





# ግብይት

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ለርቢ-ሰጠጥርዮር  
ለካሊቢዮር

**02 ደብዳቤ ለግብይት**

03 ለግብይት ለግብይት ደብዳቤ ለግብይት

04 ለግብይት ለግብይት

05 ለግብይት ለግብይት ለግብይት 2022-23-ገር

**06 ለግብይት ለግብይት**

07 ለግብይት ለግብይት

08 ለግብይት ለግብይት

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**14 ለግብይት ለግብይት**

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23 ለግብይት ለግብይት ለግብይት ለግብይት

**24 ለግብይት ለግብይት ለግብይት**

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26 ለግብይት ለግብይት ለግብይት

**40 ለግብይት ለግብይት**



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ᐱᕐᐱᕐᐱ ᐅᓄᐅᓄ















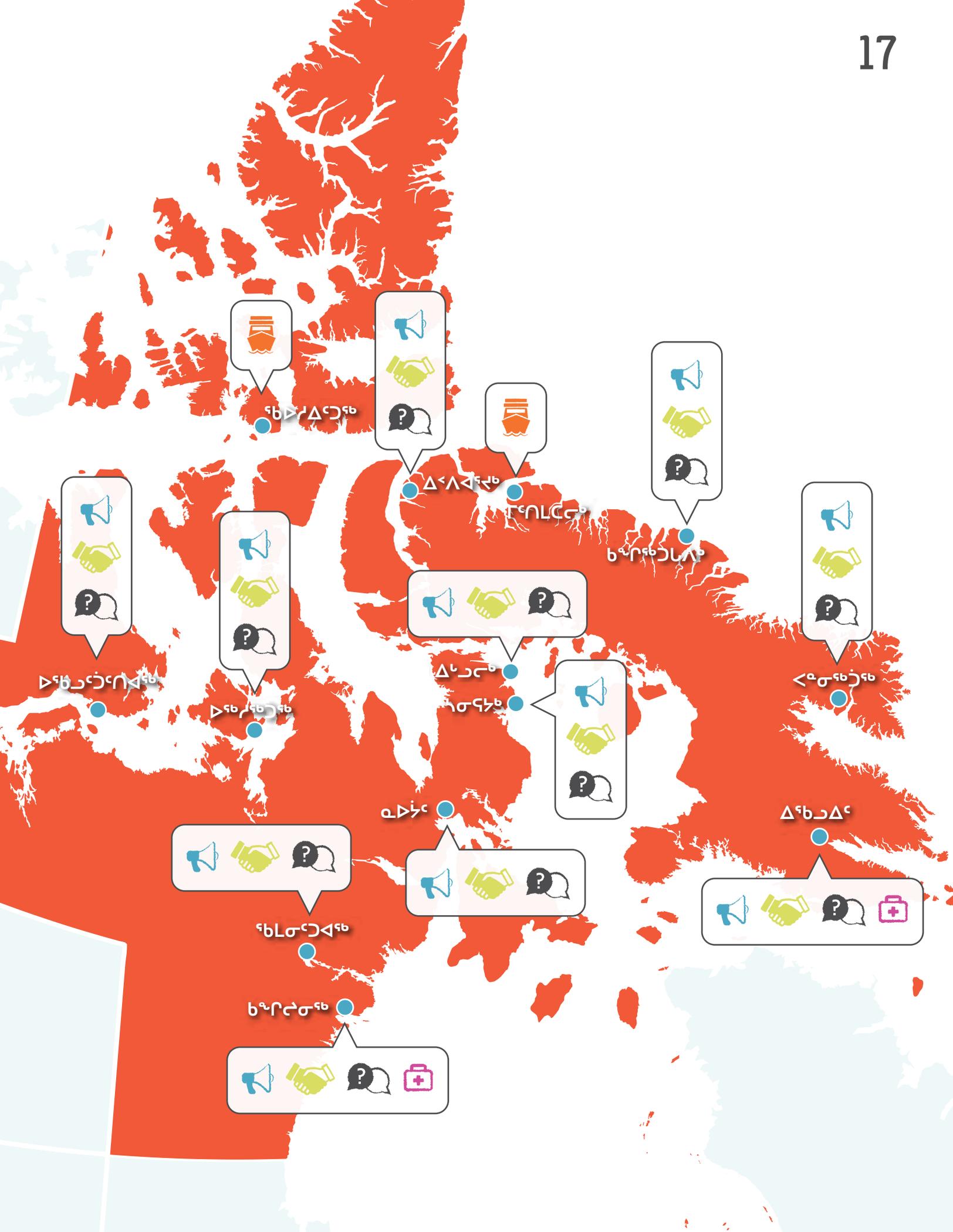


# ᐱᓐᓴᐱᐱᓐ ᐅᓂᓐᓴᓐ



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# ማዕቀብና ስራዎች ለጥራት ማረጋገጫ ለጥራት

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 ለጥራት ማረጋገጫ  
 31-ው ጋራ ማዕቀብና ስራዎች  
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**L** ማዕቀብና ስራዎች ለጥራት ማረጋገጫ ለጥራት ማረጋገጫ  
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## ማዕቀብና ስራዎች

ለጥራት ማረጋገጫ ለጥራት ማረጋገጫ ለጥራት ማረጋገጫ  
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### ጠቅላላ ስራዎች

ጠቅላላ ስራዎች	13,311
ጠቅላላ ስራዎች	5,718
ጠቅላላ ስራዎች	155,874
ጠቅላላ ስራዎች	1,419
ጠቅላላ ስራዎች	\$668,625
ጠቅላላ ስራዎች	213
ጠቅላላ ስራዎች	\$100,294



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ᐱᓕᓕᓕᐱᕐᓱᓂ ᓱᓄᓂᓱᓂᓱᓂ ᓱᓄᓂᓱᓂᓱᓂ  
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 ᓱᓄᓂᓱᓂ: 867.979.6603 ᓱᓄᓂᓱᓂ: 867.979.6493

**Independent Auditors' Report**

To the Board of Directors of the Nunavut Tourism

**Opinion**

We have audited the financial statements of the Nunavut Tourism (the Society), which comprise the statement of financial position as at March 31, 2023, 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.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Society as at March 31, 2023 and its financial performance and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

**Basis for Opinion**

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditors' Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the Society in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

**Responsibilities of Management and Those Charged with Governance for the Financial Statements**

Management is responsible for the preparation and fair presentation of the 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 the financial statements that are free of material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Society's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Society or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Society's financial reporting process.

**Auditors' Responsibilities for the Audit of the Financial Statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit 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 Society's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Society's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditors' report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditors' report. However, future events or conditions may cause the Society to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

Iqaluit, Nunavut  
September 25, 2023



Chartered Professional Accountants  
Lester Landau Accounting Professional Corp.

**NUNAVUT TOURISM**  
**STATEMENT OF OPERATIONS**  
FOR THE YEAR ENDED MARCH 31, 2023

	Association Operations & Management <u>(Schedule I)</u>	CanNor Projects <u>(Schedule II)</u>	Total 2023	Total 2022
<b>Revenues</b>				
Government of Nunavut	\$ 1,421,667	\$ -	\$ 1,421,667	\$ 1,137,919
Repayment	-	-	-	(44,422)
	<u>1,421,667</u>	<u>-</u>	<u>1,421,667</u>	<u>1,093,497</u>
Deferred government assistance (Note 8)	699	-	699	670
	<u>1,422,366</u>	<u>-</u>	<u>1,422,366</u>	<u>1,094,167</u>
Federal government funding	-	297,202	297,202	141,028
Memberships	35,746	-	35,746	43,175
Other revenue	90,334	8,000	98,334	47,870
	<u>1,548,446</u>	<u>305,202</u>	<u>1,853,648</u>	<u>1,326,240</u>
<b>Expenses (Note 10)</b>				
Administration	90,648	-	90,648	111,470
Board governance	97,380	-	97,380	88,635
Office rent and equipment	154,990	-	154,990	150,026
Human resources	349,210	-	349,210	296,834
Marketing	239,599	-	239,599	262,237
Member services	216,605	-	216,605	240,598
Project costs - direct	416,796	419,718	836,514	188,021
Project costs - allocated	(23,868)	23,868	-	-
	<u>1,541,360</u>	<u>443,586</u>	<u>1,984,946</u>	<u>1,337,821</u>
<b>Excess expenses over revenues before other item</b>	7,086	(138,384)	(131,298)	(11,581)
<b>Transfer from O&amp;M to projects</b>	(7,086)	7,086	-	-
<b>Excess expenses over revenues</b>	<u>\$ -</u>	<u>\$ (131,298)</u>	<u>\$ (131,298)</u>	<u>\$ (11,581)</u>

**NUNAVUT TOURISM**  
**STATEMENT OF CHANGES IN FUND BALANCES**  
FOR THE YEAR ENDED MARCH 31, 2023

	General <u>Fund</u>	Invested in <u>Capital Assets</u>	Asset Replacement <u>Fund</u>	Total <u>2023</u>	Total <u>2022</u>
<b>Balance, opening</b>	\$ 561,390	\$ 398	\$ 43,544	\$ 605,332	\$ 616,913
<b>Excess expenses over revenue</b>	(131,298)	-	-	(131,298)	(11,581)
Purchase of capital assets	(23,942)	23,942	-	-	-
Amortization of government assistance	(699)	699	-	-	-
Amortization	<u>4,172</u>	<u>(4,172)</u>	<u>-</u>	<u>-</u>	<u>-</u>
<b>Balance, closing</b>	<u>\$ 409,623</u>	<u>\$ 20,867</u>	<u>\$ 43,544</u>	<u>\$ 474,034</u>	<u>\$ 605,332</u>

**NUNAVUT TOURISM  
STATEMENT OF FINANCIAL POSITION  
AS AT MARCH 31, 2023**

	<u>2023</u>	<u>2022</u>
<b><u>Assets</u></b>		
<b>Current</b>		
Cash and cash equivalents (Note 3)	\$ 631,401	\$ 637,467
Accounts receivable (Note 4)	499,450	274,594
Prepaid expenses	<u>15,083</u>	<u>12,074</u>
	1,145,934	924,135
 <b>Capital assets (Note 6)</b>	 <u>22,671</u>	 <u>2,901</u>
	 <u>\$ 1,168,605</u>	 <u>\$ 927,036</u>
<b><u>Liabilities</u></b>		
<b>Current</b>		
Accounts payable and accrued liabilities (Note 6)	\$ 672,007	\$ 291,428
Deferred revenue (Note 7)	<u>20,760</u>	<u>27,773</u>
	692,767	319,201
 <b>Deferred government assistance (Note 8)</b>	 <u>1,804</u>	 <u>2,503</u>
	 <u>694,571</u>	 <u>321,704</u>
<b><u>Net assets</u></b>		
<b>General fund</b>	409,623	561,390
<b>Invested in capital assets</b>	20,867	398
<b>Asset replacement fund</b>	<u>43,544</u>	<u>43,544</u>
	<u>474,034</u>	<u>605,332</u>
	 <u>\$ 1,168,605</u>	 <u>\$ 927,036</u>

Commitments (Note 11)

**APPROVED BY THE BOARD:**

\_\_\_\_\_ Chairperson

\_\_\_\_\_ Secretary/Treasurer

**NUNAVUT TOURISM  
 STATEMENT OF CASH FLOWS  
 FOR THE YEAR ENDED MARCH 31, 2023**

	<u>2023</u>	<u>2022</u>
<b>Operating Activities</b>		
<b>Excess expenses over revenue</b>	\$ (131,298)	\$ (11,581)
Items not requiring (providing) cash:		
Amortization of capital assets	4,172	1,417
Amortization of deferred government assistance	(699)	(670)
Loss on disposal of capital assets	-	2,359
	<u>(127,825)</u>	<u>(8,475)</u>
 Cash provided by (used for) changes in non-cash working capital:		
Accounts receivable	(224,856)	215,764
Prepaid expenses	(3,009)	1,662
Accounts payable and accrued liabilities	380,579	(75,818)
Deferred revenue	<u>(7,013)</u>	<u>(12,255)</u>
	<u>17,876</u>	<u>120,878</u>
 <b>INVESTING ACTIVITIES</b>		
Purchase of equipment	<u>(23,942)</u>	<u>-</u>
 <b>Increase (decrease) in cash and cash equivalents</b>	(6,066)	120,878
 <b>Cash and cash equivalents, opening</b>	<u>637,467</u>	<u>516,589</u>
 <b>Cash and cash equivalents, closing</b>	<u><u>\$ 631,401</u></u>	<u><u>\$ 637,467</u></u>

**NUNAVUT TOURISM**  
**NOTES TO THE FINANCIAL STATEMENTS**  
FOR THE YEAR ENDED MARCH 31, 2023

**1. NATURE OF THE SOCIETY**

Nunavut Tourism is a not-for-profit society 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 society commenced operations on September 15, 1995 and is incorporated under the *Societies Act* of Nunavut.

The society 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) Cash and cash equivalents**

Cash and cash equivalents are comprised of bank account balances net of outstanding cheques and short term highly liquid investments that are readily convertible to cash.

**(c) Financial Instruments**

The society initially measures its financial assets and financial liabilities at fair value. The society 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 cash equivalents and accounts receivable. Financial liabilities measured at amortized cost include accounts payable and accrued liabilities.

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

**NUNAVUT TOURISM**  
**NOTES TO THE FINANCIAL STATEMENTS**  
FOR THE YEAR ENDED MARCH 31, 2023

**2. SIGNIFICANT ACCOUNTING POLICIES (continued)**

**(d) Fund Accounting**

The General Fund accounts for the society's general operating and administrative activities. Invested in Capital Assets contains all the society'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.

**(e) 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

**(f) 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.

**(g) Revenue Recognition**

The society 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.

**(h) Expense Allocations**

The society 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.

**(i) Contributed services**

Volunteers contribute time to the society in carrying out its service delivery activities. Due to the difficulty of determining their fair value, contributed services are not recognized in the financial statements.

**NUNAVUT TOURISM**  
**NOTES TO THE FINANCIAL STATEMENTS**  
FOR THE YEAR ENDED MARCH 31, 2023

**3. CASH AND CASH EQUIVALENTS**

	<u>2023</u>	<u>2022</u>
Cash in bank	\$ 580,901	\$ 637,467
Guaranteed investment certificate (GIC)	<u>50,500</u>	<u>0</u>
	<u>\$ 631,401</u>	<u>\$ 637,467</u>

The GIC is redeemable, earning interest at 1% per annum, maturing April 2023.

**4. ACCOUNTS RECEIVABLE**

	<u>2023</u>	<u>2022</u>
Government of Nunavut	\$ 377,417	\$ 205,578
Government of Canada	82,380	69,016
Trade receivables	<u>39,653</u>	<u>0</u>
	<u>\$ 499,450</u>	<u>\$ 274,594</u>

**5. CAPITAL ASSETS**

	<u>Cost</u>	<u>Accumulated Amortization</u>	Net Book Value <u>2023</u>	Net Book Value <u>2022</u>
Furniture and equipment	\$ 40,015	\$ 37,694	\$ 2,321	\$ 2,901
Computers and audio-visual equipment	3,292	494	2,798	-
Leasehold improvements	177,529	177,529	-	-
Media displays	<u>20,650</u>	<u>3,098</u>	<u>17,552</u>	<u>-</u>
	<u>\$ 241,486</u>	<u>\$ 218,815</u>	<u>\$ 22,671</u>	<u>\$ 2,901</u>

**6. ACCOUNTS PAYABLE AND ACCRUED LIABILITIES**

Included in the accounts payable and accrued liabilities balance is \$43,378 (2022 - \$14,046) of government remittances payable.



**NUNAVUT TOURISM**  
**NOTES TO THE FINANCIAL STATEMENTS**  
FOR THE YEAR ENDED MARCH 31, 2023

**10. EXPENSE BY TYPE**

The following is a summary of the expenses reported on the Statement of Operations by the type.

	<u>2023</u>	<u>2022</u>
Amortization	\$ 4,172	\$ 1,417
Loss on disposal of capital assets	0	2,359
Insurance	19,703	18,460
Marketing	719,386	159,272
Office	222,592	259,271
Professional fees	147,016	193,380
Salaries and benefits	504,150	440,740
Staff training and development	17,796	10,630
Telecommunications	37,436	39,510
Travel and accomodations	77,289	57,417
Workshops	<u>235,406</u>	<u>155,365</u>
	<u>\$ 1,984,946</u>	<u>\$ 1,337,821</u>

**11. COMMITMENTS**

The society signed a five-year lease agreement for office space expiring June 2027.

The society also has a two-year software licence that expires September 2024, with an option to renew for another two-year period.

The total of these commitments is as follows:

2024	\$ 141,437
2025	140,831
2026	141,284
2027	145,240
2028	<u>36,558</u>
	<u>\$ 605,350</u>

**12. COMPARATIVE AMOUNTS**

Certain 2022 financial statement amounts have been reclassified to conform to the financial statement presentation adopted in the current year.

SCHEDULE I

**NUNAVUT TOURISM  
CORE OPERATIONS**  
FOR THE YEAR ENDED MARCH 31, 2023

	<u>Core Operations and Management</u>	<u>Service Contract</u>	<u>Total 2023</u>
<b>Revenues</b>			
Government of Nunavut	\$ 1,000,000	\$ -	\$ 1,000,000
GN Service Agreement	-	415,000	415,000
GN Other funding	6,667	-	6,667
Memberships	35,746	-	35,746
Other income	90,334	-	90,334
Amortization of government assistance	699	-	699
	<u>1,133,446</u>	<u>415,000</u>	<u>1,548,446</u>
<b>Expenses</b>			
Administration	90,648	-	90,648
Board governance	97,380	-	97,380
Building and equipment	154,990	-	154,990
Human resources	349,210	-	349,210
Marketing	239,599	-	239,599
Member services	216,605	-	216,605
Project cost - direct	-	416,796	416,796
Project cost - allocated	-	(23,868)	(23,868)
	<u>1,148,432</u>	<u>392,928</u>	<u>1,541,360</u>
<b>EXCESS REVENUES (EXPENSES)</b>	<u>\$ (14,986)</u>	<u>\$ 22,072</u>	<u>\$ 7,086</u>

## SCHEDULE II

**NUNAVUT TOURISM**  
**CANADIAN NORTHERN ECONOMIC DEVELOPMENT AGENCY (CANNOR)**  
 FOR THE YEAR ENDED MARCH 31, 2023

	<b>Tourism Industry <u>Recovery</u></b>	<b>Total <u>2023</u></b>
<b>Revenues</b>		
CanNor	\$ 300,000	\$ 300,000
Other income	8,000	8,000
Repayment of funding	<u>(2,798)</u>	<u>(2,798)</u>
Total project funding	<u>305,202</u>	<u>305,202</u>
<b>Expenses</b>		
Advertising	366,980	366,980
Contract / Professional fees	52,738	52,738
Project costs - allocated	<u>23,868</u>	<u>23,868</u>
	<u>443,586</u>	<u>443,586</u>
<b>EXCESS EXPENSES</b>	<u>\$ (138,384)</u>	<u>\$ (138,384)</u>



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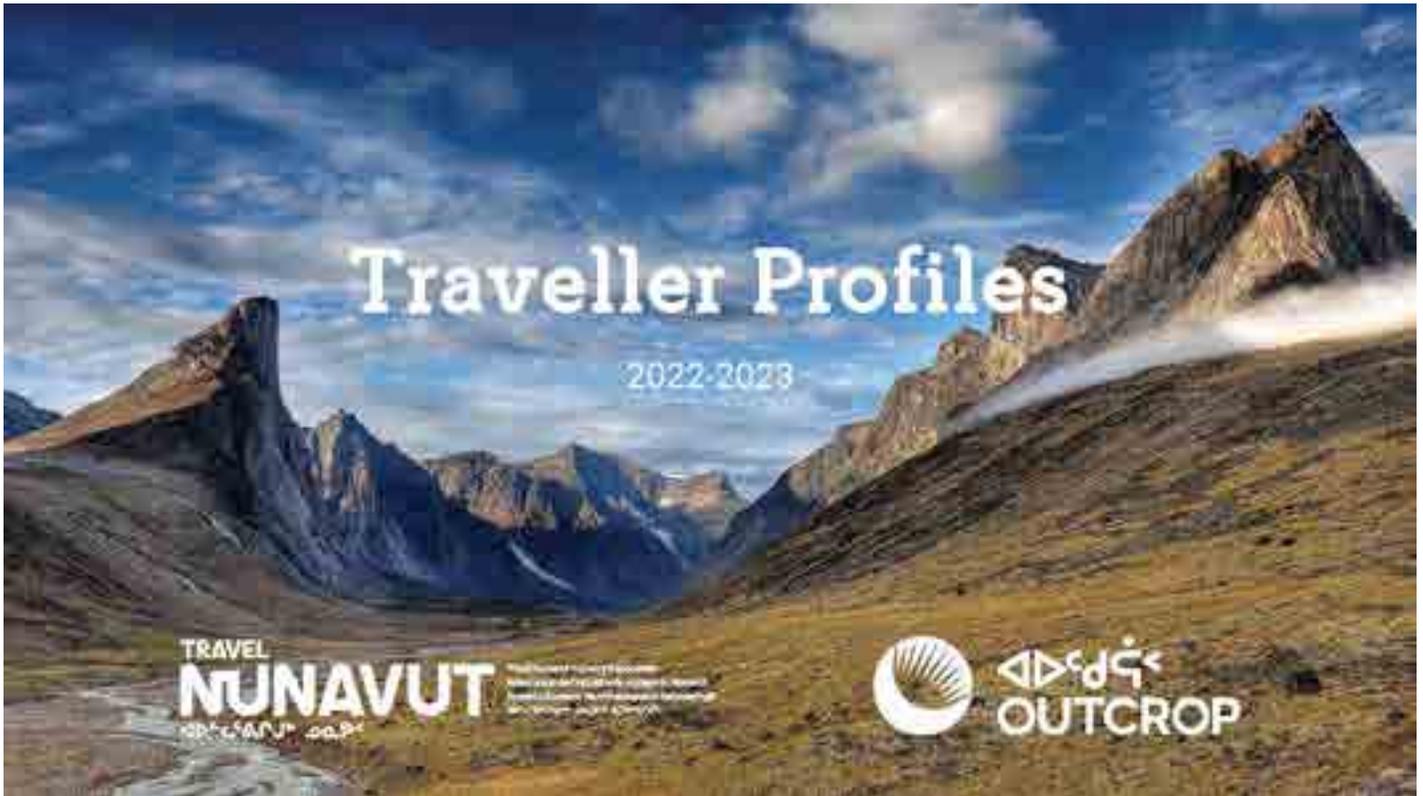
... ማኅበራዊ ሚዲያዎችን በማጠቃለያ ማስጨለታ ማስተጋብሻ ለማድረግ የሚያስችሉ ደንቦችን ማዘጋጀት ማለት ነው። ይህም ለሌሎች ለመታዘብ የሚችሉ ጥሩ ምሳሌዎችን ማቀራጀት አለብን።

ለዚህ ዓመት ማኅበራዊ ሚዲያዎችን በማጠቃለያ ማስጨለታ ማስተጋብሻ ለማድረግ የሚያስችሉ ደንቦችን ማዘጋጀት ማለት ነው። ይህም ለሌሎች ለመታዘብ የሚችሉ ጥሩ ምሳሌዎችን ማቀራጀት አለብን።

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During 2022-2023 Travel Nunavut ran 3 surveys to discover more about our travellers here in Nunavut. We ran during the following three date periods and discovered insightful and fascinating information about our travellers.

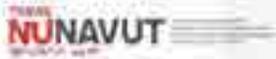
	<b>Round 1</b> Nov 25 - Dec 10, 2022
	<b>Round 2</b> Feb 17 – Mar 3, 2023
	<b>Round 3</b> Mar 16 - Apr 30, 2023

TRAVEL NUNAVUT      ᐱᑦᑕᑭᑦᑕ OUTCROP

# How many responses did we receive across all 3 surveys?

514 77  
RESPONSES IN  
**6-7**  
RESPONSES  
PER DAY

**111**   
 RESPONSES ACROSS ALL 3 SURVEYS



## Icon Legend



TRAVELLER  
ORIGIN



BUSINESS  
TRAVELLER



VISITING FAMILY  
AND/OR FRIENDS



VISITING ON  
VACATION



FOR MEDICAL  
PURPOSES



Age Range



PARTICIPATED IN  
GUIDED TOURS



LENGTH  
OF STAY



TOP  
SPENDS

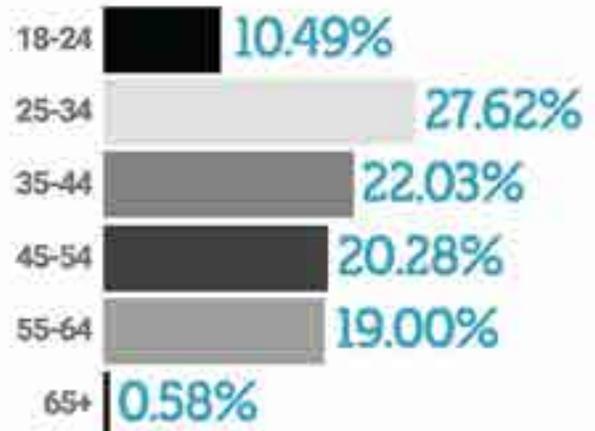


AVERAGE  
SPEND

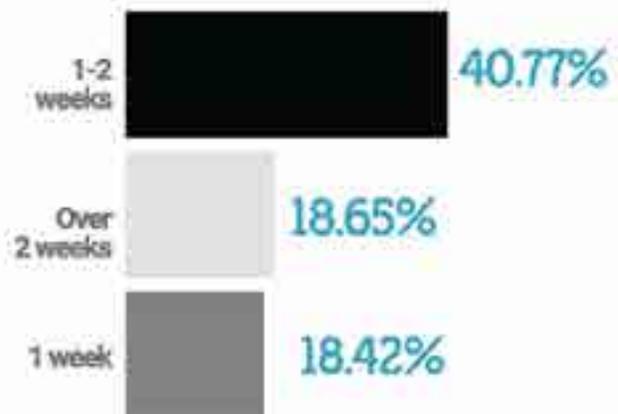




## Average age range of participants



## Average stay of participants



# What province/territory do our visitors come from?



# How far in advance were trips planned?



# What services are people using to plan their trip?



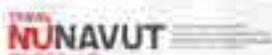
**TO NOTE:**  
Travellers were encouraged to select all services they used.



# Average use of businesses and services



**TO NOTE:**  
Travellers were encouraged to select all they frequented



## Guided Tour Participation and Tour Type Averages



**TO NOTE:**  
Travellers were encouraged to select only 1 tour type.

## Traveller average spend per round



## Average Spend on Key Tourism Industries

Hotels		\$2,525.33
Airfare		\$3,093.67
Ground Transport		\$342.67
Souvenirs	 	\$1,041.67
Tourism Services		\$761.00
Restaurants		\$741.00
Other		\$2,184.67

We also further distilled the results each round by asking participants what their travel purpose was: whether it be travelling for business, to visit family and/or friends, visiting on vacation or travelling for medical purposes.

### Round 1

Nov 25 - Dec 10, 2022

### Round 2

Feb 17 - Mar 3, 2023

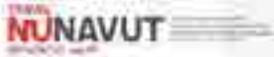
### Round 3

Mar 16 - Apr 30, 2023

# What purpose were our travellers visiting for?

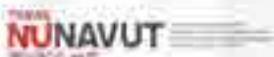


**TO NOTE:**  
Travellers were able to select multiple travel purposes



# Traveller Profile

## Business Traveller



## Traveller Profile

Visiting Family and/or Friends Traveller

39.31%

· VISITING FAMILY AND/OR FRIENDS TRAVELLER ·



\$12,271.19  
AVERAGE SPEND



## Traveller Profile

Vacation Traveller

21.39%

VACATION TRAVELLER

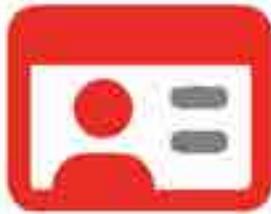


\$7,836.00  
AVERAGE SPEND

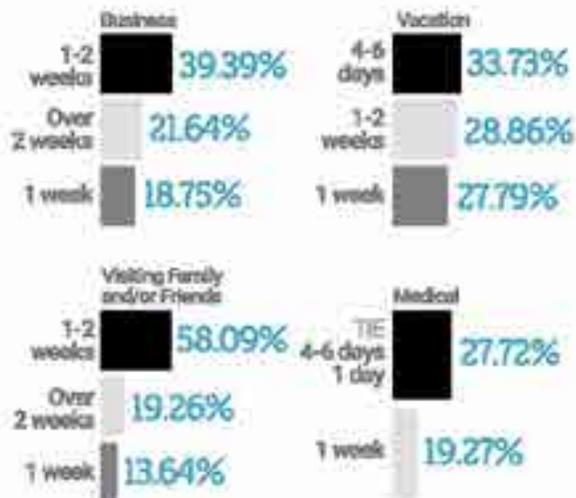




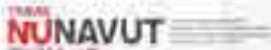
## Average age range of participants (by purpose)



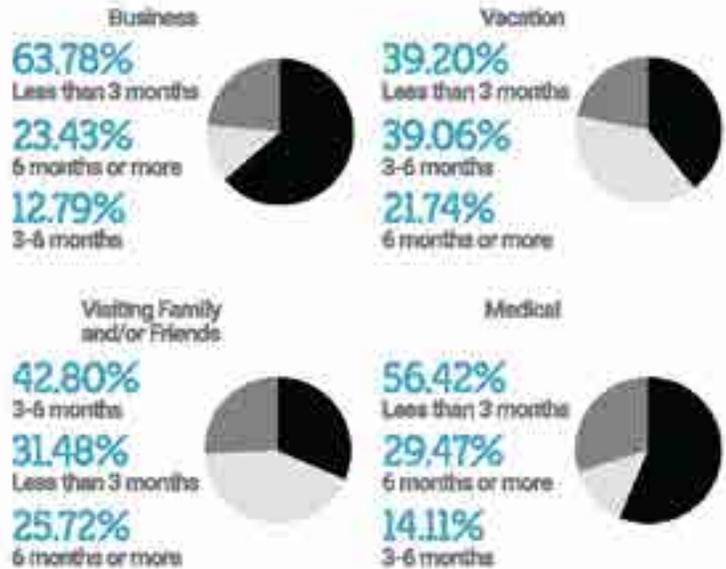
## Average stay of participants (by purpose)



# What province/territory do our visitors come from (by purpose)



# How far in advance were trips planned (by purpose)



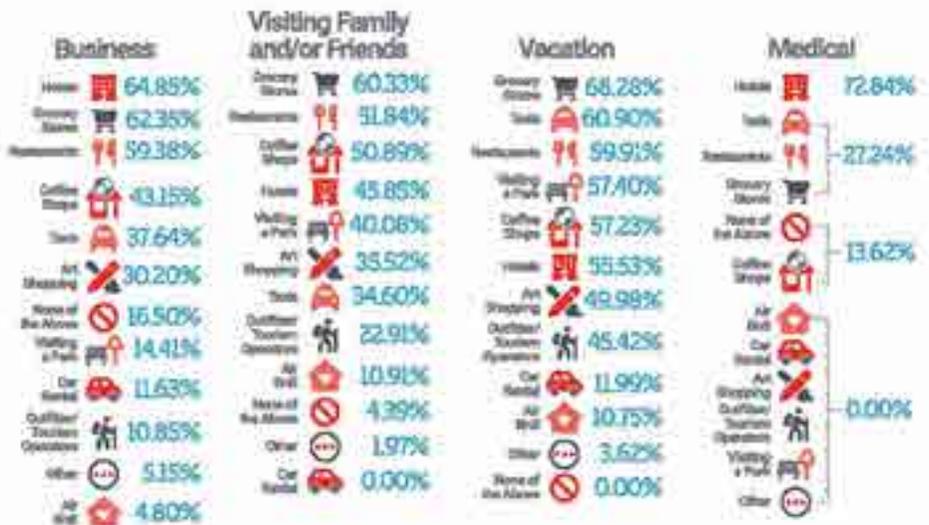
# What services are people using to plan their trip (by purpose)



**TO NOTE:**  
Travellers were encouraged to select all services they used.



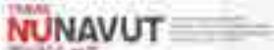
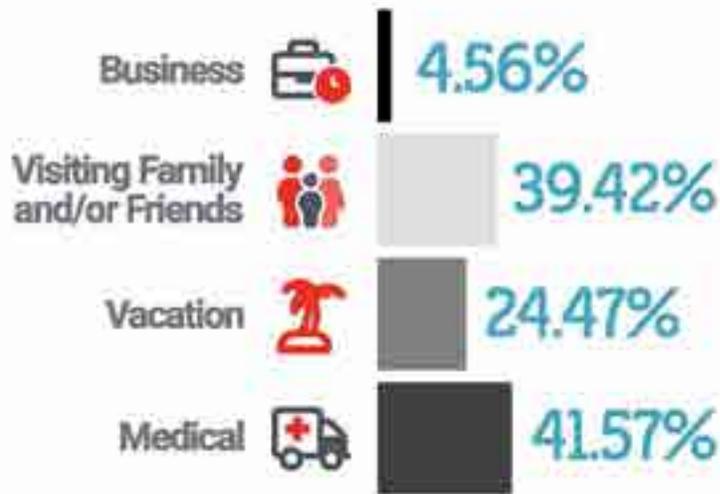
# Average use of businesses and services (by purpose)



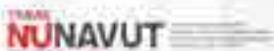
**TO NOTE:**  
Travellers were encouraged to select all purposes they frequented.



### Guided Tour Participation (by purpose)



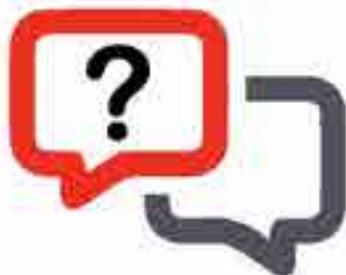
### Overall Average Spend (by purpose)



## Average spend on Key Tourism Industries (by purpose)



## What were some comments from participants?



### When asked how they planned their trip:

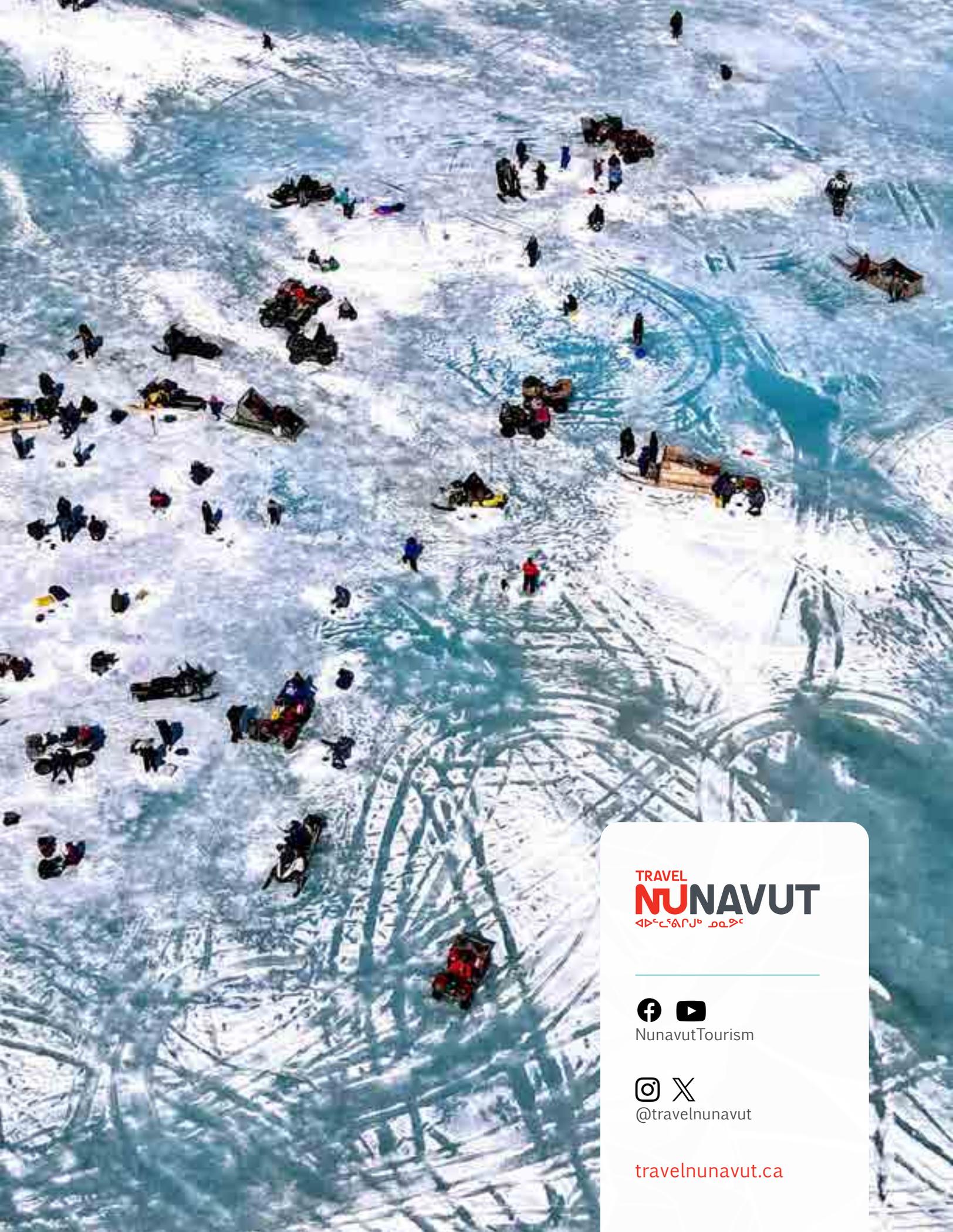
*"Google, it was difficult to get a hold of tour operators and a number of them were not doing tourist tours anymore."*

*"Asked my family."*

*"Asked my friends."*

*"Asked locals when I got here."*

*"Used the Iqaluit Facebook page."*



TRAVEL  
**NUNAVUT**  
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NunavutTourism



@travelnunavut

[travelnunavut.ca](http://travelnunavut.ca)