

An aerial photograph of a snowy, mountainous landscape. The snow is marked with numerous tracks from sleds and people. Several sleds are visible, some carrying equipment. People are scattered across the terrain, some appearing to be pulling sleds. The overall scene suggests a winter expedition or a sled dog team's path.

TRAVEL
NUNAVUT
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2022-2023

Ukiuq tamaat
Unniudjutaa

HAVAAGHAIT

Aulaarit Nunavumi ikayuqtuinaqtut, agiklilugit amigaiqtigiahugilu aulaarutini havakviuyut nakurutauyaagani inukni Nunavumiutani. Aulaarit Nunavumi amigaiyainiaqtuq ilaujutinik pivalialutiklu havakviuyumik havaqatigilugit ikayuqtigiyatik.

TAUTUKTUUJAARUTIT

Aulariqtuq atuinaqtukhaqlu aulaaqtuliqiviuyut havakviuyut iligairutauyuq ila pivaalirutauyut inuujuhiinik Nunavumiut.

INIRUMAJAIT

Aulaarit Nunavumi upitpaktut ikayuqtigiyatiklu, nunaqaqtut, inuulu ikayuqturiagani pivaliayaaganilu nauvaliaginaqtuq aulariqtuqlu aulaaqtuliqiyinit havakviuyuq. Hivuliqhuqtavut aulaaqtuliqiyit havakviit ayuiqhajutigut, niuvaaviuyuni, hiqnaaqnikulu.

PINAGIYAT

Atuqtavut qanuriliurutauyuq havauhiptikni.

Ihumagitiaqniaqtavut Nunavut Inuulu Ilitquhiit havaaptikni.

Atuqtaqut nuna, ihumatunigit, piqainaqnigalu ilitquhiqmi inuujuhiuyut nunaqaqtuni kivgaqtuqtaptikni. Tuniqhimayugut agikliliriagani ilitquhiqmik takuupkaijutit Inuit atuqtainik.

Havakniaqtugut pitiaqluta.

Agikligiaqtitiyugut ihuaqtunik havaqatiriigutunik ihumagivlugilu aalatqiinik pigiarutiptiknik ilautiarutiniklu tamaini havaaptikni.

Aulaarit Nunavumi ataniqtuqtauyuq katimayinit hivuliqhuqtinik ilaqaqtunik kivgaqtuqtinik aulaaqtuliqiyunit, umiakuuqtitiyunit, hiniktaqviliqiyunit, hanauyaqtinik, agunahuaqtinik iqalukhiuqtinilu, hilami aulaaqtuliqiyunilu havakviuyunit kivgaqtuqtinilu pigahunit nunanit Nunavumi.

Agiklipkaqniaqtugut

havakviuyuq ikayuqtuqlugu tikuaqtuutilugulu atuqtakhainik.

Ilitariyaqut atuqniqatiaqtuq ilaujutikput ikayuriami ilitaagani qauyiyaaganilu havakviuyumi ikayuqtigiyavut. Ilitariyaqulu agikliliriagani atuqhimaaginaqtukhaq pulaaqtuliqinikut havakviuyuq ikayuqtauyariaqaqtuq tikuaqtuutiyaulunilu.

Hivuliqhuqniaqtugut apqutikhamik.

Ilitariyavut hivuliqhuqtivut aulaaqtuliqijutini havaqatiqaqtut ikayuqtinik, nunaqaqtunik inukniklu agikliliriagani havakvigiyaaqtuq.

HAVAAGHAIIT

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KANGIQQHIDJUJIT

Aularit Nunavumi Qanuringa

...upihimayugut
pivalianigani talimani
ukiuni atulirumayaayunik
una timiqutigiyaqut
tikitpaliayaagani
tuukliqnik ukiuni
ihumatuguqpaliayaagani
upalugaiyaqlutiklu
ikayuqturiagani ilauqativut
aalaguqpaliayumi
aulaarutini pulaaqtuliqijutinilu.

Aulaarit Nunavumi manikhaqhiugitut pulaaqtuliqijutinik havakviuyuq katimayinit pipkaiyuq qafinik ikayuqtuijutikhanik ikayuutinik ilauqatimiknut. Aularit Nunavumi ihumagiyaqatquq hatqiqhiyaagani manikhaqhiurutikhani inuujuhiqnilu iligaiyautikhainik Nunavumiut atuqhimaaginaqtukhanit agiklivaliayunik aulaaqtuliqijutinik havakviuyuni. Una taimailirutigivagaat atuqtitivilutik ayuiqhajutinik ikayuutikhaniklu ilaayunut niuvigakhaayuniklu takuupkaqpaaliriganilu ilauqatigiyamiknik hanaugainiklu.

2022-mit 2023-mut ukiumi Aularit Nunavumi havaaqaqtuqlu Tikitakhamik Niuvigauyaagani havauhiqmik, munarivlugit niuvigauyunik ilaayuinaugituni, kihiani Ukiuqtaqtumi tikitauyukhamiklu.

Kiguani ihumagiyauniganik uuma havaap, upihimayugut pivalianigani talimani ukiuni atulirumayaayunik una timiqutigiyaqut tikitpaliayaagani tuukliqnik ukiuni ihumatuguqpaliayaagani upalugaiyaqlutiklu ikayuqturiagani ilauqativut aalaguqpaliayumi aularutini pulaaqtuliqijutinilu. Uvani havauhiqmi, ihuaqhaqtaqut havaaqhitauyutikput, tautuktuuyaaqtavut havaakhavulu nalunaiyaqhugilu atuqtavut timiuvluta iniqtiqhutulu iniqtakhat pivalianiganik havakviuyumik ikayuqtuiyumik 1-biliatalamik Nunavumi manikhaqhiurutini 2030 ukiuq tikitpat.



Tukimuaktitiyip Unipkaga

2 022-mit 2023-mut aulanigani ukiup havaknaqpiaqtuq Aulaarit Nunavumi akhuuqhimaapaliatiluta ikayuqturiagani ilauqativut QALAKYUAQNIQMIT aaniaruiqpaliatilugit. Akhuuqpaliayugut utiqpaliakmata aulaaqtut takuyavut Ukiuqtaqtumi kihiani qauyimayugut piqaqniganik amigaitunik havaakhanik aturumaliriagani ihuaqtut pulaaqtukhat ilauqatipta hanaugainik piqariagani ukiuqtaqtumi. Ilaalu, pivaalirutikhaa uuma havakviuyup Nunavumi agiyuq taimainiganilu akhuuriaqaqtugut ikayuqtauyaaptikni ihuaqtunit timiuyunit agiklivaaliriagani aulaarutunik pulaaqtulijjutiniklu havakviuyut.

Aginiquhaq aalaguqngani havauhipta 2022-mit 2023-mut havaariyaagani Tikitakhanik niuvaaviuyup timiuyup ilauniga kivgaqtuqhutit Kavamat Nunavumi – Manikhaqhiutinik Pivaliajutinik Aulaaqtulijjutiniklu. Aalaguqtirilituta ilagininik Tikilvikhanik Nunavumi, Aulaarit Nunavumi Atangyanit kamitiuyuyup uumiga havaaqaliqtut havaamik huli taitai. (Hivuanu DMO-guhimayugut 1999-mit 2015-mut). Quviahuktugut apluriagani uvuga havauhiqmut aturiamilu kiklikhaqaqtut ihauqtut ihuaqtumik iniaqqtitaagani Nunavut ihuaqtumik aulaaqtut tikilvikhamik. Uvani ayuruirutimi, nahuriyaqtut Tikitakhani Kanatami Nunaqaqaqtulu Pulaaqtulijjuyini Katimayit Kanatami ikayuqtiriikhutik niuvigayuaagani akhuurutunik ilaqaqtuniklu, ihuaqhahimayugut ikayuqtiriikhuta ilauyaagani hivunikhami ilauyaagani takuupkaijutini ila RVC-tut Kanatamilu Europe-milu takuupkaijutini tamainik ilauqatipta hivunihijutait hanahimayunik ikayuutiniklu aulaaqtuni niuvigayuaagani kiguanilu kivgaqtugayuyut algainut.

Hivuliquhuhimaqaqtugut ayuiqhajutini munarivlugilu malruuk ilihautikhak unalu Maniqami Aaniaqtumik Munarijutinik umiaqtuqtuniklu upalugaiqhimayaagani ayuiqhajutikhanik. Munaqhihimayugulu Pulaaqtulijjutinik Nunagiyayumi Katimaniqmik Tikitakhaniklu Kanatami, ITAC-kulu uqauhiqaqtulugit ilaayunut.



Ahu qanuriliugaalagutauyuq atuqhimayumi ukiumi una pivalianiga talimani ukiuni atulirumayauyunik upalugaiyaut timiuyumit nutirutauniaqtuq havakviptiknit ilauvaaliriagani aulaaqtuliqiyini havaktut tamaita. Pipkaiyuq apqutikhamik piyaagani iniqtigakhat takuyaagani havakviyuq agiklivalianiganik 1-bilialamik, havaktitiluni 5-tausit havaktukhanik 2030-mi ukiumi. Una upalugaiyaut pivaliahimayuuq nugulitlugut 2022-mit 2023-mut atuliqnigalu havaariyauliqtuq. Qauyipkaqtitiyaagani upalugaiyaut, tukuaqhiyugut ihariaqiyaptiknik naunaipkutlunanik kagiqhiyaagani kitut kivgaqtuqtaukmagaa aulaaqtukhat Nunavumut. Hivuliqmi ukiuraaluk anijutimi naunaiyaunmik tikitaqviknit Iqaluktuutiamit, Kagiqliniqmit Iqaluknilu anitiqviknilu ila Edmonton-mit, Winnipeg-mit, Yalunaimit, Atuamit, Montreal-milu katitaqtauvaiyaut. Takuupkaqtitavut naunaipkutit kiguani uuma uiguani unipkaap kihiani takuupkaiyuq tamainik ikayuutunik atuqtauyunik aulaaqtunit – tamainit hilataanit Nunavut ukualu aulaaqtut Nunavumi.

Ihuaqhaqhimaaginaqtavut qaritauyami niuvaaviyunik ahurutinik, ilagiaqhugit kivgaqtugauyut titiqiqiviinik niuvigakhanik iliuraqpaliavlugilu upalugaiyautiptiknut. Niuvigaufaaqniga una kinaliqaa qungiaqhimayuuq qaritauyami qungialiugaptiknik uqaqvigivlutaluniit qaritauyakut qanuqliqaa kiguani takuupkaqtitauvaalirutauyuq Naunaituni Aulaarit Nunavumi ilaayunik hanahimayunikluniit.

Pihimainaqhugu ihumagiyaautiaqniga hakugiktuqlu ilaliutijut ilaayulu atuqluaqtuq huli havauhiptiknik tamaitalu qafiunigit aalaguqpakut atuni ukiutaraagat, atauhiq nalaumainaqtuq 90%-guyut ilauqatiptikni nutaaguuqtirivaktut ukiutaraagat atuqniqatiaqtuqlu, nutaanik manikhaqhiurutinik akmakpalianiginik tatqiqhiut naatkagat. Hivunikhaq alianaqhiyuq Nunavumi Aulaaqtulijutinilu Havakvikni.

Kiguliqmiq, havaarilimagitarka havaakhat ikayuqtiqagitkuma ikayuqtiptiknit. Aliahuktugut upijutiptiknik atuqhimaqtunik Nunavut Tungavikut Timiuyuuq nunanilu Inuit katimayit. Quyaqpiaqtuvut manikhaqtitikmata ikayuutikhanik ukunanga GN-kuni ED&T-kunit, havaaq manikhaakhaqmat CanNor-kunit, ITAC-kunit, TIAC-kunilu, quyagiyavut ukua tamaita.

Una naitumik uqauhiyuq piqaraluaqtulugu ikitunik takukhauyunik havaaptiknik ukiumi, taiguaruyagit tamaat aipaagutuaraagat unipkaaq tamainik takuyaaqni havaaptiknik talvani ukiumi.

Timiuyumi Havaariyaulraarumayut 2022–mit 2023–mut

- Tikuaqhilutit nutaanik atuqtakhanik talvani nunagiyaayumi nunamilu niuvigakhat
- Atulirumayauyunik ikayuqtikhaqpaliatutik qahakhiyaagani manikhaakhanik ikayuutunik hatqiriagani nutaat manikhaqhiurutikhat atuqtukhat
- Atuqtitpaaliriagani ayuiqhajutit maniliurutikhaniklu pivaliajutinik ikayuriagani Aulaarit Nunavumi ilaayut atutiariagani ukuniga atuqtakhanik
- Pivaliayaagani aulaaqtut atuqtakhainik/hanahimayunik havitakhanik pivagiagani ihariagiyainik nunagiyaayumi niuvaaviit.
- Ikayuqlugit nunagiyaayumi hiniktaqviit hatqiriagani hiniktautikhanik nunami ahinilu aulaaqtut
- Hanayaagani ajikutaqagitunik atuqtakhanik quviahukvikni humiliqaa, nunagiyaayuni huliviuyuni katimaqyuaqtunilu



NIUVVAAADJUJTIIGHIANJUN

Niuvigauyaagani Iniqtigakhant

Qauyivaaliriagani
hatqiriaganilu niuvigauyut
Aulaarit Nunavumi
ilauyunit atuqtitiyut
pulaaqtuliqiyutinik
hanahimayut
ikayuutilu Nunavumi
amigaiqpaaliriaganilu
qafiuniginik pulaaqtut
ahinit niuvaaviuyunit
ikayuqtuqlugilu
ihuaqhafaariagani
ikayuutit tikitumayaagani
hilaquyami niuvaaviuyut.

2 022-mit 2023-mut ukiumi alianaqtuq ukiuq niuviqtitivikni uvani Aulaarit Nunavumi. Ilagiyainik DMO-kut havaagit, niuviqtitivigiyaavut ihumagiyaavut nuugiaqhimayut mikiyumik ilaqariagani agitqiyamik qauyimajutimik niuvaavikni atautimiuyumi. Taimainigani nalaumayugut iniqtigakhanut niuvaajutinik upalugaiyaunmi, ilagiqahugit tikitakhat niuvigauyuni.

Nalunaitumik, niuvigauyukhanik akhuurutivut turaagayut pivaliayaagani ukuniga:

- Ihuaqhailutik takuupkaivaalirutinik atuqtakhanik turaagayunik Nunavumi inuknut, ihumagilugu qaritauyami niuvaaviuyut.
- Piqariagani Aularit Nunavumi atuinaq tumik takuyauviqariagani tamaini atuqluaqtuni takuupkaivikni (Facebook-mi, Instagram-mi TripAdvisor-milu).
- Piqariagani atuqtakhainik ilaayut Aularit Nunavumi ilauyaagani havaqatiriigutini niuvaaviuyumi takuupkaijutinik atuqtakhanik.
- Tikuaqhiyaagani havaqatiriigutinik niuvaavikmi atuqtakhanik Tikilvikhaniklu Kanatami (DC), Tikilvikhat Nunavumi, Nunaqaqtut Pulaaqtuliqiyit Katimayit Kanatami (ITAC) akhuurutauyuni takuupkaivaaliriagani Aulaarit Nunavumi ilaayunik.
- Ikayuqtiuyaagani aalalu manikhaqhiurutiqagtut, ila ukua tikmialiqiyit hiniktaqmiit, ikayuqturiagani pivalianigit pulaaqtuliginikut atautimiuyut atugakhani.

Niuvrutaunit hulilukaarniqmut

Pulaaqtuliqiyit Qungialiugait – Ilagiaqhimayut Atuqtakhat

Pulaaqtuliqiyip qungialiuganik havaaq iniqtiqtakmat 2021-mit 2022-mut ukiumi, Aulaarit Nunavumi agiklivaaliqtitumayait huli aulaniritiaqtamiknik ikayuqtuqhimaqlutit ilauqatigiyatik qungiakhat pivalianiginik tuukhiqtaugaagata. Una havaaq, iniqhimayuq 2022-mi ikayuqhimayuqlu qafinik aulapkaiyiptiknik amigaiqpaaliriagani qarutauyami takuukhaunigit atuqniqaqtumik manikhaqhiurutinik aulaniginik. Ikayuutinik havaaq atuqhimaqtuq 2022-mit 2023-mut ilaqaqtuq pivalianiganik niuviqtauyaagani upalugaiyautit ikituni manikhaqhiuqtuni ihagiagiyaqaqtut qaritauyami qungiakhamik talvuuna niuviktivaliayaamikni, iliuraqnganik Google Analytics 4-guyuq tamaita ilauyut qungialiuganik hanahimayut ilaganik uuma havaap munariinaqhugilu ukua inikhat nunaunighat ihumagivlugit. Havaaq atuligtuq atauhiq huli qungiakhaq 2022-mit 2023-mut Kivaliqni Niuvaayit Takuyaqtuiyunik havitalunilu 2023-mi.

Qaritauyami Niuvugauyaagani Ayuiqhajutit

Quana manikhaakhanik CanNor-kunit, atuqtitiyut pivikhaqaqtitaayut ilituqhaqtauyaagani maniliqijutimiknik qaritauyakut niuviqtitijutainik atuqtilugu 2020-mit 2022-mut. Aulaarit Nunavumit iniqhihimayut amigaitqiyaniq ukuniga maniliqijutinik ilituqhautinik ikayuqtuqhutit ilauyut ila Northwinds-kut, VPro-kut, NuBrew-kulu huli. Atuni ilituqhaut ilaqaqtuq ihivriutiaqnganik qaritauyami qungiakhamik atuqlugit SEO-mi pigiarutit, inuit tuhagakhainik akmaijutit tamainilu qaritauyami takuukhaunigit.

Iluani ittut Pivallianiq

Aulaarit Nunavumi qaritauyami qungiakhaq ihuaqhahimaaqtuq qaipkaivlutiklu pulaaqtukhanik ilauqatipta aulapkagani. Akhuuqhainaqtavut ilauqativot naunaipkutainik kinauniriyamiknik nutaaguqtiqatariagani atuqlugit alianaqtut ilaginik atautimuyut. Atautimiuyut ihumagiyaaulaqtut aulaaqtumit qiniqhiayumik atuliriagani aulaarutikhaq. Turaaqvigiyumayaqut Aulaarit Nunavumi qungialiugait atuqtitiyaagani tamainik hivunihijutinik aulaaqtup ihariagiyanik iniriqhiyaagani atuqtakhamik Nunavumi.

Ilaliurivaliayugut amigaitunik nakuuyunik piquaqnganik qaritauyami qungiakhami ikayuriagani ilauqativot manikhaqhiurutailu. Hunaqaqnganik ilituqhaut atuqhimayuq 2021-mi uvani Aulaarit Nunavumi qaritauyami qungiakhami. Ilituqhaut ihivriuhqiyut hunaqaqnganik taja qaritauyami qungiakhap, quniakhap uqauhiluagit uqauhirilaaqtailu atuqtakhainik. Nutaat uqauhiyut pihimayut 2022-mit 2023-mut ilaganilu ukiup atuqtitpaalirutikhanik unipkaanik aularutikhaniklu Iqalukni una tuuhiqtuqtauginaqmat atuqtakhaq. Hivunikhani qungiakhaq aalaguqniqtuq takuupkaqtitaagani amigaitqiyaniq tikitakhanik niuvigautiarutikhanik hiviqitpaaliriaganilu kinaliqaa takuniganik qungiakhaq qagugulu ihuaqhilaqmagaa hulijutaayuq.

Tunungani 60-mit Ilitaqhijutit

Utiqmata pulaaqtut 2022-mit 2023-mut, Aulaarit Nunavumi titirauyaqtut qaritauyami Tunungani 60-mit Ilitaqhijunmik. Tuukhiqtauliqpaktuq aulaaqtunit, una qaritauyami atuqtakhaq ayuqnairutiyuq aulaaqtuni uqauhiriyaagani nanminik inuujuhiqmikni tuhaqtijutimikni uqauhiqmikni ila Nunavut tikihimajutimiknik. Ilauyulu tuukhilaqtut ilaliutijutimik tuyuutikhamiknik nanminik kivgaqtuqtamiknut kiguani aularutigiyamiknit

Ilauyup Takuupkaivaalirutikhaa Qungiakhaq

Qungiakhaq qutikniqhauyuq qaritauyami uqauhiuyuni Aularit Nunavumilu maniknik atuqtitiyut ilauyut takuyauyaagani qungiani. Talvani, ukiumi, hitamat qungiakhat hanahimayut takuupkaivlutik ilauyut manikhaqhiurutainik. Naigligiaqhimayut takuyauyaagani manikhaqhiurutauyuq atuqtauvaaliriagani kihiani ilaupkariagani nutaat ilauyukhat Aularit Nunavumi.

Tuhagakhaliiyini Globe uvalu Mail-mi Coop-mi Niuvigaq

Globe uvalu Mail-mi Coop-mi niuvigaq pihimayug 2022-mit 2023-mut. Niuvigaq piqaqtuq katimaqyuaqniqnik havakviuyunilu aularutinik ilaqaqhunilu tamaat makpiraagani unipkaamik qaritauyamilu unipkaamik amigaijuqaqtunit takuyauhimagyunik. Pigahut ilauyut manikhaqhiurutigaqtunit ilauhimagyut katimaqyuaqniqmi atautimi huli atautimi igajuhikhanik manikhaqhiurut ikayutini ihumagiyauyuq aulaniaqniqnik 2023-mi. Unipkaa q katimaqyuaniiqnik pijutauyuq pigahunik aturumayunik pijutauniganit unipkaa.

Aulaaqtuup Naunaipkutainik Katitirijut

Atauhiq ayuqhautauhimaqaqtuq uvaptikni timiuvluta una kagiqhiyaagani niuviqtuup aularuhia upalugaiyaqniqani ualaarutikhap. Una ihumagiyauvaaliqtuq atuqniqanit QALAKYUAQNIQMIK una aulaaqtuup aulaaqniga aalaguqhimakmat agiyumik. Ikeyuriagani kagiqhimajutigiyavut uumiga, havaarihimagyavut pigahut pigiarutauyuq aulaaqtuq naunaiyaqlhutik 2022-mit 2023-mut atuqhimaqaqtuqlu 2023-mi. Takulaaqtatit qanurilijutit uvani Uiguani A-mi – pulaatut inuujuhiinik.

Qaritauyakut Titiqilvikut Niuvigauvaktut

Talvani ukiumi, Aularit Nunavumi havititainaqut qaritauyakut titiqilviptiknik niuvigakhanik havaamik. Katitirihimagyut titiqanik uvani malruukni ukiukni nahurivlugu aulaqtiriagani 2022-mit 2023-mut ukiumi atuqat niuvaaviuyumi upalugaiyaut. Takuhimagyut agiyunik upijutinik amigaiqhimayulu ilaujutiqaqtut atiliuqhimayut akiliqtuqtauyuni pivaalirutikhani uqauhirivalianiganilu una tuhaqtijutikhaq. Una turaaqtitiviuyuq atuqtakhaat ilauyunit uqauhiriyaagani niuvigakhaliuqtatik inuknit ihumagiyaaqtunik aulaariamikni Nunavumut. Qaritauyakut titiqilvikmi niuvigakhauyut uqauhiqaqtuqlu hunanikliqaa hivuniqhijutinik Nunavumik. Qanuriliniqit uqautauvut ilagiyaaani uiguata.



Niuvigauyukhanik Qanurilinigit

Aulaarutitik pulaaqtuliqijutiniklu niuvigauniginik akhuuqnaktut naunaiyariagani niuvigaunigani akhuurutitit hivitulaaqmat kinaliqaa piniganit tuhaqtijut talvuga atuliqniganut aulaarutikhamik. Taimainigani, atuqniqatiaqtuq ihumagiyaagani naunaiyaqniqanik aulaniqatiaqniqat niuvaaviuyuq atuqhuqit nahautit ikayuqtit pipkaivlutik nalunairutimik aulaniqatiaqniqanik. Una nahautit iniriqhimayut niuvigaunigani upalugaiyaunmi qutikniqhami ihuaqhihimaqhuni aipaagutuaraagat ihumagilugit manit ukiumi atuqtukhat. Nalunaiqtauvaiagiinaqtut atuqniqanigani ukiup, tatqiqhiut naatkagat unipkaaqnigani pipkaiyaagani qauyimayakhanik aulaniqatiaqniqanik. Aularit Nunavumi niuvrutiqagitkaluaqtilugu qungialiugamikni, uqaqatiriigut ihumagiyaayut kinaliqaa naqitigaagat "Uqaqvikhaq"-mik ilauyup qungialiugaanut, talvani ukiumi takuyugut amigaitunik taimailiurutimi – una aqliknaqtuq. Ukua nalunairutit (KPI-guyuuq) iniriqhimayut qanuriliniginiklu pipkagayut aaliuyumi.

QUNGIAQVIKHAMI	KPI	2022-2023 QANURINIIT	MANIKHAQHIURUTIT
Takunnakhilugu	Amigairiaqlugit Naqitaqtut imaa 45%-mik. 2021-2022 - 0.94% 2022-2023 - 1.50% (Hivunikhaq)	CTR 0.88%	\$25,483
Akiliqtuqhutik Qiniqhiaviit	Amigairiaqlugit Naqitaqtut imaa 22%-mik. 2021-2022 - 4% 2022-2023 - 5% (Hivunikhaq)	CTR 8.93%	\$51,296
Akiliqtauyut Inujuhiqmi	Amigairiaqlugit Naqitaqtut ima 42%-mik. 2021-2022 - 0.63% 2022-2023 - 0.9% (Hivunikhaq) Piyaagani CPC-mik imaa \$ 0.65-mik	CTR 0.92% CPC \$0.35	\$28,400
Hivuliuyut Inu-ujutiliqijutini	Amigaiqpaaliqlugit ilauyut 4%-mik humiliqaa tamaini ak-maivikni atauti-mut 8K-mik In-stragram-kut maliktut 14.5K-miklu Facebook-kut maliktut	CTR 7.55%	\$30,000
TikTok	Hanayaagani nutaamik niuvaa-vikhamik qungiaqvikhamik nakuuniqhanik aulaarutitik	INIQTUQTAQTUQ	\$6,800

Ihuaqhivaalirut
atuqnigani
qungiakhami
2-minit-mik



Amigaiqniginik
uqaqviyayut ilayut
uqaqatiriiknigni

81%
-guyug

Ahianugiarutit
amigainigit
ikikligiaktut ima

84%
-guyumik



Akiliqtugayug Takuupkaivaalirut

Naqitaqtavut akituniginik takuukhayut nahuriyaptikniiginmat, hakugiktuq ihuaqhivaalirutit "Makpiraami Taja" takuupkaivaalirutit (21%-guqtut) nalunairutayut pivaliajutiptiknik nakuuyunik hivunikhanik. Iitpaliaginaqtugut hanatiaqhimayunik pivaalirutaayut naivaavikmi unalu ilaqaqtug nunap qanuriniganik piksanik naunaituniklu uqauhiqnik ila "Atuqnahuajavatit nakuuniqhat qanuriliurutikhalu Nunavumi."


Akiliriiqhimayug qiniqhiajut aulinaqtut atuqtauginaqhuni nakuuyug ihuaqut aulaaqniqmi qunialiugaptikni uqaqatiriigutaayulu. Iqalukhiurutit Hihuuyariamilu amitainiqhayut naunaiyagayut ilayunit, atautimut 3-tausiyut (akikiniqhaavlunilu 42-sanguvluni) atuqtulu akmayut Uumayunik qungialiugani nuugiaqlugu ima 17%-mik. Qulaani pivaalirut ajikutaanik tuhaqtijut ilaqaqtug: Tamaita aalatqiinik aularutikhanik Nunavumut Tuyuqmipkatiaqlugilu Nunavumut


Aulaviuyunik Qungiakhaq Qanuriliyauniganik

Ilagiyaanik qungiaqniup unipkaaqniganiklu akiliriiqhimayut qanuriniginik, aulaviuyunik qanuriliyauniganik nalunairutautiaqtuqlu. 2022-mit 2023-mut Aulaviuyunik atuqtut qungiakhamik ihuaqhivaaligtug 16%-mik. Tutiqataqnginik (qafiiqtuqnginik inuk ahianugauniganik qungiakhap hivuliqni 10-sekanmi akmainiganit) ikikligiaqtut 84%-mik (ikikligiaqtug 40.73%-mik). Ilaalu, takuyugut ihuaqhivaalirutinik pivikhaqaqngani inigiyayumi (+23%-guyug 2-miniuniaq hivituniga) 81%-miklu uqaqviyayunik ilayunit uqaqatiriikniginik.

- Quuliq makpiqniga pihimayug ukunanga makpiqniginik:
 - Qulit qanurinigit tuugalgit
 - Akmailraaqvik
 - Inuit Nunavumi
 - Qanuq Hamuga Tikitaaqni
- 92%-guyut takuukhauraaqtut pihimayut Google-mit, 5%-guyut Bing-mit avaliitqtulu 3%-guyut aalatqiinik ahiinit qiniqhiaviyunit qaritayami

Amigaiqtut maliktut

3.8%-mik -mi (14-tausit 809-guyut atautimut)

11.8%-guyulu (7-tausit 172-guyut atautimut) -mi

 **Amigairaniqtuq makpiqniginik akmaiyyut**

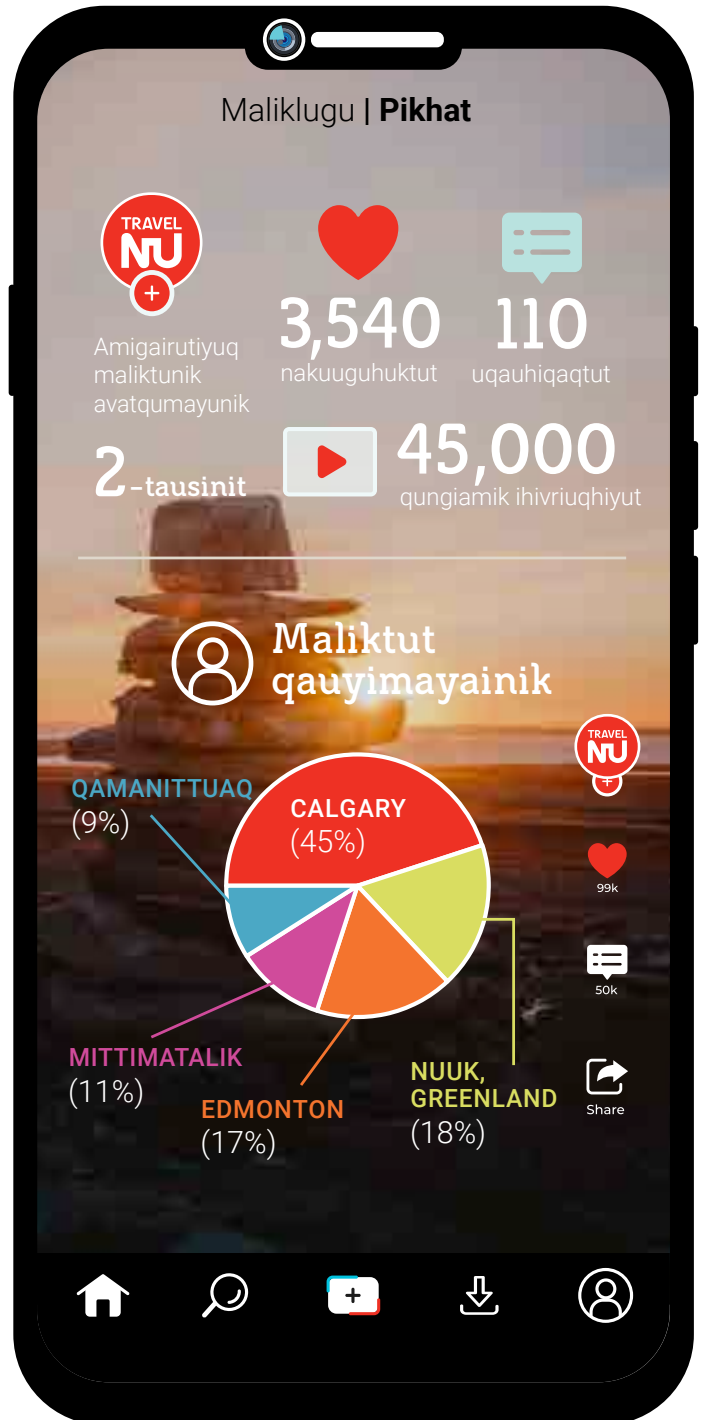
-mi **5699%** guyumik

1617%-miklu -mi

aulariktumik iliurajutinit atuqtunit hatqiqniganiklu upipkaijutinik amigaitqianik.

Takuukhaulraaqtut Inuit Uqaqatiriikniginik Qanurinigit

Inuknut tuhaqtijutivut qungiaqhat atuqtauluaginaqtut upipkaqniginik aulaalaaqtunit. 2022-mit 2023-mut, ilaliutiyaqt qungiaqtitivikput talvainauyaagani ihumagiyaqaqniganik ukunigalua aulapkaqtitiyunik hulijutiniklu. Una tukiqaqtuq akmafaariagani qungiaqtitivik turaagayuq ilaayunut ukunugaluaq. Una ihumaliurut pihimayuq atugitaagani niuvaavikmi nalunaqhijutit ihumagiyaaganilu ihuaqutit humi aginiqhamik aktuqniqalaaqmagaa. Tamna ihumaliurut akiligayuq unainaugitumit amigaiqniginik maliktut kihiani uqaqvigiyaayuni upipkagayunilu.



Qaritauyakut Titiqijutimi Niuvigauniginik

Talvani ukiumi, qaritauyakut titiqijutimi niuvigauniginik ilauiqtitauyuq Aularit Nunavumi niuvigauniginik havaami aulaniqatiaqhuni. Hikutirvia-mit Qiqailruq-mut, "Tuhaqtijutikhaq Ilaugiarit" pipkaivaalirutit qaritauyamilu qungialiugani akmagakhat ahuuqhaiyut inuknik ilauliriagani Aulaarit Nunavumi tatqiqhiut naatkagaat taiguakhaq havitauniginik. Taiguagtukhat aviktuqtauyut ihumagiyaqaqniginut:

Aulaarutit Maniraqlu, Hanauyaat Ilitquhiuyulu, Qungiakhat Takuyaqtugakhalu, Niqit Immigakhalu, Nunamiutat Uumayulu, Ukiumi Hulijutit, Auyami Hulijutit.

Havitiniganit tuhagakhanik, Aularit Nunavumi ilauiqtitauyuq amigaiqhimayut 215%-mik iluani siksit tatqiqhiutit. 90%-guyut ilauiqtitauyuq qaritauyami titiqiqvikmit akmajunmit qungiakhamik. 10%-guyut Facebook-mit pivaaliquijutinit.

Tuhaqtijutikhat 1 tuniyauhimayut 532-nut inuknut Ubluiqtirvia 2022-mi. Pihimavluni akmajutimik 37%-nit (amigaitqiyani atuqataqtuugaluamit 28%-mit. Talvatauq Tuhaqtijut 2 akmagauvaktuq 55%-mik. Ilauiqtitauyuq atautimi iliuraqhimayut ilagiyainiituuq quliit pigahut naqitauvaktut piyauhimayut tuhaqtijutikut



435

Uqaqviuyut
aulaqtiriaqnigani

17,608

Makpiqninginik
Takuyauyut



764

Nakitakhat

557 Ilaliutihimayut

(hivuliqmi makpiqninginik)

1901 TAMAITA ILAUHIMAYUT

Taiguagakhat #1

Uqaqtigijaujuq: Huliviuyukhaq turaaqviqaqat, Nunavuuniaqtuq

Kitkunnin Piniqhimajut: Aullaqtut Nunavunmi

TAMAITA PIHIMAYUT	NAKUUYUMIK PIPKAGAUYUT	TAMAITA NUUGIARUTIT	AJIKUTAQAGITUT AKMAIJUTIT	AKMAIJUTINIK AMIGAINIGIT	TAMAITA AKMAIJUTIT	AJIKUTAQAGITUT NAQITAUYUT	NAQITAUYUT AMIGAINIGIT	TAMAITA NAQITAUYUT	ILAUHURUTIT
532	377	155	141	37.40%	237	19	5.04%	30	2

Taiguagakhat #2

Uqaqtigijaujuq: Upalugaiyalirit Aulaarutikhaqnik Nunavumut

Kitkunnin Piniqhimajut: Aullaqtut Nunavunmi

TAMAITA PIHIMAYUT	NAKUUYUMIK PIPKAGAUYUT	TAMAITA NUUGIARUTIT	AJIKUTAQAGITUT AKMAIJUTIT	AKMAIJUTINIK AMIGAINIGIT	TAMAITA AKMAIJUTIT	AJIKUTAQAGITUT NAQITAUYUT	NAQITAUYUT AMIGAINIGIT	TAMAITA NAQITAUYUT	ILAUHURUTIT
1740	1655	85	932	56.31%	1626	202	12.21%	402	13



AULLANIGIT ILAUJUTLU

Manikhaqhiunmi Ihuaqutit

Aulaarit Nunavumi ikayuqtuivaktut ilaayunit ilauyaagani niuviqluaqpaktut aulaarutinikl qungiaqtitiviuyut. 2022-mit 2023-mut ikayuqtugut talimanik ilaayunik ilauyaagani takuukhauvaaliriagani hanayatik Montreal-mi Hilami Aulaarutinik Qungiaqviki, Toronto-mi Hilami Aulaarutinik Qungiaqtitiviki RVC-milu.

Aularit Nunavumi Qungialiugaq Qaritauyami

Nanihilaaqtutit ilaayunit ikayuuhianik, ilaajutinik uuktuutinik inikhamiklu takuupkaiyaaqni atuqtakhanik pulaaqtunit. Qungialiugaq pijutiqaqtuq Ayuqnaitumik qungiarunmi ilalu CRM -kut ilaayunit piyaagani hivunihijutinik atautimiuyumiknit haavitaayuniklu qungiakhami. 2022-mit 2023-mut, nuutiqniga IDSS/ Tempest-guyuq atuliqhimayuq ilaliutivlunilu qungiakhami 2023-mit 2024-mut ukiumi.

CRM

Uqautayumik quuliuyumi, Aulaarit Nunavumi piqaqtut CRM-mik pipkariagani ilaayut ilaliutiyaagani hanayatik titiraqtauyaagani qaritauyami qungiakhamnut. Una hivunihijut pivaaliqtitayuqu lu uvuuna naivaaviuyuni havauhiuyuni.

Ayuiqhajutinik Hanahimayut

Aularit Nunavumi aalatqiinik maliruagakhaqaqtuq, qungiakhanik taiguakhaniklu aulapkaiyaaqni pulaaqtuliginikut manikhaqhiurutimik atuqtakhamik. Taja havitiyugut atuqtakhamik pulaaqtulijutinik ayuiqhajutinik ikayuqtiriiknikut Emerit uvalu Halumatiaqlugu-kunik. Ilaliutiyavulu Maniliqinikut Ikayuutinik Ikayuutikhanik ilauqatipta nakurutikhainik.

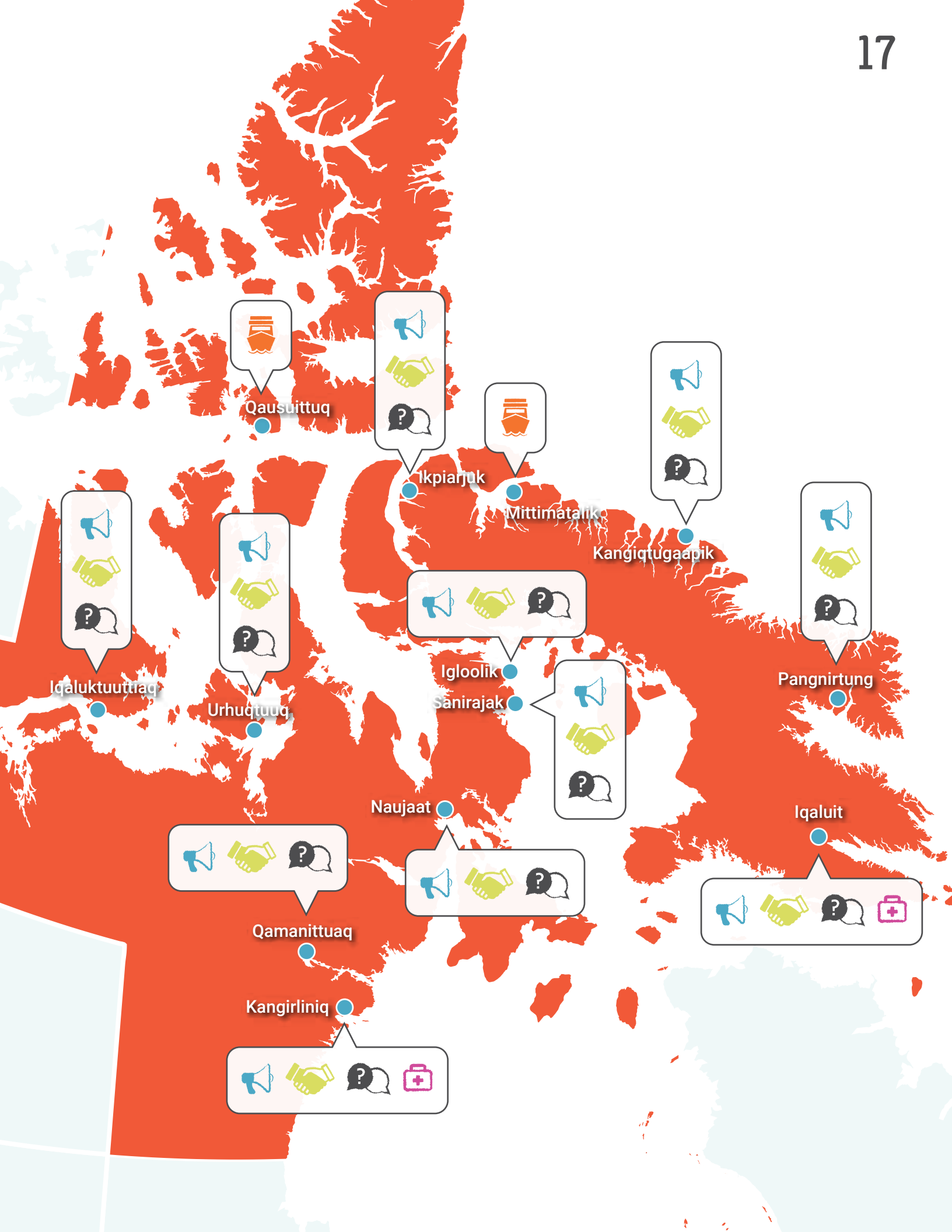
Ilayut Tuhaqtijutaa

TN-kut tuyuqpaktut tuhaqtijutinik ilaayunut tatqiqhiut naatkagat atuqniqaqtunik hivunihijutinik piqaqtunik nutaunihianiklu havakviuyumi timiuyumilu.

Ayuiqhaviuyut Ilayulu Ayuiqhanigit

Aulaarit Nunavumi munaqhihimayuq ayuiqhaviknik 14-ni nunagiyaayuni ayuqitquivilutiklu 136-nik inuknik 2022-mit 2023-mut ukiumi.

ILIHAI DJUTAA	NUNANGANI	INUIT	INUINNAUNGITTUN	ATAUTTİMUN	
Kivgaqtugat kivgaqtuqni 	<ul style="list-style-type: none"> • Iqaluit • Pangnirtung • Ikpiarjuk • Kangiqtugaapik • Igloolik 	<ul style="list-style-type: none"> • Sanirajak • Naujaat, • Qamanittuaq • Urhuqtuq • Iqaluktuuttiaq 	21	0	21
Ayuituuniqmik Ayuiqhavik 	<ul style="list-style-type: none"> • Iqaluit • Pangnirtung • Ikpiarjuk • Kangiqtugaapik • Igloolik 	<ul style="list-style-type: none"> • Sanirajak • Naujaat, • Qamanittuaq • Urhuqtuq • Iqaluktuuttiaq 	40	10	50
Niuvigauyukhanik Ayuiqhavik 	<ul style="list-style-type: none"> • Iqaluit • Pangnirtung • Ikpiarjuk • Kangiqtugaapik • Igloolik 	<ul style="list-style-type: none"> • Sanirajak • Naujaat, • Qamanittuaq • Urhuqtuq • Iqaluktuuttiaq 	22	2	24
Maniliqinikut Ayuiqhaniq 	Naunaitkutiqangituq		4	0	4
Maligaliqijutini Ikayuutit 	Naunaitkutiqangituq		3	0	3
Atukhaqtut Maniqamitniq Aaniqtuliqiniq 	<ul style="list-style-type: none"> • Iqaluit 	<ul style="list-style-type: none"> • Kangirliniq 	12	0	12
Umiaqparnut Upalungaiyautikhat! Nunaliuyuq Hannaiyaqni Havaqatigiknit 	<ul style="list-style-type: none"> • Qausuittuq 	<ul style="list-style-type: none"> • Mittimatalik 	18	4	22



Qausuittuq

- Food security icon (bowl)

Ikpiajuk

- Communication icon (megaphone)
- Partnership icon (hands shaking)
- Inquiry icon (question mark)

Mittimatalik

- Food security icon (bowl)

Kangiqtugaapik

- Communication icon (megaphone)
- Partnership icon (hands shaking)
- Inquiry icon (question mark)

Iqaluktuutriaq

- Communication icon (megaphone)
- Partnership icon (hands shaking)
- Inquiry icon (question mark)

Urhuqtuuq

- Communication icon (megaphone)
- Partnership icon (hands shaking)
- Inquiry icon (question mark)

Igloolik
Sanirajak

- Communication icon (megaphone)
- Partnership icon (hands shaking)
- Inquiry icon (question mark)

Pangnirtung

- Communication icon (megaphone)
- Partnership icon (hands shaking)
- Inquiry icon (question mark)

Iqaluit

- Communication icon (megaphone)
- Partnership icon (hands shaking)
- Inquiry icon (question mark)

Qamanittuaq

- Communication icon (megaphone)
- Partnership icon (hands shaking)
- Inquiry icon (question mark)

Naujaat

- Communication icon (megaphone)
- Partnership icon (hands shaking)
- Inquiry icon (question mark)

Iqaluit

- Communication icon (megaphone)
- Partnership icon (hands shaking)
- Inquiry icon (question mark)
- Health services icon (first aid kit)

Kangirliniq

- Communication icon (megaphone)
- Partnership icon (hands shaking)
- Inquiry icon (question mark)
- Health services icon (first aid kit)

SimpleRes-guyuq

Ilaliutihimaaqtavut hiniktakviliqiyit ilauyut uvuga SimpleRes-mut ayuqnaitqiyauyqqgani aulaaqtunit atulaaliriagani inmik ilaunyi.

FAM-kut Aulaaqqigit

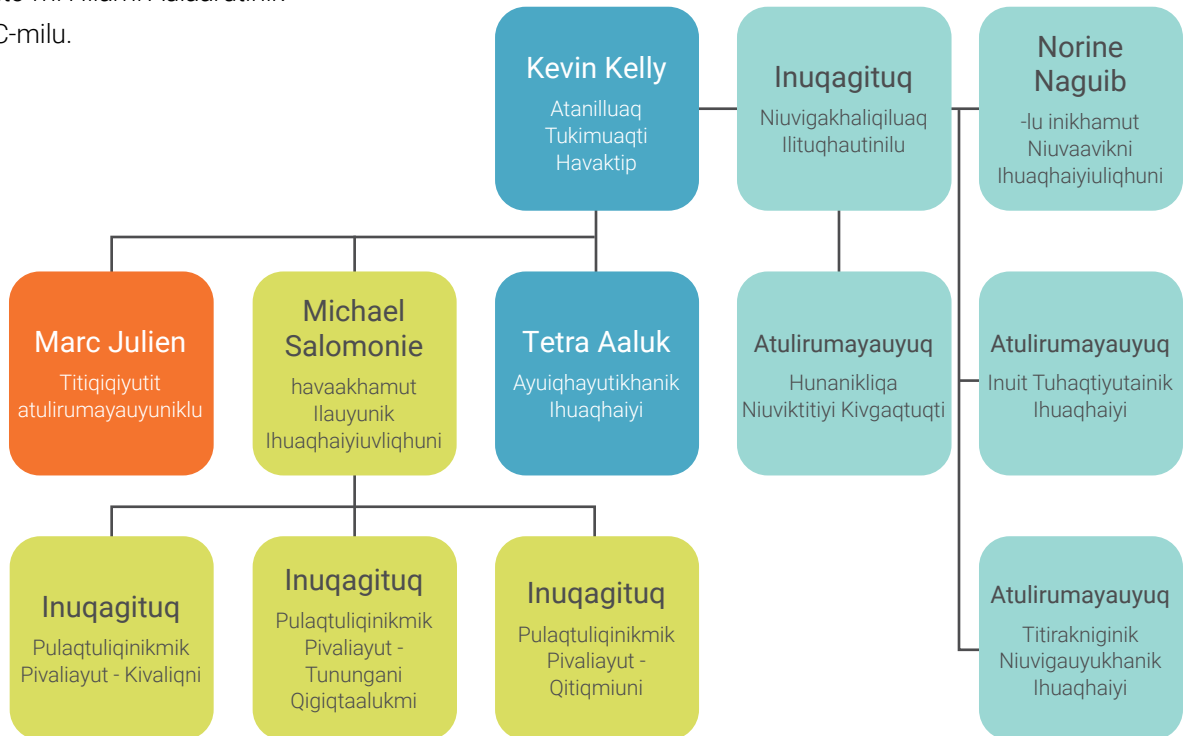
Aularit Nunavumi havitihimayut ilauyunit aturiagani takuupkaijutimik manikhaqhirutimiknik nakhaqlutik piksaliuqtinik, nutaaguqtiyiyit taiguakhanik, unipkaaliuqtilu. 2022-mit 2023-mut, ikayuqtuqtaqut Jenny Wong, pulaariami Ikpiaquyqmi Aulaarutinik.

Havakiyunik Qungiaqtitiviit

Aulaarit Nunavumi ikayuqtuivaktut ilauyunit ilauyaagani niuviqluaqpaqtut aulaarutinik qungiaqtitiviuyut. 2022-mit 2023-mut ikayuqtugut talimanik ilaayunik ilauyaagani takuukhauvaaliriagani hanayatik Montreal-mi Hilami Aulaarutinik Qungiaqviki, Toronto-mi Hilami Aulaarutinik Qungiaqtitiviki RVC-milu.

Havaktiit Ilitturipkaidjutit

Aulaarit Nunavumi hakugiktivaaliqtitiyuq timigiyamiknik havaktikhaqhiuqhutik havaktiqaqpaliavlutiklu. Timiuyuq aktuqtaugituq akhuurutaayunik atuqtainik tamaita havakviuyut ilaqaqtunik qaguguraagat aalanik havaktiqaqpalianiqmik akitaqtautiyulu havaktunit, ihariagiyauniginiklu iglukhanik sitiuyumi inugiakniqmi. Taimaitkaluaqtilugu, Aulaarit Nunavumi havakluaqtut hanavlutik havakvikhamik havakviuyumayumik ahiaguulaaqtunik alianaqtuniklu havauhiqaqtumik. 2022-mit 2023-mut quyagiyaqut malruuk nutaak havaktukhak – Michael Salomonie havaakhamut Ilaayunik Ihuaghayiyuvliqhuni Norine Naqib-lu inikhamut Niuvaavikni Ihuaghayiyulihuni. Ilagiyainik ukua havauhiuyut, timiuyuq ihuaghaihimagyuq nutaamik timiuyup qanuriniganik ikayuqturiagani atulirumayainik upalugaiyaut. Manikhaakhat naamakhikpata, aaliuyuq timiuyup qanuriniga iluliqpalianaqtuq.



Inuinnarni Havaktitaulirnikkut Hivulliurun

Aularit Nunavumi atuqaaqtakhamik havaktikhaqhiuqniqmi pitquhiqmik Inuit ayugitkumik inikhami. Una pitquhiq turaagayuq tamainik inikhanut timiuyumi. Quviahuktugut uqariaptikni atauhiqmik inuinaqmik ilauyuqaqhimakmat ikayuqtiriigutiptikni 2021-mit 2022-mut ukiumi. Malrukni Inuinaqnik iniqaliqlutik nugunigani 2022-mit 2023-mut ukuiq.

Uqauhiliqinikut Upalugaiyaut

Aularit Nunavumi uqauhiliqinikut upalugaiyautiqaqtut atuliqtumik pipkagauyumik Uqauhiliqinikut Kamisinauyumit. Una upalugaiyaut ukua tuhaumajutit ilauyunit nuuptiktauyaagani Nunavumi ilitariyahimayunik uqauhiinut.

Aulaarutinik Unipkaa

TUKIMUAKTITIYIP AULAAQNIGA

Pulaaqtuliyini HR-kut Kanatami katimaqyuaqniga
Qittiqqautijuuq 26-mit 29-mut 2022-mi Atuami (Ottawa)

RVC-kut Toronto-mi Qiqajaluarvia 24-mit 28-mut
2022-mi (Toronto)

Kivaliqni Havakviuyunik Qungiaqtitivik Apitilirvia 26-mit
28-mut (Kagiqiniqmi)

TIAC-kuni Katimaqyuaqtit Hikutirvia 20-mit 25-mut 2022-
mi Atuami (Ottawa)

Toronto-mi Hilami Aulaarutinik Qungiaqtitivik Iidjurvia 23-
mit 26-mut 2023-mi (Toronto)

Montreal-mi Hilami Aulaarutinik Qungiaqtitivik Qiqailruq
23-mit 28-mut (Montreal)

HAVAKTIT AULARUTAI

Rendez Vous Canada-kut Qiqajaluarvia 30-mit
Imaruqtirvia 1-mut 2022-mi (Toronto-mi) - Kevin Kelly
unalu Leslie Beck

Umiaqturiami Upalugaiqniqmik Ayuiqhavik
(Mitimatalikmi) Imaruqtirvia 27-mit 28-mut 2022-mi -
Marc Julian

Umiaqturiami Upalugaiqniqmik Ayuiqhavik (Qauyuitumi)
Niqliqivik 30-mit 31-mut 2022-mi - Marc Julian

Kivaliqni Havakviuyunik Qungiaqtitivik Apitilirvia 25th to
30th 2022 (Kagiqiniqmi) - Kevin Kelly unalu Marc Julian

Northern Lights-guyuuq Havakviknik Qungiaqvik
Katimaqyuaqniqlu Ubluqtuhirvia 30-mit Iidjurvia 2-mut
2023-mi (Atuami) - Kevin Kelly unalu Tetra Aaluk

ITAC-kut Upalugaiyautinik Katimaniq Iidjurvia 2023-mi
(Whitehorse-mi) - Michael Salomonie unalu Marc Julian

Qitiqmuni Havakviknik Qungiaqvik Iidjurvia 15-mit
17-mut 2023-mi (Iqaluktuutiami) - Marc Julian unalu
Tetra Aaluk

Toronto-mi Iidjurvia 23-mit 27-mut 2023-mi (Atuami) -
Michael Salomonie unalu Kevin Kelly

ITAC-kut Katimaqyuaqniga Qiqailruq 8-mit 10-mut 2023-
mi (Winnipeg-mi) - Marc Julian unalu Tetra Aaluk

Montreal-mi Hilami Aulaarutinik Qungiaqviuyuuq
Qiqailruq 23-mit 28-mut 2023-mi (Montreal) – Kevin Kelly,
Marc Julian-lu.

Ukiuk Tamaat Katimadjutikhangit

Maligariyavut uqaqhimayuq maligakhanik tikuaqhijutinik vuutiutiniklu qahakhutiklu qaritauyami qungiakliugaptikni tuukhiqtaukpaluniit. Tikuaqhitquijutit akmaumayunik katimayini inikhanik (Aulaarutiqiyit Havakviani Kivgaqtuqti, Hanauyaanic Ilitquhiqniklu Havakviuyumi Kivgaqtuqtimik, Aularuutinik Niuvigauniganik Havakviuyumi Kivgaqtuqtilu) havitut Niqiliqivik 22-mi 2022-mi umikhutiklu Apitilirvia 9-mi 2022-mi. Ukuaginat Hanauyaqtinik Ilitquhiliqiyinilu havakviuyut amihunik uuktuqtuqaqtut (pigahut) aturiaqaqhunilu vuutiqniq. Vutiqtut akmaqtut Apitilirvia 12-mi 2022-mi umikhutiklu Tattiarnaqtuq 8-mi 2022-mi.

Nutaat ilauiut

Vutiqtauyut katimayinut Tattiarnaqtuq 8-mi 2022-mi ukuaguyut:

- **Aulaarutiqiyinik Havakviuyuq** – Tara Elder – Young (Calm Air-kunit) inigiya ihuliniaq 2025-mi
- **Hanauyaanic Ilitquhiuyuniklu Havakviuyuq** – Jessica Kotierk (Nunatta Hunaqaqviuyuq Iqilraaqnitaniq) Inigiya ihuliniaq 2024-mi
- **Aulaarutinik Himautaayunik Havakviuyuq** – Carole Gobeil (Ugahiktut Tikitakhat) Inigiya ihuliniaq 2024-mi.



Tadia ilaiut

Ilaiutut katimayini ilaiyunik ukunani:

- **Agunahuaqtit Iqalukhiuqtulu** – Shane Black (Kanatami Ukiuqtaqtumi Aulagtitiyut) Inigiya ihuliniaq 2023-mi (tamaqtuq Ubluqtuhirvia 2023-mi)
- **Umiaqtuqtitiyit Havakviuyumit** – Jason Edmunds Adventure Canada-kunit inigiya ihuliniaqtuq 2023-mi
- **Hiniktaqviki Havakviuyunit** – Ed Romanowski (Frobisher-mi Hiniktaqvikmit) inigiya ihuliniaqtuq 2025-mi
- **Kivaliqni Havakviuyunit Kivgaqtuqti** – Jack Ediger (Kuapatkut Hiniktaqviiunit) inigiya ihuliniaqtuq 2023-mi.
- **Qitikmiuni Havakviuyunit** – Cynthia Enne (Illu Timiuyumit) inigiya ihuliniaqtuq 2024-mi.
- **Qikiqtaalukmi Nunamit** – Sarah McNair Landry NorthWinds Arctic Expeditions-kunit – inigiya ihuliniaqtuq 2025-mi
- **Hilami Hulijutunik** – Martine Dupont Inukpak Outfitting-kunit – inigiya ihuliniaqtuq 2025-mi.
- **Katimayiulaktuq** – David Monteith.
- **Katimayiulaktuq** – Tim Brown

2022-mit 2023-mut Aularit Nunavumi AGM-giya Katimaqyuaqniqlu inuknit huliviuyuq Aqsarniit Hiniktaqviani Katimaqyuaqvikmilu, ajikutaqagituniklu katimaniqnik uvani NeBrew-mi Black Heart-milu. Nutaq vutiqtayut katimayit nutaalu ilaiyut atinik qauyipkaqtitayut hivuliqniklu katimavlutik pihimayut. Uvani katimaniqmi, atanguyat vutiqtayut ukuaguyut:

- Ikhivautalik - Ed Romanowski
- Tuuklia Ihivautaliup - Jason Edmunds
- Titiraqti Maniliqiyiuvlunilu - Jack Ediger

AGM-mi ukua ilagiyait havaihiuyut atuqhimayut:

Uqauhiriyaunigit Ilituqhaqhimayut Maniliqinikut Naunaipkutit

- Tamaita manikhaat 2022-mi ukiup nugunigani agiligiaqtut – 77-tausit 833-talamik
- - Ilaiyunit manikhaat mikhigiaqtut – 43-tausit 173-talamik
- - CANNOR-kunit manikhaqtut havaat – 11-tausit 581-talamik
- - Taja piqutits – 927-tausitala taja maniiyautauyuq 319-tausitalayuq.

Pigiatitayuyq: agiqtauyaagani maniliqinikut naunaipkutinik Qittiqqautijuq 1-mitst, 2021-mi – Qiqailruq 31-mutst 2022-mi

Pigiatitiyuyq: Jason Edmunds

Aipiuyuyq: Carole Gobeil

Tikuaqtaunigit Ilituqhaiyukhat 2022-mit 2023-mi ukiumi

Aularit Nunavumi piqyuyut maniliqinikut naunaipkutigiyaatik ilituqhaqtauyaagani atuni aipaagutuaraagat.

Pigiatituyut: Aularit Nunavumi tikuaqhiyaagani ilituqhaiyukhamik agiqatiriigutikhaliuqlutiklu akiligakhanik Qiqailruq 31mi 2023-mi

Pigiatitiyuyq: Sheila Flaherty

Aipiuyuyq una: Jason Edmunds

Katimayit katimayut

Katimayit havaariyait havaariyakhatik katimavigiqataqtamikni atuqtilug 2022-mit 2023-mut ukiuq katimavlutiklu ukunani katimaviyuni:

- Qittiqaatijug 20 2022
- Qiqajjaluarvia naamaginmata katimayukhat
- Imaruqtirvia 22mi 2022-mi
- Taaqhivaliavia-mi, Niqiliqivik-milu katimagitut
- Apitilirvia 2022
- Tattiarnaqtug 19mi 2022-mi
- Hikutirvia 26mi 2022-mi
- Ubluiqtirvia 13mi 2022-mi
- Ubluqtuhirvia 18mi 2023-mi
- Iidjurvia 15mi 2023-mi
- Qiqailruq 15mi 2023-mi

Hiqnaaqniqmik

Ilagiyauyuq havaariyaptikni akhuurutiqariagani kivgaqtuqlugit ilauqativut ihumagiyauyunik uqautauyunikluniit aktuqniqaqtut havakviyuumik. Talvani ukiumi, upihimayugut malruukni akhuurutikni havaani ukunanilu:

- Akhuuqhaqhgut kavamat pipkaihimaariagani manikhaqhiurutimi ikayuutunik Kiguani QALAKYUAQNIUP ikayuqtuqnginiklu ilagiqniginik CERB-kut akiliqtugainik
- Ihuaqhaqnginik DMO-kut Naivrutait/Havauhiilu havaariyauyaagani Aulaarit Nunavumi
- Tukhiqvigiluti Kavamat Nunavumi pipkaiyaagani ikayuutikhaptiknik havakviyuumik timiyuumik ayuiqhaniqmik.
- Ihuaqhailuta hakugiktumik ikayuqtiriigunmik Kaniitiakunik Calm Air-kuniklu tikmialiqiyinik akikhivaalirutikhanik ilaunyi.
- Ihuaqhailuta nutaamik talimani atulirumayauyunik ihumagiyaaqtumik manikhaqhiurutini ikayuuhiakhanik aulaaqtuliyini havakiuyuni Nunavumut.

Ilauyut

Napatigiyaa timigiyapta ukua ilauyut. Tamaita hulijutigivaktavut ihariagiyainik ilauqatipta hivuliqmik ihumagiluaqnahuaqhugilu. Turaaqviqainaraluaqhuta amigaiqpaaliriagani qafiunigit ilauyut, kagiqhimayugut piqaqniganik ikitunik ukuniga havaktunik pulaaqtulijutini havakviuyuni. 2022-mit 2023-mut uvugalu 2023-mit 2024-mut, ihumagivaaliqtavut ukua aulaaqtuliyuni pipkaiqataqtuukmata ikayuutunik ihariagiyayunik pulaaqtuliyini aulaniqatiariagani. Una ilaqaqtuq taksinik, niuvaaviknik, naluuyaqviknik ahiiniklu aalatqiinik ikayuutunik.

Ilauatiptiknik qafiunigit aulainaqttut hakugikhutiklu. Piyumainaqttugut amigaiqpaaliriagani Inuin nanminik manikhaqhiurutainit ilaujutiqaqtut Ukiuqtaqtumilu nanminiriyayut manikhaqhiurutini ilauyut quviahuktugulu takyaagani ilauyutit qafiuniginik ukunani havakviuyuni amigaiqpalianiginik.

Ilauyunit Hanahimayunik Pivalianiq

Agiklivaliatiluta, atuqniqatiaqtuq pivaliayaaaptikni hanahimayunik ihuaqtumi pulaaqtumit Nunavumut. 2022-mit 2023-mut, ilauqativut atautimut 89-nik atautimuktiqhimayunik piqaqtut atuqtitauyut 22-nit ilauqatiptiknit.

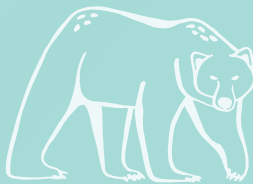
Ilauyunik Qafiuniginik

138 ILAUYUT



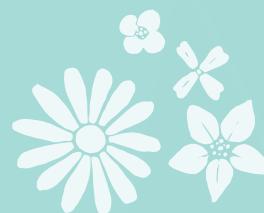
67

Inuit
Nanminiriyait



59

Ukiuqtaqtumi



12

Hivuraanit
nanminiriyayut



ILAUYYUNUT IKAYUTAUYYUT QANURINIGIT

Atuliqtitauliriami niuvirniqnullu Ikayuutikhaq Pinahuarut

Niuaavikmi ikayuutikhanik
havaaq pipkaiyuq 31-nik
tuukhiqtuutunik agiqtauhimayut
atautimulu 31-tausitalauyuq
aituutauyuq ukunuga:



16

Inuit nanminik manikhaqhiutait

9



Ukiuqtaqtumi
Nanminiriyauyut manikhaqhiutit

6



Hivuraanit
Ahiinit nanminiriyauyut

Niuvigauvaliyutini ikayuutauyuq havaaq pipkaiyuq
1-tausitalamik nugunigani atuni aulaniqmi ukiumi
akituniginiklu niuvigaunigini huliyutunik takupkaivaligutunik,
taiguakhanik, ilauniginiklu havaanik qungiaqviuyuni
amigaitunilu.

Naunaiyaqlugit Kanatami

Atuqhimaqaqtat ikayuqtiriigutikput Check-in-
kulu Kanatami, qaritauyami ihuaqhaijut atuqtakhanik
hanahimayainik hiniktaqvikhaliqiyinit havakviuyunit
ihuaqhaiyumayunik pulaatut atuqtainik manikhahurunit
pivaalirutit atuqhimaqlugit Kanatami pulaaqtuliqiyit
tuyuqmpikaitiaqtunilu havakviuyunit. Akmaiviyuq
turaaqtiyuq ihuaqhaijutunik atuqtakhanik ilaliutivlugit
niuviktut ukunuga titiraqhimayunut piqutunik qaritauyami
inikhaqariagani atuqtunik, ihuaqhivaaliquhugit pulaaqtut
atuqtainik, akikhivaaliquhugit niuvigauniginik akitunigit,
pipkaqhugilu piqutinit ihuaqhaiyaagani atautimit atautimut
havaqatiriigutainik pulaaqtulu. Taja pihimaliqtuqut 44-nik
ilayuunit manikhaqhiurunit titiraqhimaut.

Nainariaqlugi

Atauttimut Pulaaqtut	13,311
Atauttimut Qiniqhaijut	5,718
Atauttimut Ihumaliurutait	155,874
Atauttimut Takujaqtuqtajumut	1,419
Atauttimut Takujaqtuqtajumut Qaffi taalaujuq	\$668,625
Itqurnarutaujuq Makpiraanik Naunajainiq Qaffiujut	213
Itqurnarutaujuq Makpiraanga Maniliurutikhat	\$100,294



MANILLIQIJJUTINIK UNIPKAARUTIT

LESTER LANDAU
Chartered Professional Accountants



Lester Landau Accounting Professional Corp.
PO Box 20, Iqaluit, NU, X0A 0H0
Tel: 867.979.6603 - Fax: 867.979.6493

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ᐅᓄᓄᑦ ᐅᓄᓄᑦ 20, ᐃᓄᓄᓄᑦ, ᐅᐃᓄᓄᑦ, X0A 0H0
ᐅᓄᓄᑦ ᐅᓄᓄᑦ: 867.979.6603 ᐅᓄᓄᑦ: 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
Revenues				
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>
Expenses (Note 10)				
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>
Excess expenses over revenues before other item	7,086	(138,384)	(131,298)	(11,581)
Transfer from O&M to projects	(7,086)	7,086	-	-
Excess expenses over revenues	<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>
Balance, opening	\$ 561,390	\$ 398	\$ 43,544	\$ 605,332	\$ 616,913
Excess expenses over revenue	(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>
Balance, closing	<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>
<u>Assets</u>		
Current		
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
Capital assets (Note 6)	<u>22,671</u>	<u>2,901</u>
	<u><u>\$ 1,168,605</u></u>	<u><u>\$ 927,036</u></u>
<u>Liabilities</u>		
Current		
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
Deferred government assistance (Note 8)	<u>1,804</u>	<u>2,503</u>
	<u>694,571</u>	<u>321,704</u>
<u>Net assets</u>		
General fund	409,623	561,390
Invested in capital assets	20,867	398
Asset replacement fund	<u>43,544</u>	<u>43,544</u>
	<u>474,034</u>	<u>605,332</u>
	<u><u>\$ 1,168,605</u></u>	<u><u>\$ 927,036</u></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>
Operating Activities		
Excess expenses over revenue	\$ (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>
INVESTING ACTIVITIES		
Purchase of equipment	<u>(23,942)</u>	<u>-</u>
Increase (decrease) in cash and cash equivalents	(6,066)	120,878
Cash and cash equivalents, opening	<u>637,467</u>	<u>516,589</u>
Cash and cash equivalents, closing	<u>\$ 631,401</u>	<u>\$ 637,467</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

7. DEFERRED REVENUE

	<u>2023</u>	<u>2022</u>
Membership fees	<u>\$ 20,760</u>	<u>\$ 27,773</u>

8. DEFERRED GOVERNMENT ASSISTANCE

	<u>2023</u>	<u>2022</u>
Deferred government assistance - beginning of year	\$ 2,503	\$ 3,173
Government assistance recognized during year	<u>(699)</u>	<u>(670)</u>
Deferred government assistance - end of year	<u>\$ 1,804</u>	<u>\$ 2,503</u>

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

9. FINANCIAL DEPENDENCE

The society receives the majority of its funding from the Government of Nunavut. Without the continuing support of the government, the society would be required to find additional financial support or change the operational structure in order to continue operations.

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>
Revenues			
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>
Expenses			
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>
EXCESS REVENUES (EXPENSES)	<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

	Tourism Industry Recovery	Total 2023
Revenues		
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>
Expenses		
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>
EXCESS EXPENSES	<u>\$ (138,384)</u>	<u>\$ (138,384)</u>



ILALIUTTIHIIMAJUQ A

Pulaaqtunik Qanuriniginik Naunaiyautinilu Qanuriliniginik

...Qanurinigit qauyinaqtut malruukni hunaunigini ilaqaqtumik hivuani upalugaiyajutunik amigainiqhani aulaaqtuni hivigitqiyaaq (pigahuni tatqiqhiutini) taimangat hivuliqmi ilituqhautimit (18-ni tatqiqhiutinit).

Atungani Hikutirvia-mit 2022-mi Qittiqqautijuq-mut 2023-mi, atuqtugut pigahunik naunaiyautinik pijutiqaqtunik pivaliayaagani aulaaqtuup qanuriniginik ikayuutauyaagani uvaptikni aulapkaiyiptiknilu kagiqhivaaliriagani ukuniga aulaaqtunik talvani talvugalu Nunavumut.

Ilituqhaut nalunairutauyuq qauyimayauliqtumik piqaqniganik hitamanik aulaaqtut inuujuhiinik ukunani aulaaqtut talvuga Nunavumut. Hivuani ilituqhautit ihumagiyaqaqtut ukuniginaaq qaiyut Nunavumut – taimanit pulaaqpaktut – imainigani ukua naunaiyautit pipkaiyut iliturijutunik Manikhaqhiurutinik, Halatitqivikhanik, Aaniaqtunik Ilariiniklu / Ilanauyunik Pulaaqliqimik. Ilituriyauyut ilaqaqtut qanuq hivituniganik atuni aulaaqtuq qanurituq talvaniiginaqtuq Nunavumi, hunauniganut amigainiqhanik akiliqtuutainik. Qanurinigit qauyinaqtut malruukni hunaunigini ilaqaqtumik hivuani upalugaiyajutunik amigainiqhani aulaaqtuni hivigitqiyaaq (pigahuni tatqiqhiutini) taimangat hivuliqmi ilituqhautimit (18-ni tatqiqhiutinit). Piqaqtuqlu tuhagakhanik ilaayunit uqatiaqtunik ayuqhautauyunik nanihilaiqniraqhutik uqaqvigiyaaganiluniit aulapkaiyut hivunihijutinikluniit utuqauliqniginik. Kihiani ihuaqngani, qanurinigit takuupkaiyuq ilaginik nakuuqpiqaqtunik pigiarutinik, ila TN-mi qungialiugaqmik atauhiyuq atuqtauqataqtuq ihuaqtauvluni ukunanga upalugaiyaiyunik aulaarutikhanik.

Atuqhimaqaqtavut ukua naunaiyautit atuqtilugu ukiuq piyaagani tamatkiumatqiyamik qanurinigani aulaaqtup inuujuhiinik. Una hivunihijut pipkainiaraatigut aulapkaiyivulu nakuutqiyamik atulirumayakhanik piyaagani qanuq turaaqvigiyaagani pivagiaganilu aulaaqtut ihariagiyainik ihumagiyaiklu. Ilagiyaini Hivunihijutikhat qanuriliniginik ukua naunaiyautit naniyaaulaqtut ukunani ilagini makpiqnigini.



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.

Round 1
Nov 25 - Dec 10, 2022

Round 2
Feb 17 – Mar 3, 2023

Round 3
Mar 16 - Apr 30, 2023

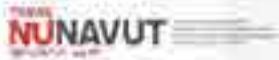
TRAVEL NUNAVUT
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OUTCROP
ᑕᑭᑦᑕᑦᑕᑦᑕᑦ

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



Icon Legend

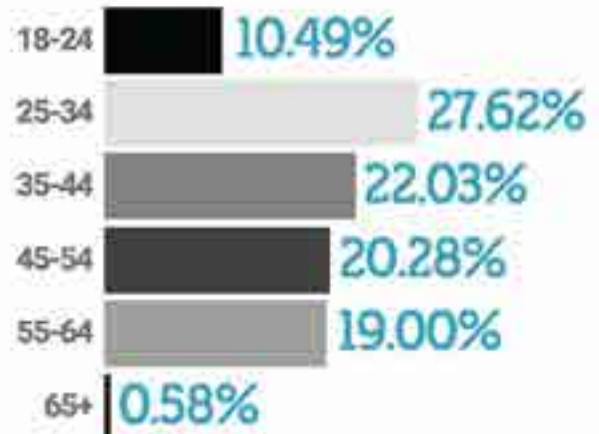


Overall Traveller Profile

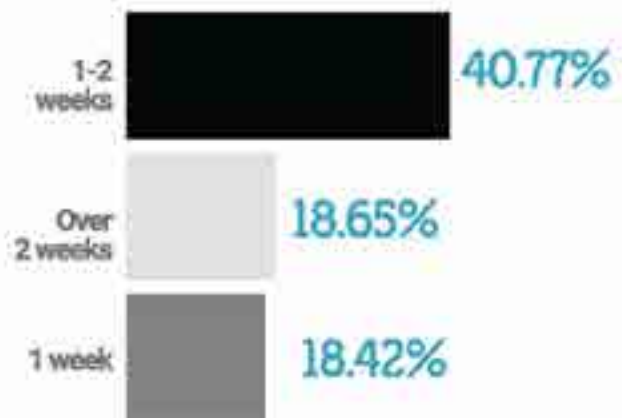
Average Traveller



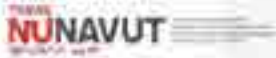
Average age range of participants



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



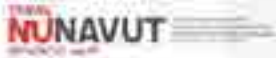
TO NOTE:
Travellers were encouraged to select all they frequented



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

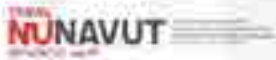
Round 3

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



Traveller Profile

Medical Traveller

4.22%
MEDICAL TRAVELLER



\$7,151.00
AVERAGE SPEND

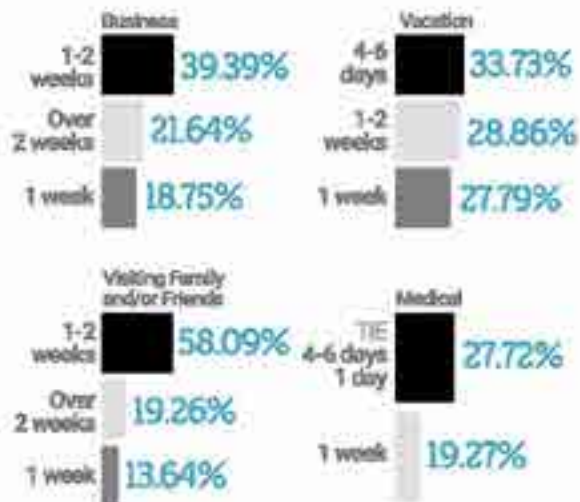
Comparison of Traveller Profiles

Traveller Profile	Qualified Percentage	Age	Residing Area	Stay	Required Services	Called The Publicist	Planning (Months)	Planning Sources	Average Spend
Business	48.50%	25-34	<ul style="list-style-type: none"> Within Nunavut Ontario Alberta 	1 to 2 Weeks	<ul style="list-style-type: none"> Hotels Grocery Stores Restaurants 	1 to 20	Less than 3 months in advance	<ul style="list-style-type: none"> Local Visitor Info/ Hamlet Centre Airline/Hotel Website Travel Agent 	\$8,914.45
Visiting Family and/or Friends	39.31%	35-44	<ul style="list-style-type: none"> Within Nunavut Ontario Manitoba 	1 to 2 Weeks	<ul style="list-style-type: none"> Grocery Stores Restaurants Coffee Shop 	2 to 5	3 to 6 months in advance	<ul style="list-style-type: none"> Local Visitor Info/ Hamlet Centre TN or DN Website Airline/Hotel Website 	\$12,271.19
Vacation	23.39%	45-54	<ul style="list-style-type: none"> Ontario Within Nunavut Quebec 	4 to 5 Days	<ul style="list-style-type: none"> Grocery Stores Restaurants Visiting a Park 	1 to 4	Less than 3 months in advance	<ul style="list-style-type: none"> Airline/Hotel Website TN or DN Website Local Visitor Info/ Hamlet Centre 	\$7,836.00
Medical	4.22%	35-54	<ul style="list-style-type: none"> Within Nunavut 	4 Days - 1 Week	<ul style="list-style-type: none"> Hotels Restaurants Taxis Grocery Stores 	2 to 5	Less than 3 months in advance	<ul style="list-style-type: none"> Airline/Hotel Website TN or DN Website Travel Agent 	\$7,151.00

Average age range of participants (by purpose)



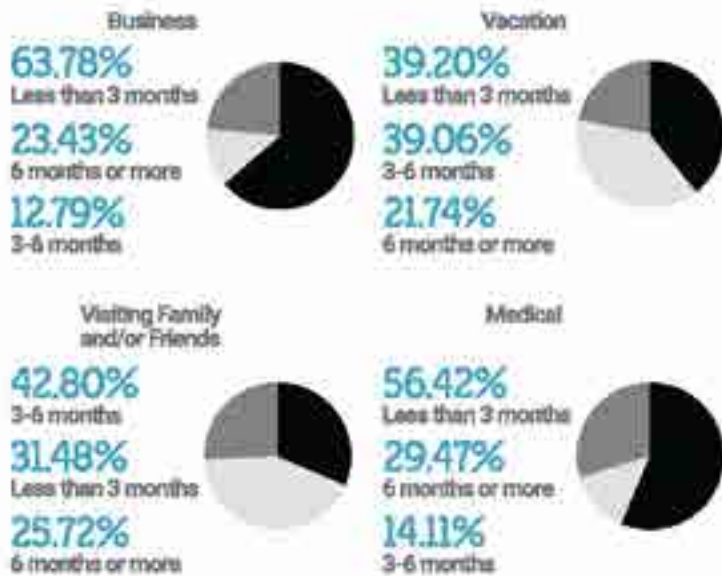
Average stay of participants (by purpose)



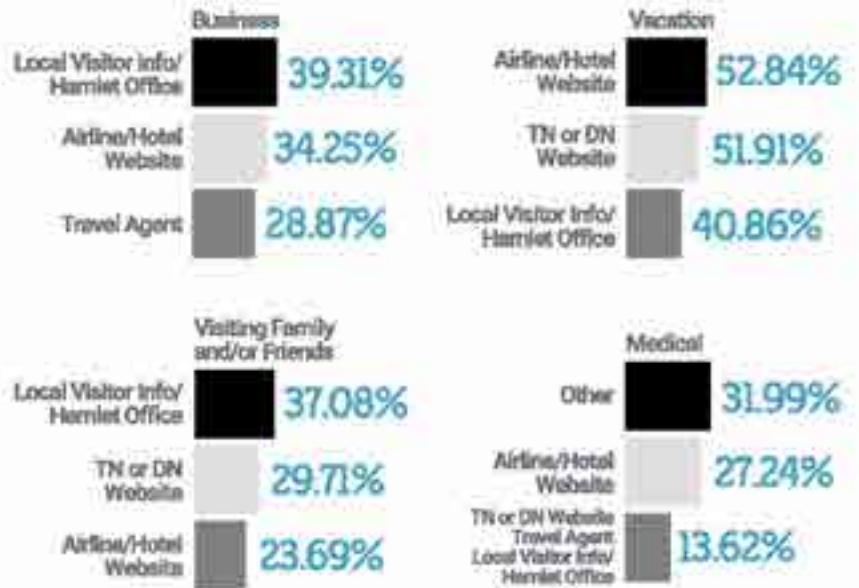
What province/territory do our visitors come from (by purpose)



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.



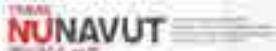
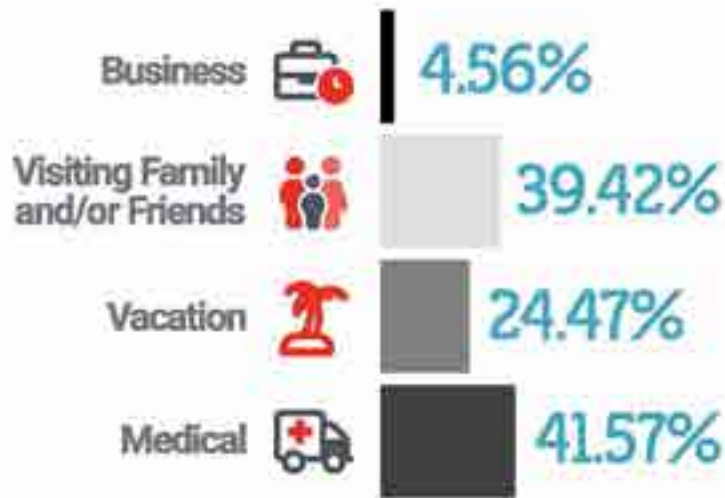
Average use of businesses and services (by purpose)



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:

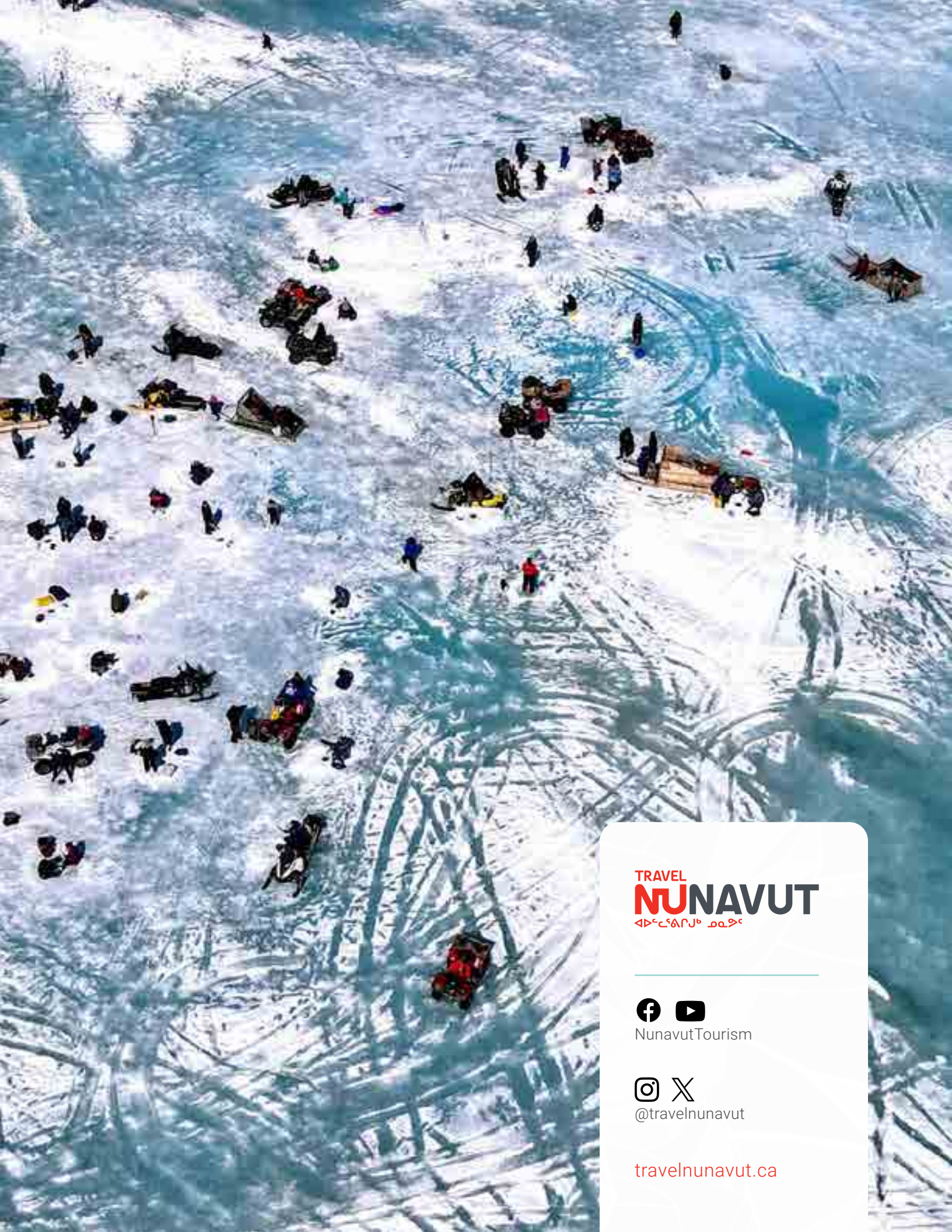
"Google, it was difficult to get a hold of tour operators and a number of them were not doing tourist tours anymore."

"Asked my family."

"Asked my friends."

"Asked locals when I got here."

"Used the Iqaluit Facebook page."



TRAVEL
NUNAVUT
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Nunavut Tourism



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