. At the Nunamiut Lodge Hotel, enjoy our northern hospitality in a warm and comfortable setting. We provide a wide range of amenities, an unbeatable service, excellent dining, comfortable rooms, all at an unmatched quality. Conference room and banquet facilities, copier, fax, gift shop are available. Quality customer service oriented to small groups.

Padlei Inns North

PO Box 90, Arviat, NU, X0C 0E0
T: 867.857.2919 or 1.888.866.6784
F: 867.857.2989
E: padlei@innsnorth.coop
W: www.innsnorth.com

Padlei Inn, Inns North offers accommodation in 16 rooms. SA, private bath, S/NS rooms, cable TV, radio, dining room and banquet facilities, guest lounge, pool table. Conference facilities are available for groups up to 15 people. Meals are prepared fresh daily in our newly renovated dining room. Laundry facilities are available. VISA, MC, AMEX, Diners Club, Interac.

Outfitters

Siku Tours

PO Box 179, Coral Harbour, NU, X0C 0C0

T: 867.925.8461

E: aaron_emiktowt@hotmail.com

Siku Tours operates in Coral Harbour from August until October. Marine mammal hunting, fishing, and touring by boats are offered. Come visit Coral Harbour and enjoy your time with Siku Tours. Call (867)-925-8461.

Arctic Wilderness Guiding & Outfitting

PO Box 165, Nauyasat, NU, X0C 0H0

T: 867.462.4229

F: 867.462.4095

E: gmalliki@hotmail.com

W: www.arcticwildernessoutfitter.ca

We offer quality service with our most experienced, knowledgeable and dedicated local hunters and guides, along with various transportation, readily available to make the most of your memorable arctic wilderness trip in Canada's True North, year-round. Day and multi-day trips (individual or groups). Sport Hunting, small-and big-game fishing, camping (including experiences in igloos), hiking, terrain (ATV), snow/ice (snowmobile), and/or marine (small boat) touring. Guiding for biologists, photographers, students and visitors. Visits to and from the floe edge, Sir John Franklin Stone House, Thule Sites, Harbour Islands (whaling stations) and Ukkusiksalik National Park.

ArcTech Design & Services

PO Box 171, 102-21 Tulugaaq Avenue, Rankin Inlet, NU, X0C 0G0

T: 867.645.2537

E: kadakk@qiniq.com

W: www.kivalliq.ca

Welcome to ArcTech Design and Services located in Rankin Inlet Nunavut in the Kivalliq Region of the Canadian Arctic we offer a full line of Photographic Services, Concept Consultation, Stock Images and Printing Services. Equipped with the latest of professional digital cameras, lenses, studio lighting equipment and archival printers we can service your needs for family and business portraits, business and commercial profiles, and event coverage. If you are looking for a unique Arctic image for your publication we have a large stock of images available. Call or write ArcTech Design...Your Complete Photographic Service.

Services

Aglu Consulting & Training, Inc.

PO Box 127, Rankin Inlet, NU, X0A 0G0

T: 867.645.3506

E: louis@aglu.ca

W: www.aglu.ca

Aglu Consulting and Training, Inc. is a majority Inuit-owned and Nunavut-based business with its head office in Rankin Inlet. Aglu offers expertise and services in many different areas: Business Planning, Training, Websites and Communications, Translations and Tourism Planning. We have created many websites, handouts and Tourism Plans in the Kivalliq Region.

Arctic Fuel Services

PO Box 350, Baker Lake, NU, X0C 0A0

T: 867.793.4328

F: 867.793.2310

E: rod@arcticfuel.ca

W: www.arcticfuel.ca

Multi-faceted, diversified company with our head office in Baker Lake,

Nunavut. Over 60 full and part time positions. Visit our website at arcticfuel.ca. We provide vehicle and housing rentals.

Wilderness Lodges

Arctic Haven Wilderness Lodge

PO Box 692, House 5190-A, Iqaluit, NU, X0A 0H0

T: 819.459.1794 or 1.855.459.1794

E: mail@arctichaven.ca

W: www.arctichaven.ca

Arctic Haven Lodge is a Nunavut 5-star resort, located on Ennadai Lake, Nunavut. Home to the 350,000 strong Qamanirjuaq caribou herd, Arctic Haven offers access to hiking, kayaking, boating, world class fishing, cross country skiing, kite-skiing, dog sledding, snowmobiling, Arctic safaris with northern lights, arctic wolves, caribou, grizzly bears, wolverine and more. You don't have to be an experienced explorer to go on this Arctic adventure; Find out for yourself at

www.ArcticHaven.ca

Arctic Watch Wilderness Lodge

PO Box 692, House 5190-A, Iqaluit, NU, X0A 0H0

T: 819.459.1794 or 867.252.3838

E: mail@arcticwatch.ca

W: www.arcticwatch.ca

Arctic Watch is the world's most northerly fly-in lodge located on Somerset Island. Visit Arctic Watch for an all-encompassing Arctic safari, to see thousands of beluga whales, (best beluga watching site in the world), musk-ox, polar bears, arctic foxes, birds and archaeological sites. Guests can hike the tundra, explore canyons, raft the Cunningham River, sea kayak with beluga whales, fish for arctic char, ATV the Northwest Passage and more. Vistas are immense and the sun shines 24 hours per day. Enjoy comfortable accommodations and the best food in Nunavut from our in-house chef. Every day begins with freshly prepared breakfast and ends with hot showers and a glass of wine.

Henik Lake Adventures

PO Box 420, Arviat, NU, X0C 0E0

T: 867.857.2587

F: 867.857.2883

E: heniklakeadventures@gmail.com

W: www.heniklakeadventures.com

We offer one of the finest Caribou Hunts in Northern Canada, in the Territory of Nunavut. Please note that we no longer offer polar bear, muskox or wolf hunts. We feel that we have one of the best and highest success caribou hunts for Central Barren Ground. We have a success rate of over 90% since 2006 and have achieved a success rate of 100% the past 2 years.

Kasba Lake Lodge

PO Box 96, Parksville, BC, V9P 2G3

T: 250.248.3572 or 1.800.663.8641

F: 250.248.8576

E: info@kasba.com

W: www.kasba.com

Located in Southern NWT/Nunavut specializing in Triple Trophy catch and release fishing for Northern Pike, Arctic Grayling, and Lake Trout. Can accommodate up to 40 guest comfortably in full modern cabins. American plans, guides, boats, motors, fuel and tackle rental. Direct charter from Winnipeg, Manitoba to our own private air strip. June 24 - August 16. Please consult our website for pricing at www.kasba.com

Plummer's Great Bear Lake Lodge

950 Branford Street, Winnipeg, MB, R3H 0N5

T: 204.774.5775 or 1.800.665.0240

F: 204.783.2320

E: fish@plummerslodges.com

W: www.plummerslodges.com

Plummer's Arctic Lodge Outpost camp is located on the shore of Tree River, Nunavut. World-class Arctic Char fishing - home of the current world record Char! Guided or un-guided trips available during July and August.

The Lodge at Little Duck, Inc. - NEW FOR 2015/16

650-5 Donald Street, Winnipeg, MB R3L 2T4

T: 807.543.9997

F: 204.942.1116

E: dave@thelodgeatlittleduck.com

W: www.thelodgeatlittleduck.com

Edehon Lake Caribou Camp accommodates up to 8 hunting guests per week and offers a very unique adventure that only a handful of lucky hunters get to experience each year. Comfortable accommodations, hot showers, home-cooked meals, electricity, friendly and professional Inuit guides along with onsite camp management makes this hunt a truly first class experience. Get the first opportunity at hunting these magnificent Caribou as they migrate through our area on their way South. Hunters have a choice of rifle, bow or muzzleloader, along with the opportunity to harvest a wolf or wolverine. The Northern Lights are such an amazing sight and appear in the skies nightly. If it's time to scratch that caribou hunt off your bucket list, give us a call.

Multi-Community

Accommodations

Explorer Hotel

4825 - 49th Avenue, Yellowknife, NT, X1A 2R3

T: 867.873.3531 or 1.800.661.0892

F: 867.873.3213

E: gm@explorerhotel.ca

W: www.explorerhotel.ca

Full-service hotel, with exceptional views, located downtown near shopping. 187 air-conditioned rooms, with cable TV and high-speed wireless internet. Deluxe suites offer fireplaces and Jacuzzi's. Trader's Grill Restaurant, licensed lounge. Fitness facility. 10 meeting rooms with capacity of 350. VISA, MC, Amex, EnRoute and JCB accepted. Close to hiking trails, museum, visitor centre, Legislative Assembly. Airport transportation. Pets allowed. Laundry. English, French, German, Italian and Japanese spoken.

Airlines

Calm Air International, Ltd.

90 Thompson Drive, Thompson, MB, R8N 1Y8

T: 1.800.839.2256

F: 204.778.6954

E: mail@calmair.com

W: www.calmair.com

Calm Air offer scheduled passenger, cargo and charter flights throughout Manitoba and Nunavut. We utilize a fleet of ATRs and Dornier 328 jets. Scheduled service is offered throughout the Kivalliq - Sanikiluaq, Baker Lake, Arviat, Rankin Inlet, Whale Cover, Chesterfield Inlet, Nauyasat, and Coral Harbour with morning and afternoon connections to Churchill and Winnipeg.

Canadian North

200, 580 Palmer Road, NE, Calgary, AB, T2E 7R7

T: 403.648.6116

F: 867.979.3214

E: customercare@canadiannorth.com

W: www.canadiannorth.com

Canadian North and its founding companies have proudly served Canada's North for more than 80 years. They offer flights to the Northwest Territories and Nunavut from their southern gateway cities of Edmonton and Ottawa. Canadian North also offers air charter services within and beyond the North for industrial clients, sports teams and large groups. Canadian North is a member of the NorTerra Group of Companies whose parent corporation, NorTerra Inc., is 100% Aboriginal-owned by Inuvialuit Development Corporation.

First Air

PO Box 477, Iqaluit, NU, X0A 0H0

T: 867.979.8309 or 1.800.267.1247

F: 867.975.1059

E: contact@firstair.ca

W: www.firstair.ca

Scheduled, cargo and charter passenger flights to and within the NWT, Nunavut and Nunavik. Main gateways: Ottawa, Montreal, Edmonton, Winnipeg, Iqaluit and Yellowknife. 26 destinations in the North with over 20 aircraft. All scheduled First Air flights earn Aeroplan points. Charter air service also available worldwide.

Keewatin Air Charters

PO Box 658, Iqaluit, NU, X0A 0H0

T: 867.975.7536 or 1.855.396.3043

F: 867.975.2043

E: charters@keewatinair.ca

W: www.keewatinair.ca

Keewatin Air offers air charter services throughout the entire Nunavut Territory, in addition to our world-renowned medevac services. For an amazing tour of the Iqaluit area, our 1 hour sight-seeing tours are extremely popular. Contact us today for your free quote!

Nolinor Aviation

11600 Louis-Bisson, Mirabel, QC, J7N 1G9

T: 514.912.8508

F: 450.476.0199

E: marketing@nolinor.com

W: www.nolinor.com

The charter specialists; Nolinor Aviation offers customized air transport solutions tailored to the specific needs of our clients. Whether you are chartering a cargo plane, a passenger jet or a combined flight, our ground and air crews' expertise guarantees safe, quick and efficient travel. We offer air service to all regions across Canada, the United States and multiple destinations around the world, including remote regions where gravel and ice runways are the norm. Nolinor Aviation's relentless commitment towards safety and security excellence is stand alone. Fueled by an immeasurable team spirit, Nolinor Aviation is made up of expert pilots, experienced flight attendants, certified flight dispatchers and mechanics who rank at the top of their industry. We invite you to let our passion and innovation become your peace of mind. Nolinor Aviation: charter aficionados since 1992. Please follow us on twitter @nolinoraviation.

Cruises

Adventure Canada

14 Front Street, S. Mississauga, ON, L5H 2C4

T: 905.271.4000 or 1.800.363.7566

F: 905.271.5595

E: info@adventurecanada.com

W: www.adventurecanada.com

Adventure Canada is a family owned tour operator that specializes in Arctic polar expedition cruising, along with land based tours. We are

celebrating our 25th year of operation and are based out of Mississauga, Ontario.

Eyos Expeditions

69 W 106th Street, #3B, New York, NY, 10025
T: 212.662.3271
E: info@eyos-expeditions.com
W: www.eyos-expeditions.com

Eyos Expeditions organizes, plans, and guides superyacht expeditions in the world's most wild and culturally rich locations.

Quark Expeditions, Inc.

112 Merton, St., 4th Floor, Toronto, ON, M4S 2Z8
T: 416.644.0666
E: marIELa.castro@quarkexpeditions.com
W: www.quarkexpeditions.com

The Company Quark Expeditions is the world leader in polar adventure travel. Since 1991, Quark has been establishing a tradition of firsts in polar travel: as the first to transit the Northeast Passage with adventure travelers; the first to take travelers to the far side of Antarctica; and the first to circumnavigate the Antarctic continent with guests. Quark is recognized for its diverse fleet of passenger vessels and offers the widest variety of polar itineraries of any other adventure company.

One Ocean Expeditions

PO Box 801, Squamish, BC, V8B 0A6
T: 604.390.4900 or 1.855.416.2326
F: 604.676.2706
E: voyages@oneoceanexpeditions.com
W: www.oneoceanexpeditions.com

One Ocean Expeditions celebrates the sea and the complex ecosystems it supports by giving its Arctic cruise clients a one-in-lifetime experience. The best way to learn about and appreciate its complexity and interconnectedness of the world's ocean is by travelling it. With marine naturalists and other expert dedicated to Polar Conservation we want to change how you think about the world's ocean as well as yourselves.

Eagle-Eye Tours, Inc.

4711 Galena Street, Windermere, BC, V0B 2L2
T: 250.342.8640
F: 250.342.8644
E: travel@eagle-eye.com
W: www.eagle-eye.com

Eagle-Eye Tours is a global leader offering small group birding and nature tours and small ship expedition cruises. Our Nunavut tours include birding and wildlife viewing from land and sea. We offer an unforgettable floe edge trip from Pond Inlet where you can expect great birding and the chance to see narwhal, polar bears and much more! On this remarkable tour we travel with Inuit to the wildlife rich edge of the sea ice. Our Cambridge Bay tour includes birding and chance to see muskox on the beautiful arctic tundra. Our expedition cruises span the arctic including the Northwest Passage. With over 20 years of experience, we offer exception experiences in Nunavut; give us a call!

Crystal Cruises

11755 Wilshire Blvd., Suite 900, Los Angeles, CA, 91501
T: 310.203.4475
F: 310.600.0518
E: jstoll@crystalcruises.com
W: www.crystalcruises.com

Crystal Cruises is the World's Most Awarded Luxury Cruise Line, having earned more "World's Best" accolades than any other cruise line, hotel

or resort in history. Crystal Cruises has won "World's Best Cruise Ship" in Conde Nast Traveler's Reader Choice Awards for 22 years; been voted "World's Best Large Cruise Ship Line" by Travel & Leisure readers for 20 consecutive years; and the "Best Luxury Cruise Line" by Virtuoso for two consecutive years (2014 & 2015). In Summer 2015, Crystal embarked on the most significant brand expansion in the history of travel and hospitality, introducing three new classes of cruising - the recently launched Crystal Yacht Cruises (December 2015), Crystal River Cruises (July 2016). Crystal Executive Class Ocean Cruises (Fall 2019), Crystal Luxury Air (April 2016) and Crystal AirCruises (2017).

Outfitters

Arctic Kingdom Polar Expeditions, Inc.

PO Box 6117, Iqaluit, NU, X0A 0H0
T: 416.322.7066 or 1.888.737.6818
E: daniela.masaro@arctickingdom.com
W: www.arctickingdom.com

Arctic Kingdom is fiercely dedicated to creating authentic and awe-inspiring Arctic travel experiences. Through our Wildlife Safaris, Quick Getaways, Backcountry Trips and Expedition Cruises, we ensure your Arctic experience in the world's most captivating place is second-to-none. For shorter visits, we now offer day trips in Iqaluit; stop by our new Tour Iqaluit Office in the Hotel Arctic lobby to book snowmobile, boat, hike, ATV, and Iqaluit town tours, or to create a private tour or customized Getaway package made just for you.

Black Feather, the Wilderness Company

250 McNaught's Rd, Seguin, ON, P2A 0B2
T: 705.746.1372 or 1.888.849.7668
F: 705.746.7048
E: info@blackfeather.com
W: www.blackfeather.com

Black Feather offers outfitted, guided expeditions by hike, sea kayak and canoe. Explore Auyuittuq and Quttinirpaaq National parks; canoe the Coppermine, Hood and Soper Rivers, sea kayak at Pond Inlet.

Canada North Outfitting Inc.

PO Box 1355, Station B., Montreal, QC. H3B 3K9
T: 450.376.4868
F: 450.376.0889
E: info@canadanorthoutfitting.com
W: www.canadanorthoutfitting.com

Since 1981, Canada North Outfitting, the oldest operating company in Nunavut, has been offering polar bear, muskox, caribou, barren-ground grizzly, walrus and wolf hunts out of numerous Inuit communities across the Arctic.

Complete Expeditions Inc.

50 Confederation Villas NW, Calgary, AB, T2L 2K9
T: 403.282.2268
F: 403.453.2267
E: contact@complete-expeditions.com
W: www.complete-expeditions.com

With decades of knowledge and experience, Complete Expeditions (ComEx), is a premier licensed guiding and outfitting company, specializing in the world's last frontier: The Northwest Passage. ComEx provides yacht/port agency services including yacht support operations, aircraft operations, and remote area logistics to its clientele in Greenland, the Canadian Arctic and Alaska. ComEx offers the most comprehensive super yacht services in the region including ice pilotage, local guiding and naturalist knowledge, yacht/port agency, permitting, provisioning and logistical support and planning for vessels transiting the Northwest Passage. With extensive local knowledge, ComEx safely takes clients to experience jaw-dropping pristine landscapes, exotic

animal encounters, amazing angling, vibrant local Inuit culture, and untouched ancient Inuit cultural sites throughout Greenland, the Canadian Arctic and Alaska. Contact us to discuss your custom arctic experience.

Services

Baffin Business Development Corporation

PO Box 1480, Iqaluit, NU, X0A 0H0
T: 867.979.1303 or 1.800.263.2232
F: 867.979.1508
E: val.kosmenko@baffinbdc.ca
W: www.baffinbdc.ca

Baffin Business Development Corporation (BBDC) is a not-for-profit corporation and the Community Futures organization for the Qikiqtaaluk region of Nunavut. BBDC's mandate is to provide financial assistance and advisory services to new or expanding small businesses that will create new wealth and new jobs for residents of the region.

Top of the World Travel

5105-48th Street, Yellowknife, NT, X1A 1N5
T: 867.766.6000 or 1.800.837.8922
F: 867.873.3422
E: travel@topoftheworldtravel.com
W: www.topoftheworldtravel.com

We book tours and travel for all regions.

The Great Canadian Travel Company

164 Marion Street, Winnipeg, MB, R2H 0T4
T: 204.949.0199 or 1.800.661.3830
F: 204.949.0188
E: canada@gctravel.ca
W: www.greatcanadiantravel.com

Since 1981, The Great Canadian Travel Company has been helping people explore the world's most fascinating Arctic regions and most remote communities. We offer a variety of tours that will immerse you in the culture and landscapes of the North and can customize them to suit any travel style.

Students on Ice

1740 Pink Road, Gatineau, QC, J9J 3N7
T: 819.827.3300 or 1.866.336.6423
F: 819.827.9951
E: expedition@studentsonice.com
W: www.studentsonice.com

Students on Ice is an award-winning organization offering unique educational expeditions to the Antarctic and the Arctic. Our mandate is to provide students, educators and scientists from around the world with inspiring educational opportunities at the ends of the earth and, in doing so, help them foster a new understanding and respect for the planet.

Kellett Communications

PO Box 1027, Yellowknife, NT, X1A 2N7
T: 867.669.9344
E: wkellett@kellett.nt.ca
W: www.kellett.nt.ca

KELLETT is much more than an advertising agency. We like to describe what we do as creative solutions. Simply, this means we take our clients' communications challenges and turn them into opportunities.

Tabagari, Taylor & Johnson

70 Algonquin Ave, Winnipeg, MB, R2G 2H3
T: 204.792.0281

E: max@ttjtourism.com
W: www.ttjtourism.com

TTJ Tourism provides community-based tourism consultancy services. We additionally offer individualized marketing and sales strategies, and work with companies, hamlets, regional organizations and government to develop and implement tourism strategies.

Travel Services

Discover the World, Ltd.

8 Bolters Land - Arctic House, Banstead, Surrey, UK, SM7 2AR
T: 44.1737.218.800
E: travel@discover-the-world.co.uk
W: www.discover-the-world.co.uk

Discover the World, Ltd. began in 1983, offering holidays to Iceland and the Arctic Regions. Over 30 years later we are now one of the UK's leading specialist tour operators and have proudly introduced a selection of refreshingly different wildlife and wilderness holidays to a multitude of worldwide destinations. These include Iceland, Scandinavia, the Arctic and Antarctic, Canada, Alaska and New Zealand. From tailor-made independent holidays to wildlife watching, expedition voyages and fly-drive touring, there is something to suit every budget and taste.

Far Horizons

6-2862 Hwy 43, RRR1, Kemptville, ON, K0G 1J0
T: 800.289.6607 x 204
E: carole@farhorizons.ca
W: www.farhorizons.ca

Far Horizons is an established retail and wholesale tour operator, since 1986, customizing unique and original travel packages to exotic destinations for travelers from around the world. Carole Gobeil joined the company in 2015 as their polar travel specialist. Carole has been traveling in the Arctic since 2005 and has a great passion for the North, She is fully bilingual, English and French. She escorts small personalized groups to the Arctic and builds packages suited to one's specific needs and desires.

Northern Allied Nunavut

PO Box 1589, Iqaluit, NU, X0A 0H0
T: 866.239.0025
F: 204.326.6606
E: remard@northernallied.ca
W: www.northernalliednunavut.ca

Qikiqtaaluk Region

Accommodations

Amalik Motel

General Delivery, Sanikiluaq, NU, X0A 0W0
T: 867.266.8821 or 1.888.866.6784
F: 867.266.8844
E: amalikmotel@innsnorth.coop
W: www.innsnorth.com

Accommodates 32 persons in 16 double rooms with private baths. Amalik Hotel offers cable TV, AT, laundry, business support, meeting room, dining room, catering, and local tours. VISA, MC, Diners Club, AMEX, Interac are welcome.

Auyuittuq Lodge

PO Box 53, Pangnirtung, NU, X0A 0R0
T: 867.473.8955 or 1.888.866.6784

F: 867.473.8611
E: auyuittuqlodge@innsnorth.coop
W: www.InnsNorth.com

The Auyuittuq Lodge is a 22-room, 36-bed hotel which features: coffee service, cable television, complimentary airport shuttle service, fine cuisine, the best table on Baffin Island, catering, do-it-yourself laundry.

Beaches Bed & Breakfast
PO Box 11387, Iqaluit, NU, X0A 0H0
T: 867.979.3373 or 867.979.3034
E: caroline@iqaluitbeaches.ca
W: www.iqaluitbeaches.ca

Beaches Bed & Breakfast offers a real "Northern Welcome" situated right on beautiful Frobisher Bay. Sinaa community tours & a large meeting room can serve your every need!

Discovery Lodge Hotel
PO Box 387, Iqaluit, NU, X0A 0H0
T: 867.979.4433
F: 867.979.6591
E: stay@thediscoveryiqaluit.com
W: www.thediscoveryiqaluit.com

Discovery Lodge Hotel is Nunavut's premier hotel and the first choice of experienced northern travelers. The hotel has been newly renovated. Executive and business suites; 53 full service and NS rooms w/amenities and In-room coffee, wireless internet access, voicemail, cable TV, AM/FM radio. Renowned licensed dining, listed in Where to eat in Canada. Conference and banquet facilities are available. Airport shuttle, copier/fax, secretarial and laundry services offered. Visa, MC, Amex, EnRoute, Diners Club, Interac.

Dorset Suites / Huit Huit Tours
PO Box 4, Cape Dorset, NU, X0A 0C0
T: 867.897.8806
F: 867.897.8688
E: huihui@capedorsettours.com
W: www.dorsetsuites.com and www.capedorsettours.com

Centrally located in Cape Dorset, Dorset Suites offers 20 premium guest rooms and suites, with licensed dining and conference room. Huit Huit offers eco-cultural tours and custom trips. Visitors can experience Inuit Culture with local guides and learn about the art, culture and natural environment. Floe edge, snow machine, boat, camping, fishing and hiking trips are offered by a licensed outfitter.

Hall Beach Hotel
General Delivery, Hall Beach, NU, X0A 0K0
T: 867.928.8952 or 1.888.866.6784
F: 867.928.8122
E: hallbeach@innsnorth.coop
W: www.innsnorth.com

Accommodates 18 in 9 rooms, SA, PB, TV. Dining room, canteen, laundry, AT, VISA, MC, AMEX, Diners Club, and Interac accepted.

Igloolik Inn Hotel
PO Box 120, Igloolik, NU, X0A 0L0
T: 867.934.8627 or 1.888.866.6784
F: 867.934.8598
E: igloolik@innsnorth.coop
W: www.innsnorth.com

Igloolik Inn, Inns North accommodates 20 people in 16 rooms. Guest rooms are appointed with cable, complimentary wireless internet, coffee maker, telephone and private bath. Join us in the dining room for our a la carte menu or freshly prepared daily specials. Laundry

facilities are available. VISA, Mastercard, American Express, Diners Club and Interac accepted.

Tulugak Hotel
PO Box 8, Qikiqtarjuaq, NU, X0A 0B0
T: 867.927.8874 or 1.888.866.6784
F: 867.927.8124
E: tulugak@innsnorth.coop
W: www.innsnorth.com

Tulugak Hotel, Inns North is located on Broughton Island north of Auyuittuq National Park. A cozy 10 room hotel serving hearty meals prepared with care and creativity. Our large guest rooms offer in room coffee, complimentary wireless internet, cable, flat screen television, and private bath. Laundry facilities are available.

Saunig Hotel
PO Box 370, Pond Inlet, NU, X0A 0S0
T: 867.899.6500 or 1.888.866.6784
F: 867.899.8770
E: saunig@innsnorth.coop
W: www.pondtours.ca

The Saunig Hotel is located above the Arctic Circle in beautiful Pond Inlet, Nunavut. Our facility accommodates 40 in 20 double rooms, SA, SB, PB, TV, laundry facilities, business support, gift shop and shuttle service. Our dining room offers a buffet with an assortment of delicious options. Conference facilities and service are available.

Frobisher Inn
PO Box 4209, Iqaluit, NU, X0A 0H0
T: 867.979.2222 or 1.877.422.9422
F: 867.979.0427
E: gm@frobisherinn.com
W: www.frobisherinn.com

Frobisher Inn boasts simplified elegance, service and attention to detail, and the latest features and amenities with 95 Standard, deluxe and executive suites. Coffee makers, wireless internet, voice mail, room service, dining room, lobby bar cafe and deli, sport bar lounge, banquet facilities, on site movie theater, ATM machine, and convenience store.

Kimik Hotel
PO Box 69, Kimmirut, NU, X0A 0N0
T: 867.939.2093 or 1.888.866.6784
F: 867.939.2005
E: kimik@innsnorth.coop
W: www.innsnorth.com

Kimik Hotel, Inns North is located near Katannilik Territorial Park on Baffin Island. Featuring 8 rooms each appointed with clock/radio, telephone, complimentary wireless internet, cable, and private bath. Meals are prepared fresh daily in our newly renovated dining room. Laundry facilities are available. Mastercard, American Express, enRoute, VISA and Interac accepted.

Qausuittuq Inns North
General Delivery, Resolute Bay, NU, X0A 0V0
T: 867.252.3900 or 1.888.866.6784
F: 867.252.3766
E: qausuittuq@innsnorth.coop
W: www.innsnorth.com

Qausuittuq Hotel, Inns North is located on Cornwallis Island in Resolute, Nunavut. Fully modern new hotel: 28 people in 13 rooms. PB, phone, cable TV, internet. Transportation provided. Restaurant/dining room, meeting room, catering, gift shop. Views of bay/Northwest Passage. Library of Arctic books/videos. Town tours. Expedition base camp space. Vehicles available. All major credit cards accepted.

Nunattaq Suites

PO Box 846, Iqaluit, NU, X0A 0H0
T: 867.979.2745
E: info@nunattaqsuites.com
W: www.nunattaqsuites.com

Nunattaq Suites offers executive rooms with a smoke-free environment, wireless internet, cable t.v., telephone and voice mail access, private bathroom, laundry facilities, complimentary continental breakfast and access to a fully equipped kitchen.

Communities

City of Iqaluit

PO Box 460, Iqaluit, NU, X0A 0H0
T: 867.979.6363
F: 867.979.6383
E: j.eegeesiak@city.iqaluit.nu.ca
W: www.city.iqaluit.nu.ca

Municipality of Pangnirtung

PO Box 253, Pangnirtung, NU, X0A 0R0
T: 867.473.8953
F: 867.473.8832
E: pangedo@qiniq.com
W: www.pangnirtung.ca

Convenience Stores

D.J. Specialties

PO Box 1289, Iqaluit, NU, X0A 0H0
T: 813.584.2083
F: 867.979.2485

Convenience Store - Known as "Iqaluit's Convenient Store". Shopping, personal supplies - open daily until 10:00PM. Commercial and residential leasing options also available.

Cultural Centres

Nunatta Sunakkutaangit Museum

PO Box 1900, Iqaluit, NU, X0A 0H0
T: 867.979.5537
F: 867.979.4533
E: museum@qiniq.com

Located in Iqaluit, the capital of Nunavut, Nunatta Sunakkutaangit is the only museum in the Territory. The museum is a not-for-profit organization that preserves and promotes local culture and art. Housed in an old Hudson's Bay Company storage building, the museum offers a permanent gallery of Inuit artifacts and art and a temporary gallery of exhibitions of contemporary art. The museum also offers a unique gift shop with latest work of local artists.

Inuit Art Stores

Iqaluit Fine Arts Studio

PO Box 760, Iqaluit, NU, X0A 0H0
T: 867.979.5544
F: 867.979.1103
E: ifasai@northwestel.net
W: www.iqaluitfinearts.com

Sale of Inuit art includes sculptures, prints, jewelry, hats, mitts, drawings and wall hangings. Art Appraisals. Also artworks with Arctic themes from proficient artists.

Southeast Nunavut Company

PO Box 1342, Iqaluit, NU, X0A 0H0
T: 867.979.6495

F: 877.344.6848

E: southeastnunavutcoltd@gmail.com
W: www.northerncollectables.com

An Inuit-owned business located in Iqaluit offering magnificent pieces of Inuit art from the 50's, 60's and 70's and up to the present. We strive in finding our collector's pieces they are looking for! Check us out on our website!

Nunatta Sunakkutaangit Museum

PO Box 1900, Iqaluit, NU, X0A 0H0
T: 867.979.5537
F: 867.979.4533
E: museum@qiniq.com

Located in Iqaluit, the capital of Nunavut, Nunatta Sunakkutaangit is the only museum in the Territory. The museum is a not-for-profit organization that preserves and promotes local culture and art. Housed in an old Hudson's Bay Company storage building, the museum offers a permanent gallery of Inuit artifacts and art and a temporary gallery of exhibitions of contemporary art. The museum also offers a unique gift shop with latest work of local artists.

Outfitters

Alivaktuk Outfitting

PO Box 3, Pangnirtung Nunavut, X0A 0R0
T: 867.473.8537
F: 867.473.8721
E: j.alivaktuk@qiniq.com
W: www.alivaktukoutfitting.ca

Guide and outfitter with more than 20 years experience plus teaching experience. Day and multi-day trips. Snowmobile and qamutik transportation. Transportation to and from Auyuittuq National Park. Day trips to Kekerten Territorial Park during July and August, day trips to the Arctic Circle by snowmobile in March and April.

Arctic Bay Adventures, Ltd.

PO Box 78, Arctic Bay, NU, X0A 0A0
T: 867.439.8276
F: 867.439.8081
E: sao_ab@qiniq.com

Providing packed tours, wholesale tours to tour operators, expediting and outfitting and day trips. Both marine and land (and ice) based trips are available. Come visit beautiful Arctic Bay!

Tour Iqaluit

PO Box 6117, Iqaluit, NU, X0A 0H0
T: 867.979.1900 or 1.888.737.6818 x 867
E: iqaluit@arctickingdom.com
W: www.touriqaluit.com

WE ARE THE IQALUIT SPECIALISTS (and the rest of Nunavut too!) One hour to half day or multi-day trips in and around Iqaluit. Whether you're short on time or would like to add a little something extra to your visit to Iqaluit, Tour Iqaluit with Arctic Kingdom can provide you with an experience that is sure to leave you with great memories and stories to share. Choose from many activities that range from one hour to half day or multi-day trips. We make it convenient for you to experience the real Arctic while snowmobiling, hiking, boating, snowshoeing or touring the town (and much more!). Book online at www.TourIqaluit.com or call/email us direct year round. Cruise ships, Private Tours. Groups, Government and Corporations welcome. Call us!

Inukpak Outfitting, Ltd.

PO Box 11392, Iqaluit, NU, X0A 0H0
T: 867.222.6489
F: 867.979.7489
E: inukpak@gmail.com

W: www.inukpakoutfitting.ca

Since 2011 we have been pleased to offer guided excursions throughout the Southern Baffin region. Our primary goal is to offer products and services tailored to your requirements which result in a one-in-a-lifetime experience. Our focus is on safety, accessibility, client requirements, Inuit culture and the environment. Specializing in dogsledding INUKPAK OUTFITTING offers a wide range of guided services such as: snowmobiling, hiking, canoeing, kayaking and much more. Whether you are looking for an outing for a few hours or a multi-day polar expedition; you're a beginner adventurer or a seasoned outdoor enthusiast; you're looking for a peaceful day in the park or a challenge to match your skills we have everything you need from head to toe! All of our services are turnkey, just bring your personal effects and we will supply the rest.

NorthWinds Arctic Adventures

PO Box 820, Iqaluit, NU, X0A 0H0

T: 867.223.0551

E: northwindexpeditions@gmail.com

W: www.northwindexpeditions.com

NorthWinds is one of the leading polar expeditions companies in the world, having successfully led nine full-length South Pole expeditions, six full-length North Pole Expeditions, among many other epic dog sledding and kite skiing expeditions throughout the Arctic and, Greenland and the Antarctic. However impossible your goals may be, we can assist you as a guide, polar trainer, consultant or logistic coordinator.

Peter's Expediting and Outfitting

PO Box 365, Pangnirtung, NU, X0A 0R0

T: 867.473.4060

E: peterkilabuk2005@qiniq.com

W: www.kilabukoutfitting.com

Peter's Expediting Services offers marine and snowmobile transportation services in the Pangnirtung and Cumberland Sound area to the Auyuittuq National Park and Quekerten Territorial Park offering walking historical tours of the parks for both small and large groups.

Nunavut Experience Outfitting

PO Box 96, Qikiqtarjuaq, NU, X0A 0B0

T: 867.927.8518

E: billy_arnaquq@qiniq.com

Nunavut Experience Outfitting Services offers boat transfers to and from Auyuittuq National Park from the community of Qikiqtarjuaq, which is located at the north end of the park. We have 5-6 day sightseeing tours. Fishing for Arctic char, whale watching, polar bear viewing, bird watching and day hikes are also available.

Baffin Safari

65 Quinpool Crescent, Ottawa, ON, K2H 6H9

T: 613.699.7168

E: john.baffinsafari@gmail.com

W: www.baffinsafari.com

Baffin Safari offer small group and private adventure tours on Baffin Island complementing the skills of local licensed Inuit outfitters with our unique ability to offer scenic hot air balloon flights.

Ammituq Services

PO Box 8, Hall Beach, NU, X0A 0K0

T: 867.928.8537

E: andrew_gaunaq@qiniq.com

Providing big game hunts for polar bear and walrus as well as small game hunts. Cultural and adventure tours to the old sod houses, floe edge, camp sites and sport fishing sites are also offered.

Inuksuk Adventures, Ltd.

PO Box 1907, Iqaluit, NU, X0A 0H0

T: 867.979.1907

E: jnoblejr10@gmail.com

W: www.facebook.com/Inuksukadventures

Boat tours on Frobisher Bay. They range from 2-4 hours to a full day. Contact us for a quote.

Parks

Parks Canada - Nunavut Field Office

PO Box 278, Iqaluit, NU, X0A 0H0

T: 867.975.4680

F: 867.975.4674

E: karen.petkau@pc.gc.ca

W: www.parkscanada.gc.ca

Auyuittuq, Quttinirpaaq, Sirmilik, and Ukkusiksalik showcase inspiring, dynamic, and spectacularly beautiful examples of the Arctic's nature regions. These National Parks are among the most remote and northerly in the world and are protected for their unique natural and cultural environments for today's Canadians and future generations. Dare to Explore! Call us.

Restaurants

Discovery Lodge Hotel

PO Box 387, Iqaluit, NU, X0A 0H0

T: 867.979.4433

F: 867.979.6591

E: stay@thediscoveryiqaluit.com

W: www.thediscoveryiqaluit.com

Discovery Lodge Hotel is Nunavut's premier hotel and the first choice of experienced northern travelers. The hotel has been newly renovated. Executive and business suites; 53 full service and NS rooms w/amenities and In-room coffee, wireless internet access, voicemail, cable TV, AM/FM radio. Renowned licensed dining, listed in Where to eat in Canada. Conference and banquet facilities are available. Airport shuttle, copier/fax, secretarial and laundry services offered. Visa, MC Amex, EnRoute, Diners Club, Interac.

Water's Edge Seafood & Steakhouse

PO Box 1709, Iqaluit, NU, X0A 0H0

T: 867.979.4726

F: 867.979.4728

W: www.watersedgekickincaribou.com

Located in Hotel Arctic, Waters' Edge Seafood & Steakhouse is a well-established and long standing member of the Iqaluit food service community. While our menu focuses on traditional steak and seafood, creativity and inspiration comes from seasonally available country food ingredients and the international experience of our chef.

Frobisher Inn

PO Box 4209, Iqaluit, NU, X0A 0H0

T: 867.979.2222 or 1.877.422.9422

F: 867.979.0427

E: gm@frobisherinn.com

W: www.frobisherinn.com

Frobisher Inn boasts simplified elegance, service and attention to detail, and the latest features and amenities with 95 Standard, deluxe and executive suites. Coffee makers, wireless internet, voice mail, room service, dining room, lobby bar cafe and deli, sport bar lounge, banquet facilities, on site movie theater, ATM machine, and convenience store.

Big Racks BBQ

Building 810, 810 Natsiq Street, PO Box 11594, Iqaluit, NU, X0A 0H0

T: 867.979.5555

E: bigracksiqaluit@gmail.com
W: www.facebook.com/bigracksiqaluit

Big Racks BBQ dishing up home-style cooking in the heart of Iqaluit. Full menu available on our Facebook page. Dine in, take out and delivery available. Check us out on Nunavut's episode of Far and Wide on farandwide.much.com

Services

Alianait Entertainment Group

PO Box 568, Iqaluit, NU, X0A 0H0
T: 867.979.6000
E: heather@alianait.ca
W: www.alianait.ca

Come to the Arctic for the Alianait Arts Festival, the world's circumpolar stage!! The Festival takes place in Iqaluit in late June each year. These arctic days have 24-hour sunlight - a time of great celebration! Alianait sets the spotlight on Inuit and other circumpolar artists while bringing together exciting world-class musicians, circus acrobats, dancers, storytellers, actors, filmmakers and visual artists from across the globe. Check out our website for more information on this exciting Northern festival www.alianait.ca

Ayaya Marketing and Communications

PO Box 8, Iqaluit, NU, X0A 0H0
T: 867.979.1484
F: 867.979.1487
E: nadiac@ayaya.ca
W: www.ayaya.ca

Ayaya Marketing and Communications is Nunavut's premier marketing agency and publisher of the Nunavut handbook, a critically acclaimed travel guide to Nunavut which can be purchased online at www.arctic.travel.com.

Carrefour Nunavut

PO Box 909, Iqaluit, NU, X0A 0H0
T: 867.979.2800
F: 867.512.7881
E: admin@carrefournunavut.ca
W: www.carrefournunavut.ca

Carrefour Nunavut is a leader in economic development. Recognized for its strategic alliances and quality services intended for Francophones and Francophiles in the territory to fully help them contribute to the region's economic growth. Our clients include Francophones and Francophiles who want to incorporate French as an added value to their business.

Rannva Design

PO Box 2184, Iqaluit, NU, X0A 0H0
T: 867.979.3183
F: 867.979.3184
E: info@rannva.com
W: www.rannva.com

Looking for the perfect gift, a nice winter coat, some deliciously warm mittens? Quality and irresistible beauty is RANNVA's innate goal, creating a trendy mix of locally made traditional crafts - and high end Canadian made fashions. All inspired and designed in this special corner of the world. RANNVA's work is widely distributed throughout Canada and the world.

Nunavut Arts and Crafts Association

PO Box 1539, Iqaluit, NU, X0A 0H0
T: 867.979.7808 or 1.866.979.7808
F: 867.979.6880
E: exdir@nacaarts.org
W: www.nacaarts.com

A non-profit incorporated that works on behalf of Nunavut's visual artists for the continued growth of the arts sector in the territory. Through activities such as conferences, workshops, the yearly Nunavut Arts Festival (NAF) and other events, NACA strives to create a better business and working environment for artists. Any artist that resides in Nunavut can become a member of NACA.

Nunavut Business Credit Corporation

PO Box 2548, Iqaluit, NU, X0A 0H0
T: 867.975.7891 or 1.888.758.0038
F: 867.975.7897
E: credit@nbcc.nu.ca
W: www.nbcc.nu.ca

Outcrop Nunavut

PO Box 1360, Iqaluit, NU, X0A 0H0
T: 867.979.2194
F: 867.979.2192
E: nunavut@outcrop.com
W: www.outcroppnunavut.com

Outcrop Nunavut is a full-service agency offering a wide range of services including advertising, marketing, graphic design, event planning and multimedia services. Are you planning a conference or event in Nunavut or want a targeted communications product? Then let Outcrop Nunavut deliver for you.

Nunavut Economic Developers Association

PO Box 1990, Iqaluit, NU, X0A 0H0
T: 867.979.4620
F: 867.979.4622
E: exdir@nunavuteda.com
W: www.nunavuteda.com

Nunavut Economic Developers Association (NEDA) is an active, membership driven organization assisting community Economic Development Officers (EDO's) and economic development professionals in Nunavut. Our mandate is to support our members through professional development, networking, advocacy and the exchange of information and ideas. In partnership with the Governments of Canada and the Government of Nunavut, we are a leader in economic development within the territory.

SikSik City Guides

PO Box 28, Iqaluit, NU, X0A 0H0
T: 867.877.1825
E: info@siksik.ca
W: <https://siksik.ca>

SikSik is the best way to navigate Iqaluit, featuring the city's first-ever detailed and interactive mobile street map, complete with business listings and local news. Iqaluit is a place where the streets have no names (or, at least, no one uses them). Until now, residents and visitors have had no way to easily find their way from House 1625 to House 3102. Save time and hassle by searching for the house or business you want, and clicking the navigate button to the corresponding page. SikSik saves you times and money, getting you to your destination quicker, and giving you the confidence to wander the city on your own without having to call a cab to take you two blocks away (of course, if you need a cab, our search function can help you with that too).

Taxis

Nunavut Caribou Tuktu Cabs, Ltd.

PO Box 537, Iqaluit, NU, X0A 0H0
T: 867.979.4444 or 867.979.8822
F: 867.979.8802
E: ubg1808@hotmail.com

Appendix D: CEO Travel

Colleen Dupuis

May 23 – 30:
Rendez Vous Canada in Niagara Falls

Kevin Kelly:

June 18 – 19:
Gjoa Haven for Parks Canada/Franklin

August 13 – 16:
Toronto for Insignia Meeting (Exit Survey)

September 27 – 30:
Rankin Inlet for Kivalliq Trade Show & Community Consultations on Travel & Tourism Act

September 30 – October 1:
Naujaat for Community Consultations on Travel & Tourism Act

November 28 – December 1:
Ottawa for Tourism Industry Association of Canada's Annual Tourism Congress

January 27 – 31:
Ottawa for Northern Lights

February 4 – 11:
Kitikmeot Trade Show & Community-based Board Meeting

February 17 – 22:
Toronto for Toronto Outdoor Adventure Show

March 31 – Apr 3:
Yellowknife for Pan-Territorial Meeting

Appendix E: RFP List

The following RFPs were advertised by Nunavut Tourism during 2015-2016:

Product Development Workbooks & Workshop

2015 Visitor Exit Survey

Market and Trade-Ready Workbook & Workshop

Branding Nunavut

Business Aftercare Video