

Travel Nunavut ᐃᓄᒃᑎᑐᑦ የ៥៥

2018 Annual Report



TRAVEL
NUNAVUT
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Travel Nunavut Industry Association
Association de l'industrie du voyage du Nunavut
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Mandate

Travel Nunavut's principal mandate is to build and serve its membership, provide workshops, increase member benefits and advocate on behalf of its members. Additionally Travel Nunavut has a strategic framework in place to increase industry standards in the areas of training and product development in collaboration with the Government of Nunavut.

Vision

Supporting our membership by developing and promoting excellence with the tourism trade and advocating on their behalf.

Mission

Travel Nunavut is a not-for-profit-membership association that encourages tourism development by providing specialized knowledge and expertise in four key areas:

- Member Marketing
 - Research & Communication
 - Market Readiness
 - Advocacy

Travel Nunavut seeks partnerships with governments, Inuit Associations, communities and tourism operators to promote opportunities that encourage sustainable economic growth, cultural preservation and social benefits to Nunavummiut.

LcL⁹⁶

Сдво-гбсс

Λεπτόγρα

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CEO's Message/ CEO ችግኑናዎች



What a thrilling year for Nunavut and the travel industry. I am personally excited for the new brand launched by Nunavut Tourism. We are now operating as Travel Nunavut Industry Association.

This new brand clearly positions the organization as an industry association with the launch of Destination Nunavut, the Destination Marketing Organization. The Travel Nunavut brand was designed with the intent to marry with the existing Destination Nunavut brand: to follow colour and tone. Our primary objective with the design was to provide both members and consumers with a "unified voice" to tourism marketing and communications. It was intended to work as a family of brands for the territory.

The new website has launched. The site was designed to allow the end user, in as few clicks as possible, direct access to our members. Our members are our priority and the website features members in a bright, visual way. We hope you have checked it out and please send us your marketing material, so we can help promote your business!

Հայ մայն ըստածեցնուն եշտին կարպելու հայութեան
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եշտին եռուն պատու. Այս եշտին մատու ըստածեցնուն
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CEO's Report/CEO દ્વારા પ્રેરણ



CEO's Report

With the launch of the new name, Travel Nunavut Industry Association, we also launched a new website. The new site is geared to drive traffic to our members and address the needs of operators of all sizes. The site now features a direct link to members in an efficient manner. All members will be featured in multiple areas on the site including the packages section.

Our business plan has gone through a complete overhaul. The direction of the organization is clear and we have a stable partnership with our funding agencies.

Travel Nunavut announced the new liability insurance program with Hub Insurance. The program has a five million dollar per occurrence limit. It also has a comprehensive list that covers most of the activities offered in Nunavut.

Year over year membership activity has seen a increase in Inuit operators. As of March 31, 2018 we had 52 Inuit owned, 40 non-Inuit owned businesses/organizations for a total of 92 Nunavut-based members, 28 Canadian members and 2 international members.

The organization continues to act as the industry regulator. In some cases this could mean disciplinary action against members that do not conduct their business in accordance with Canadian tourism industry best practices.

We would like to thank the Government of Nunavut; Economic Development and Transportation for the core funding that ensures we are able to continue to operate as your voice in the travel industry. Travel Nunavut also receives funding from the Canadian Northern Economic Development Agency that allows us to market all of the travel opportunities that each of our members have.

CEO ➤ σεβαρέ

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Introduction

There have been a lot of changes in the marketing department. The new operating name, the new website and even new staff.

As you read the next pages on our marketing activity you will see the variety of activities that we have completed that are designed to benefit our members. Some of the shows attended was with members or familiarization trips that include some influential people to help spread the word on the incredible adventures Travel Nunavut members offer.

If you have any questions about what we can do for your business give me a call I am happy to talk about marketing and sales anytime!

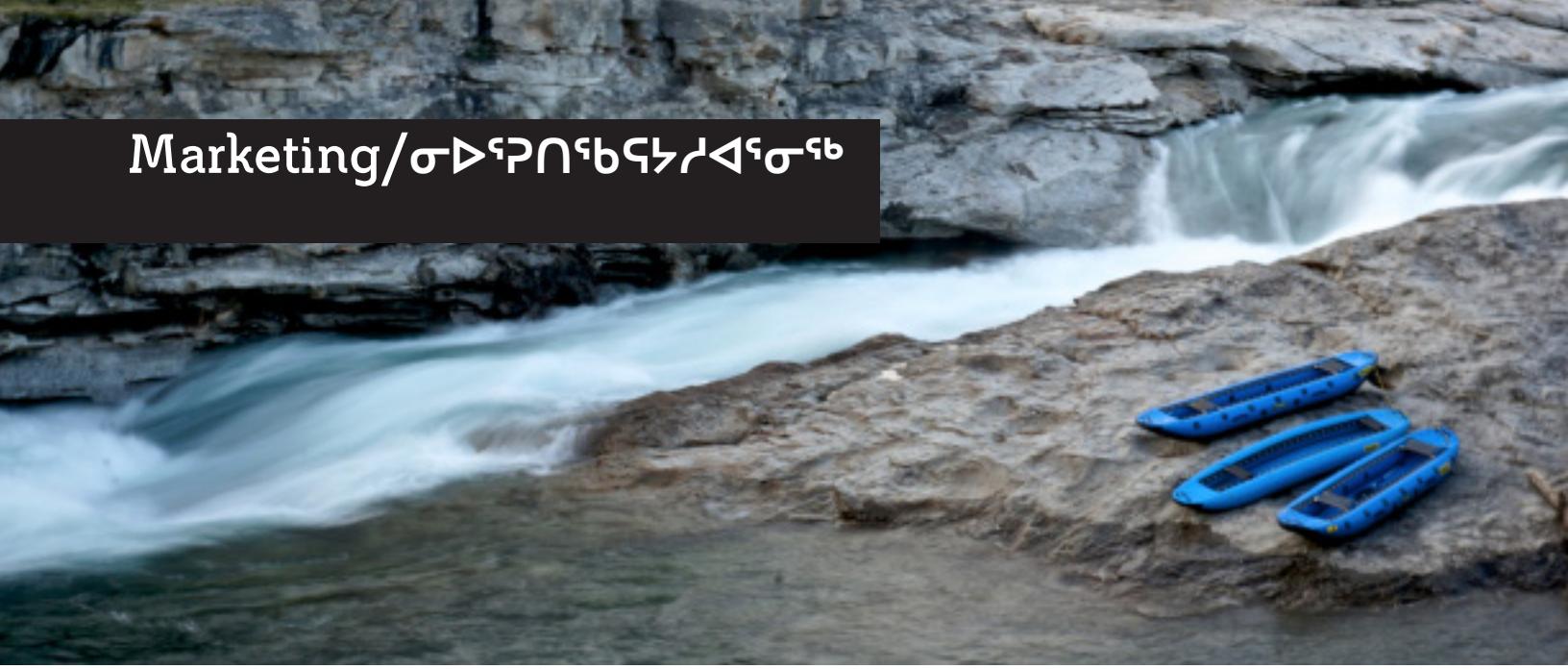
Robynn

σ>ՔՌԵՎՆԵՐԵՐԸ

“**ବ୍ୟାପାରକାରୀ**” ଏହାର ଅଧିକାରୀଙ୍କ ମଧ୍ୟ ଯାତ୍ରା କରିବାରେ ନିର୍ଦ୍ଦେଶ ଦିଆଯାଇଛି। ଏହାର ଅଧିକାରୀଙ୍କ ମଧ୍ୟ ଯାତ୍ରା କରିବାରେ ନିର୍ଦ୍ଦେଶ ଦିଆଯାଇଛି।



Marketing/σ▷▫የበኩል/ፈፀመ



Marketing Assistance Program

Our marketing assistance program was created to assist members with the costs of marketing their tourism products and services.

Each year members can apply to be reimbursed for 50% of their marketing costs up to a maximum of \$1000 per member per fiscal year.

In the 2017/2018 year 20 companies took advantage of this offering for a total of \$19,749.76.

Tourism & Travel Trade Shows

Over the course of the year we attend several shows to represent the travel industry in Nunavut. The shows that Travel Nunavut attended during the year were:

Tourism Week on the Hill (TIAC)

May 2017

Tourism Week showcases the economic impact and social benefits of Canada's tourism sector, but also issues a call to action to decision-makers from across the country.

The week helps convey that:

- Public policy challenges are not only inhibiting growth within the travel and tourism sector, but squandering one of the great Canadian economic opportunities.
 - Smarter public policy would not just stimulate travel, but drive jobs and investment in the Canadian economy.

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ԵՀԿԱԾՈՄՆԵՐԸ ԱՅՐԱՊԵՏՎԻ ԽՃԵՐԸ (TIAC)

LΔC 2017

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Λεράρης Γεώργιος Δημήτρης Σταύρος Διαδόχος:

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Nunavut Trade Show

September 2017

Nunavut's largest, annual business to business event, bringing together all levels of government, Inuit Corporations, Nunavut and southern businesses, investors, and entrepreneurs. This was a partnership opportunity with Parks Canada.

Kivalliq Trade Show

September 2017

An opportunity to support our members in the Kivalliq with space in the booth for members to network and learn from others

Aboriginal Tourism Conference (ITAC)

November 2017

This conference was a great opportunity for staff and members to gain a better understanding of aboriginal tourism throughout Canada and around the world. In addition to the wealth of knowledge gained through the sessions and workshops, it was also an excellent networking event where many new contacts and potential partnerships were made.

Tourism Congress

November 2017

Increased exposure in the Greater Toronto Area for members and Nunavut as a travel destination which is a primary target market for Nunavut.

The show provides opportunities to hear what potential visitors are thinking and what they want in terms of experiences as well as what sort of expectations they have, while also offering general demographic and geographic information about the market.

Additionally, the opportunity to see what other destinations are doing in terms of procedures, strategies, marketing efforts and promotions provides Travel Nunavut with ideas and insights which assist in marketing members more effectively.

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>ՀԳԳԵԾԸՆԹԱԼԿ ԵՌԵՎՇՎԵՐԸ

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Dallas Safari Club

January 2018

To promote visitation to the territory and increase spending with members in Nunavut. In addition to increasing awareness of Nunavut and Travel Nunavut members, we matched service requests with service providers and provide education and promotion on Travel Nunavut products, mainly fishing and hunting.

Toronto Outdoor Show

February 2018

Canada's largest showcase of adventure travel experiences under one roof. The Outdoor Adventure Show is the largest consumer show in Canada that brings together buyers and sellers of outdoor adventure products and services!

Johnny Issaluk demonstrated Arctic sports throughout the show and drew a large, varied and inquisitive crowd.

Members in attendance where **Adventure Canada**, **Arctic Kingdom**, **Arctic Tours**, **Black Feather**, **Far Horizons**, **Hakongak Outfitting**, **One Ocean** and **Parks Canada**.

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સાલ 2018

ՀԱՅԿԱՆ ՀԱՐՄԱՆԻ

Årgång 2018



Marketing/σ▷ፌበኩፌፌፌ



Familiarization Trips

One of the best ways to spread the word about the great offerings of our members is to send out media, influencer's and writers to experience the breadth of Nunavut. Trip after trip each member that has participated has seen an increase in business immediately following the publication. In the 2017/2018 year we supported the following trips:

Arctic Kingdom/Toronto Star - Arctic Bay

Outcome: Ten page digital article with photos (thestar.com), article in the travel section of The Toronto Star and a second travel article (thestar.com).

Jennifer Bain, travel editor for the Toronto Star joined Arctic Kingdom in Arctic Bay on a week long flow edge tour from June 10-17, 2017. As part of our agreement this media familiarization tour would produce a feature piece for the Toronto Star travel section.

Toronto Star - Iqaluit

Outcome: Three printed articles, six digital articles

Jennifer Bain, travel editor for the Toronto Star spent four days around Iqaluit and with local members. She produced a number of articles that increased bookings with the members she came in contact with, increased awareness of Iqaluit and her content is available to be used to promote the member and the territory.

Explore Magazine - Bylot Island

Outcome: Article published in print and online in the magazine as well as Frank Wolf's blog.

Frank Wolf is a well-known Canadian explorer and feature writer for Explore Magazine, Canada's premiere outdoor magazine. Members involved: **Tagak Outfitting, Frobisher Inn and Sauniq Inn.**

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Familiarization Trips cont'd

Inukpak Outfitting/Salut Bonjour - Iqaluit

Outcome: Two outdoor chronicle videos and video available on the website

Marcel Bouchard is the host of the show. He visited Iqaluit and from there to the floe edge.

Black Feather/Canada150/Destination Canada - Pond Inlet

Outcome: Three printed articles, six digital articles

Justine Gosling Three printed articles, six digital articles
UK travel writer and arctic explorer Justine Gosling traveled to the floe edge in Pond Inlet.

Arctic Kingdom/Royal Canadian Geographic Society - Pond Inlet

Outcome: Blog and video were produced as well as articles published in Canadian Geographic and River Magazine.

Jill Heinerth, Explorer in Residence with the Royal Canadian Geographical Society went to Pond Inlet to explore the floe edge from a diving perspective.

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$\leq \zeta^b \rightarrow A^c$ (Black Feather)/ $b_0 C$ (Canada 150)/

►<CC>o,r<4>g<6> bo,C (Destination Canada) - Γ<0LCE<6>

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בְּיֹצְאָתֶךָ תַּעֲשֶׂה־בְּבָנֶיךָ’

ENGLISH

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(Royal Canadian Geographic Society) - ፈርዕሉርር

‘בָּעֵד כִּי־סְמִיכָה:’ בַּקְשׁוּ לְבִנְבִּין כִּי־סְמִיכָה

▷ bc-LU-S (Canadian Geographic Diver Magazine).
▷ bc-LU-S (Canadian Geographic Diver Magazine).

© Canadian Geographical Society (2011)

at Canadian Geographical Society) | 1911-12-13

Website/ የዕግድናዕዳ ምያዝያያስ

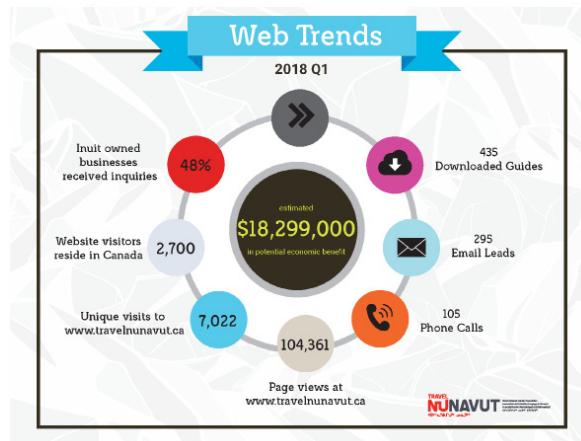
In March the new website was launched and the reviews have been positive. The numbers are also encouraging and we have been able to show how members are receiving the direct benefit of referral and exposure to potential clients.

Each member has a profile on the website and they are also able to have packages that reflect the products they are selling.

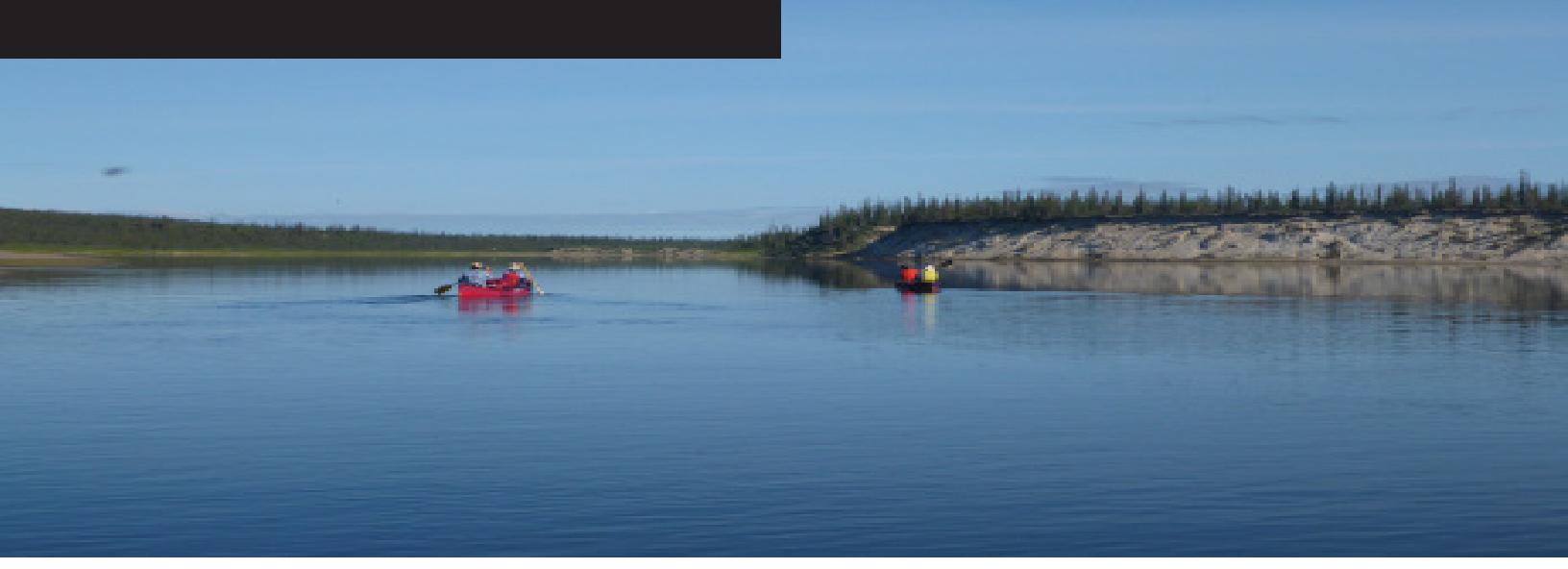
A referral is the re-direction of a potential consumer looking for more information or to make a booking with a member. This could be an email, a phone call or directing traffic from the Travel Nunavut website directly to the member company.

The website now allows us to accurately analyze the data which translates to a greater return on investment for marketing dollars spent.

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Operations/ $\Delta\sigma^{\text{CMB}}$



Advocacy

One of the biggest benefits of membership is having an organization that can advocate on behalf of the membership as well as the travel industry in Nunavut.

The organization has taken on several key issues over the year that have an impact on members.

Travel Nunavut worked with Transport Canada, Government of Nunavut and Nunavut Marine Training Consortium on issues surrounding the Small Vessel Operator Proficiency & Boating regulations.

We worked with the Nunavut Economic Forum committee (NEF) to bring forward a position paper to the Federal Government on broadband issues in Nunavut.

As the industry association we focused on self governance of the travel industry in Nunavut. On this issue we worked with operators on complying with industry best practices.

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Operations/ $\Delta\sigma^{\text{CMB}}$



CEO Travel

Rendezvous Canada-Calgary

Tourism Industry Association of Canada-Ottawa

Provincial Territorial Industry Association of CanadaTourism Day on the Hill and quarterly meeting-Ottawa

Kivalliq EDO Conference-Rankin Inlet

Aboriginal Tourism Association of Canada Conference -Calgary

Annual General Meeting

Presentations were made to the members in marketing, membership and finance along with the CEO's report. Guest speakers presented from the Government of Nunavut Economic Development and Transportation.

The newly elected board was presented and the new members were also introduced. Board members that attended where Sarah McNair-Landry, Jason Edmunds, Ed Romanowski, Steve Ruskay, Mystery Anderson and Carole Gobeil.

bUpsilonSigma-LC bUpsilonH - PDUJn (Rendezvous Canada-Calgary)

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«ՃՐԱՋԸՆՈՒՄ» ԵՎԼԵԿՈՏԻՐԸ

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სისტემური დოკუმენტი აღინიშნული არის და მათ გადამზადება არ მოხდება.



Operations/ $\Delta\sigma^{\text{eff}}$



The new Board of Directors met on Sunday, October 22nd to elect the new executive:

Inuit Employment Plan

Travel Nunavut has a priority hiring policy for Inuit who meet the qualifications of a position. This policy applies to all positions within the organization.

Language Plan

Travel Nunavut has a language plan in place that is approved by the Language Commissioner. This plan ensures that communication to members is translated into Nunavut's official languages.

- ሚድር ሰራተኞች (Keewatin Air) ማረጋገጫዎች በስልክ ሰራተኞች
 - የኖርድ ለመፈጸም (NorthWinds Expeditions) ማረጋገጫዎች በስልክ ሰራተኞች
 - ሚድር ኔቶስትሪ (Frobisher Inn) ማረጋገጫዎች በስልክ ሰራተኞች

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Membership/ΔԸՐԼԾՎՈՒՅՑ



Introduction

The beginning of this fiscal year saw a new look for Travel Nunavut. On April 1, 2017, the Government of Nunavut assumed responsibility for visitor centre operations in Iqaluit, Rankin Inlet and Cambridge Bay. Travel Nunavut is no longer involved in staffing, operations or programming at these centres.

This year saw the introduction of the Facebook member page. It was created to better communicate with members. It provides another communication channel for Travel Nunavut to share information.

‘ਬੁਦਾਚੰਗਾਂ ਮਾਨਸਿਆਂ



MEMBER *stats*

WHERE WE ARE

Inuit Operators

52



Northern Operators

40



Southern Operators

28



International

02



Total Members

122



2017

By *region*

Qikiqtaaluk region

Inuit	27	
Northern	22	
Southern	04	

Kitikmeot region

Inuit	13	
Northern	12	
Southern	03	

Kivalliq region

Inuit	17	
Northern	20	
Southern	02	

Membership/Δረሰኞ



Business Resources

In April of 2016 Travel Nunavut printed some of our most popular business resources:

- the Product Development Workbook
 - Business Aftercare Guide and Business
 - Market and Trade Ready Standards program.

An email was sent in 2017 to members to gauge how many were interested in receiving printed copies of these guides. 13 members requested the printed guides and additional copies were sent to smaller outfitters who they felt would benefit from these resources. A copy of each guide was sent to each EDO. The resources, that were distributed, cover crucial topics to running a successful tourism business:

- product development
 - licensing requirements
 - financial matters
 - marketing basics

Having a printed copy of these resources on hand will help our members quickly find important information that will help them to grow and stabilize their business.

Rendezvous Canada

May 2017

Travel Nunavut represented the membership at Rendezvous Canada in Calgary. There were a total of 135 appointments with travel trade individuals. A trade ready brochure was created for this event it included a short description on a variety of members along with their experiences, dates, location, small photo and website link. It also included general information about Nunavut and was available to all delegates.

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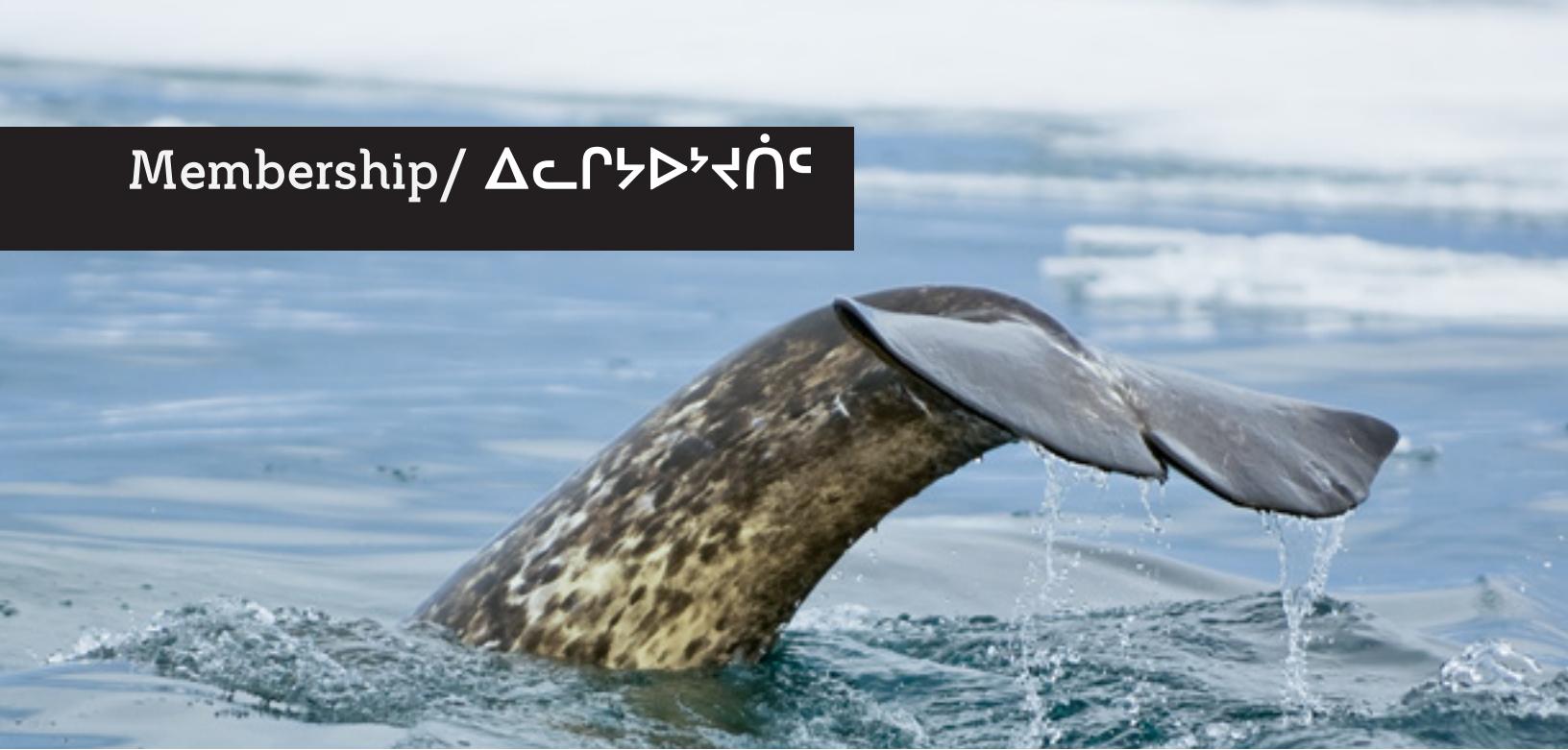
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bURσ⁹ bAC (Rendezvous Canada)

LA 2017

Membership/ ደርብነት



ITAC

Indigenous Tourism Association of Canada conference in Calgary, Alberta.

Travel Nunavut staff attended with members:

- **Hakongak Outfitting** (funded by the Kitikmeot Inuit Association)
 - **Polar Outfitting** (funded by Kakivak Association)
 - **Qaggiavuut** (funded by Kakivak Association)

Arctic Kingdom and Arctic Bay Adventures also attended.

The conference agenda included a variety of high-profile speakers and a wealth of sessions covering:

- Aboriginal best practices
 - Regional tourism
 - The role of industry associations
 - Indigenous tourism around the world
 - Tourism readiness
 - The power of technology to promote tourism
 - Building capacity
 - Building effective partnerships
 - Community Driven Tourism
 - Attracting international visitors
 - How Aboriginal tourism contributes to the economy

ITAC

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- የአድራሻና የሚሸጠውን ስም (Hakongak Outfitting)
የአድራሻና የሚሸጠውን ስም (Polar Outfitting)

Membership/Δርጂነዢናስ



Inspiration Village

Canada 150 Celebrations included Inspiration Village, a large outdoor exhibit located in the Byward Market in downtown Ottawa.

It ran daily from May 20th - September 4th, 2017. Participating provinces, territories and other organizations each had a sea can transformed into an interactive exhibit showcasing different parts of Canada. Travel Nunavut used this exhibit to market the members. The display contained a 55" flat-screen tv that played video and photo slideshows throughout the day.

Members were invited to submit videos and photos showcasing their tourism experiences. We received content from seven members: **Inuk-pak Outfitting, Adventure Canada, Arctic Kingdom, Parks Canada and One Ocean Expeditions, NorthWinds and Alianait Arts Festival**. Arctic Kingdom also had a special promotion and trip giveaway to entice patrons to visit the exhibit.

The exhibit was a partnership between Travel Nunavut and the Government of Nunavut Economic Development and Transportation.

Inspiration Village saw up to 25,000 visitors per day on weekends and averaged about 5,000–7,500. per week day.

Δ°>ΝΔΗ° οοε-ηχές (Inspiration Village)

ബാക്ടർ 150 മുൻപായിട്ടുനിന്ന് ആരംഭിച്ച അമൃതവാസി വാസികൾ (Inspiration Village), കുറഞ്ഞ വാസികൾ എന്നും പറയാം.

▷Gamma Village (Inspiration Village) ▷Yachats 25,000 >Columbia 5,000-7,500.

Membership/Δכעטניאַה



NEDA Conference

Travel Nunavut was asked by NEDA (Nunavut Economic Developers Association) to give a presentation at this year's annual NEDA conference September 14th, in Toronto.

The annual NEDA Conference brings together Nunavut's 25 CEDO's for three days of presentations, discussions and workshops on economic development.

The travel industry is a large component of the conference and one full day was dedicated to presentations from Travel Nunavut and the Government of Nunavut Economic Development and Transportation.

The presentation included:

- How Travel Nunavut can help EDOs and Nunavummiut who want to get involved in the travel industry
 - Member benefits of Travel Nunavut
 - Resources
 - Overview of the new mandate following transition with Destination Nunavut
 - Upcoming projects: new website and brand

Approximately 20 communities were represented at the conference. The participants were engaged and there was significant Q&A during and after the presentation.

NEDA ԵՌԱՋՐԸ

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Indigenous Tourism Association of Canada

2017 Conference



- Role of Industry Associations
- Indigenous Tourism Around the World

- Aboriginal Best Practices
- Regional Toursim



- Tourism Readiness
- The Power of Technology to Promote Tourism



- Building Capacity
- Building Effective Partnerships



- Community Driven Tourism
- Attracting International Visitors
- How Indigenous Tourism Contributes to the Economy



**NUNAVUT TOURISM
FINANCIAL STATEMENTS
MARCH 31, 2018**

*Financial statements are also available in Inuktitut by request.



INDEPENDENT AUDITORS' REPORT

To the Board of Directors of Nunavut Tourism

We have audited the accompanying financial statements of Nunavut Tourism, which comprise the statement of financial position as at March 31, 2018, and the statements of operations, changes in fund balances and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

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

Auditors' Responsibility

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

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

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

Opinion

In our opinion, these financial statements present fairly, in all material respects, the financial position of Nunavut Tourism as at March 31, 2018 and its financial performance and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.



Iqaluit, Nunavut
May 31, 2018

Chartered Professional Accountants

NUNAVUT TOURISM
STATEMENT OF OPERATIONS
FOR THE YEAR ENDED MARCH 31, 2018

	Association Operations & Management	Other Government Projects (Schedule I)	Can Nor Projects	Other Projects (Schedule II)	2018 Total	2017 Total
REVENUES						
Government of Nunavut Repayment	\$ 1,000,000 <u>(50,317)</u>	\$ 82,047 <u>-</u>	\$ - <u>-</u>	\$ - <u>-</u>	\$ 1,082,047 <u>(50,317)</u>	\$ 1,747,795 <u>(119,479)</u>
Deferred (Note 6)	<u>949,683</u> <u>1,819</u>	<u>82,047</u> <u>-</u>	<u>-</u> <u>-</u>	<u>-</u> <u>-</u>	<u>1,031,730</u> <u>1,819</u>	<u>1,628,316</u> <u>2,352</u>
Federal government funding Memberships	<u>951,502</u> <u>15,225</u>	<u>82,047</u> <u>-</u>	<u>-</u> <u>-</u>	<u>-</u> <u>-</u>	<u>1,033,549</u> <u>15,225</u>	<u>1,630,668</u> <u>16,200</u>
Other revenue	<u>771</u> <u>967,498</u>	<u>-</u> <u>82,047</u>	<u>-</u> <u>475,000</u>	<u>31,347</u> <u>31,347</u>	<u>32,118</u> <u>1,555,892</u>	<u>44,063</u> <u>1,963,735</u>
EXPENSES						
Administration	84,080	-	-	-	84,080	103,276
Amortization	3,888	-	-	-	3,888	5,044
Board governance	20,214	-	-	-	20,214	34,010
Office rent and equipment	149,331	-	-	-	149,331	174,970
Human resources	642,818	-	-	-	642,818	1,177,092
Marketing	67,167	-	-	-	67,167	89,939
Materials and supplies	-	-	-	-	-	6,581
Project costs	-	<u>77,054</u>	<u>475,841</u>	<u>11,791</u>	<u>564,686</u>	<u>394,618</u>
	<u>967,498</u>	<u>77,054</u>	<u>475,841</u>	<u>11,791</u>	<u>1,532,184</u>	<u>1,985,530</u>
EXCESS REVENUES (EXPENSES)	\$ -	\$ 4,993	\$ (841)	\$ 19,556	\$ 23,708	\$ (21,795)

*Financial statements are also available in Inuktitut by request.

NUNAVUT TOURISM
STATEMENT OF CHANGES IN FUND BALANCES
FOR THE YEAR ENDED MARCH 31, 2018

	General <u>Fund</u>	Invested in <u>Capital Assets</u>	Asset Replacement <u>Fund</u>	Total <u>2018</u>	Total <u>2017</u>
BALANCE, OPENING	\$ 535,863	\$ 9,365	\$ 43,544	\$ 588,772	\$ 610,567
Excess revenues (expenses)	23,708	-	-	23,708	(21,795)
Amortization of government assistance	(1,819)	1,819	-	-	-
Amortization	<u>3,888</u>	<u>(3,888)</u>	<u>-</u>	<u>-</u>	<u>-</u>
BALANCE, CLOSING	<u>\$ 561,640</u>	<u>\$ 7,296</u>	<u>\$ 43,544</u>	<u>\$ 612,480</u>	<u>\$ 588,772</u>

*Financial statements are also available in Inuktitut by request.

NUNAVUT TOURISM
STATEMENT OF FINANCIAL POSITION
AS AT MARCH 31, 2018

	<u>2018</u>	<u>2017</u>
<u>ASSETS</u>		
CURRENT		
Cash and cash equivalents	\$ 442,438	\$ 1,041,640
Accounts receivable (Note 3)	410,260	44,943
Prepaid expenses	<u>11,581</u>	<u>19,857</u>
	<u>864,279</u>	<u>1,106,440</u>
CAPITAL ASSETS (Note 4)	<u>13,834</u>	<u>17,722</u>
	<u><u>\$ 878,113</u></u>	<u><u>\$ 1,124,162</u></u>
<u>LIABILITIES</u>		
CURRENT		
Accounts payable and accrued liabilities (Note 5)	\$ 254,415	\$ 525,293
Deferred revenue	<u>4,680</u>	<u>1,740</u>
	<u>259,095</u>	<u>527,033</u>
DEFERRED GOVERNMENT ASSISTANCE (Note 6)	<u>6,538</u>	<u>8,357</u>
	<u><u>265,633</u></u>	<u><u>535,390</u></u>
<u>NET ASSETS</u>		
GENERAL FUND	561,640	535,863
INVESTED IN CAPITAL ASSETS	7,296	9,365
ASSET REPLACEMENT FUND	<u>43,544</u>	<u>43,544</u>
	<u>612,480</u>	<u>588,772</u>
	<u><u>\$ 878,113</u></u>	<u><u>\$ 1,124,162</u></u>

APPROVED BY THE BOARD:

Chairperson _____ Secretary/Treasurer _____

*Financial statements are also available in Inuktitut by request.

NUNAVUT TOURISM
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED MARCH 31, 2018

	<u>2018</u>	<u>2017</u>
OPERATING ACTIVITIES		
Excess revenues (expenses)	\$ 23,708	\$ (21,795)
Items not requiring (providing) cash:		
Amortization of capital assets	3,888	5,044
Amortization of deferred government assistance	<u>(1,819)</u>	<u>(2,352)</u>
	25,777	(19,103)
Cash provided by (used for) changes in non-cash working capital:		
Accounts receivable	(365,317)	236,312
Prepaid expenses	8,276	22,913
Accounts payable and accrued liabilities	(270,878)	(717,151)
Deferred revenue	<u>2,940</u>	<u>(180)</u>
	(599,202)	(477,209)
DECREASE IN CASH	(599,202)	(477,209)
CASH AND CASH EQUIVALENTS, OPENING	<u>1,041,640</u>	<u>1,518,849</u>
CASH AND CASH EQUIVALENTS, CLOSING	<u>\$ 442,438</u>	<u>\$ 1,041,640</u>

*Financial statements are also available in Inuktitut by request.

NUNAVUT TOURISM
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2018

1. NATURE OF THE ORGANIZATION

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

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

2. SIGNIFICANT ACCOUNTING POLICIES

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

(a) Use of Estimates

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

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

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

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

(d) Fund Accounting

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

NUNAVUT TOURISM
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2018

2. SIGNIFICANT ACCOUNTING POLICIES (continued)

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

(h) Expense Allocations

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

(i) Contributed services

Volunteers contribute time to the organization 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.

3. ACCOUNTS RECEIVABLE

	<u>2018</u>	<u>2017</u>
Government of Nunavut	\$ 338,954	\$ 0
Government of Canada	57,991	37,555
Trade receivables	<u>13,315</u>	<u>7,388</u>
	<u><u>\$ 410,260</u></u>	<u><u>\$ 44,943</u></u>

NUNAVUT TOURISM
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2018

4. CAPITAL ASSETS

	<u>Cost</u>	<u>Accumulated Amortization</u>	<u>Net Book Value</u> <u>2018</u>	<u>Net Book Value</u> <u>2017</u>
Furniture and equipment	\$ 247,924	\$ 236,492	\$ 11,432	\$ 14,290
Computers and audio-visual equipment	161,173	160,209	964	1,378
Leasehold improvements	177,529	177,529	-	-
Media displays	<u>88,876</u>	<u>87,438</u>	<u>1,438</u>	<u>2,054</u>
	<u><u>\$ 675,502</u></u>	<u><u>\$ 661,668</u></u>	<u><u>\$ 13,834</u></u>	<u><u>\$ 17,722</u></u>

5. ACCOUNTS PAYABLE AND ACCRUED LIABILITIES

Included in the accounts payable and accrued liabilities balance is \$8,544 (2017 - \$14,335) of government remittances payable.

6. DEFERRED GOVERNMENT ASSISTANCE

	<u>2018</u>	<u>2017</u>
Deferred government assistance - beginning of year	\$ 8,357	\$ 10,709
Government assistance recognized during year	<u>(1,819)</u>	<u>(2,352)</u>
Deferred government assistance - end of year	<u><u>\$ 6,538</u></u>	<u><u>\$ 8,357</u></u>

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

7. OPERATING LINE OF CREDIT

The organization has signed a general loan agreement with Baffin Business Development Corporation for a line of credit in the amount of \$150,000 at an interest rate of 10% . The purpose is for interim financing when required. The agreement is in place until March 31, 2018. At year-end no funds were used (2017- nil).

8. FINANCIAL DEPENDENCE

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

NUNAVUT TOURISM
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2018

9. COMMITMENTS

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

2019	\$ 89,006
2020	<u>18,543</u>
	<u><u>\$ 107,549</u></u>

*Financial statements are also available in Inuktitut by request.

SCHEDULE I

**NUNAVUT TOURISM
OTHER GOVERNMENT PROJECTS
FOR THE YEAR ENDED MARCH 31, 2018**

	<u>Sport Fishing</u>	<u>Translations</u>	<u>Inspiration Village</u>	<u>Total</u>
Revenues				
Government of Nunavut EDT	\$ -	\$ -	\$ 42,997	\$ 42,997
Government of Nunavut ENV	34,050	-	-	34,050
Government of Nunavut C&H	-	5,000	-	5,000
	<u>34,050</u>	<u>5,000</u>	<u>42,997</u>	<u>82,047</u>
Expenses				
Program expenses	34,050	-	43,004	77,054
	<u>34,050</u>	<u>-</u>	<u>43,004</u>	<u>77,054</u>
EXCESS REVENUES (EXPENSES)	<u><u>\$ -</u></u>	<u><u>\$ 5,000</u></u>	<u><u>\$ (7)</u></u>	<u><u>\$ 4,993</u></u>

*Financial statements are also available in Inuktitut by request.

SCHEDE II

**NUNAVUT TOURISM
OTHER PROJECTS**
FOR THE YEAR ENDED MARCH 31, 2018

	<u>Meetings & Conferences</u>	<u>Other</u>	<u>Merchandise sales</u>	<u>Total</u>
Revenues				
Kakivak Association	\$ 7,983	\$ -	\$ -	\$ 7,983
Other income	<u>5,000</u>	<u>6,830</u>	<u>11,534</u>	<u>23,364</u>
	<u><u>12,983</u></u>	<u><u>6,830</u></u>	<u><u>11,534</u></u>	<u><u>31,347</u></u>
Expenses				
Travel and accommodations	<u>11,791</u>	<u>-</u>	<u>-</u>	<u>11,791</u>
EXCESS REVENUES (EXPENSES)	<u>\$ 1,192</u>	<u>\$ 6,830</u>	<u>\$ 11,534</u>	<u>\$ 19,556</u>

*Financial statements are also available in Inuktitut by request.

Aularit Nunavumi Travel Nunavut

2017/2018 Annual Report



TRAVEL
NUNAVUT
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Travel Nunavut Industry Association
Association de l'industrie du voyage du Nunavut
Aulajiq Nunavut Nanminiqaqtunut Katimayiingit
ᓇጀᔪᑎ ᐃጀጀ ᓂጀጀ ᓂጀጀ ᓂጀጀ ᓂጀጀ

Havaakhijutayuq

Aularit Nunavumi-kunut havaakhijutauyuq agiklivaaliriagani kiv-gaqtuqlugilu ilayut talvani, atuqtitilik ayuiqhajutinik, amigaiqpaa-liriagani ilauyunut ikayuutit hiqnaqlugilu ilagiyatik. Ilaganilu, Aularit Nunavumi atulirumayamiknik havauhikhaqaqtut taja amigaiqpaa-liriagani havavikni atuinaqtut ayuiqhajutini hanayakhaniklu pivalianiginik havaqatigilugit Kavamat Nunavumi.

Tautktuuyaqtauyuq

Ikayuqniginik ilauyut uvaptikni pivalianigagut atuqpaaliriagani naku-uniqhat pulaqtunit himautikhanik hiqnaqniginiklu kivgaqtuqhugit.

Havaaq

Aularit Nunavumi manikhaqhiugitunit ilauyunit timiuyuq akhhuuqhai-yuq pulaqtuqliqinikut pivaliajutikhanik pipkaivlilik naunaituik qauy-imayauyunik ayugijutiniklu hitamani ihumagiyaqluaqtuni:

- Ilauyuq Niuaavikni
- Ilituqhainiq Tuhaumajutiniklu
- Nauvaavikni Upalugaiyaut
- Hiqnaqnig

Aularit Nunavumi qiniqhiayut ikayuqtikhamiknik kavamanik, Inuit Timigiyainik, nunagiyaunyuk, pulaaqtuliqiyiniklu atuqpaaliriagani atulaaqtut akhurutauyut atuqhimaginaqtukhanik manikhaqhiurutinik amigaiqpalianiginik, ilitquhiq ilipkamainariagani inuhiqnilu nakuru-tauyaagani Nunavumiutanit.

Mandat

Le mandat principal de Travel Nunavut est de développer et de servir ses membres, d'offrir des ateliers, d'augmenter les avantages aux membres et de défendre et promouvoir les intérêts de ses membres. De plus, Travel Nunavut peut compter sur un cadre de travail stratégique pour améliorer les normes de l'industrie dans les secteurs de la formation et du développement de produit en collaboration avec le gouvernement du Nunavut.

Vision

Soutenir nos membres en développant et promouvant l'excellence en matière de tourisme et en défendant leurs intérêts.

Mission

Travel Nunavut est une association sans but lucratif d'entreprises membres qui encourage le développement du tourisme en fournissant connaissances et expertise spécialisées dans quatre secteurs clé :

- Marketing
- Recherche et communication
- Mise en marché
- Défense et promotion

Travel Nunavut recherche des partenariats avec les gouvernements, les associations inuites, les communautés et les exploitants d'entreprises de tourisme afin de promouvoir une croissance économique durable, la préservation du patrimoine culturel et les retombées sociales au bénéfice des Nunavummiut.



CEO's Message/ CEO የአዲስ አበባ



Alianaqtuk ukiuq Nunavumi aulaqtulikiyinilu havakviuyuni. Quvia-huktuga nutaamik ilitaqhijunmik havitauyumik Nunavumi Pulaqtu-liqiyinit. Aulaniqaliqtugut Aularit Nunavumi Havakviuyumi Katimay-iniini.

Una nutaaq ilitaqhijut inikhaqaqtiauyuq timiuyumit havakviuyumi katimayinik haviniganit Tikilvikhamik Nunavumi, Tikilvikhamik Niu-vaavikni Timiuyuq. Aularit Nunavumi ilitaqhijut titirauyaqtahimayuq ilaliutiyaaganit atuqtumi Tikilvikhamik Nunavumi ilitaqhijunmi: malikhugit kalagit takuukhautiaqnigilu. Pijutigliuataqt titirauyaqnigani pipkariagani tamaknik ilauyut niuviqtulu "atautimik nipiqaariagani" pulaqtuliqinikut niuvaaviuyuni tuhaumajutiniklu. Pigiarutauyuq ilariinik ilitaqhijutinik talvani ukiuqtaqtumi.

Nutaaq qaritauyami qungiakhaq havitauyuq. Qungiakhaq ihuaqha-qhimayuq pipkariagani atuqluaqtuq, ikiniqhani naqitaqniginik ayuqnaitpat, uqaqvigaagani ilauqativut. Ilauqativut ihumagilu-aqtavut qungiakhaqlu piqaqtut ilauyunik qaumayuni, takuukhauti-aqtuni. Ihivgiuqhimayunaqhivakhi tuyujavuhilu niuvaavikni hanahimayunik, ikayuriaptikni atuqtauvaliariagani manikhaqhiurutigiyat!

Quelle année excitante ce fut pour le Nunavut et l'industrie du voyage. Je suis personnellement enthousiasmé par cette nouvelle marque de commerce lancée par Tourisme Nunavut. Nous opérons maintenant sous le nom de l'Association de l'industrie du voyage du Nunavut.

Cette nouvelle marque positionne clairement l'organisation comme une association de l'industrie avec le lancement de Destination Nunavut, son organisation de marketing de destination. La marque Travel Nunavut a été conçue avec l'intention de bien se concilier avec la marque existante Destination Nunavut en terme de couleur et de ton. Notre objectif premier lors de la conception était de procurer autant aux membres qu'aux consommateurs une « voix unifiée » en matière de communication et de marketing du tourisme. Le but étant de travailler comme une famille de marques pour le territoire.

Le nouveau site Web est en ligne. Le site a été conçu pour permettre à l'utilisateur, en peu de clics, un accès direct à nos membres. Nos membres sont notre priorité et le site Web met nos membres en vedette d'une manière éclatante et visuelle. Constatez-le par vous-même et veuillez nous faire parvenir votre matériel promotionnel afin que nous puissions vous aider à promouvoir votre entreprise !



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Tukumuaktitiyip Unipkaga/ Rapport du PDG



Tukumuaktitiyip Unipkaga

Havitauniga nutaaq atia, Aularit Nunavumi Havakviuyumi Katimayit, havityugulu nutaaamik qaritauyami qungiakhamic. Nutaaq qungiakhaa ihuaqhaqhimayuq turaaqtitagani aulaaqtut ilauqatiptiknut ihuaqhiyaaganilu pulaqtuliqiyit tamainik. Qungiakhaq taja ilaliutilaarautauyuq ilauyunut ihuaqtumik. Tamaita ilauyut takuukhauniaqtut amihuni qungiakhami ukunani lu atautimiuyuni uigani.

Havauhikhaptiknik upalugaiyaut tamaat ihuaqhaqtauhimaliqtuq. Turaaqvikhaa timiuyup naunaiqtuq aulainaqtukhamiklu ikayuqtiaq-litugut manikhaqvptiknik timiuyunit.

Aularit Nunavumi tuhaqtitiyut nutaaamik maniyyautinut qulaqnaiyautikhat Hub Insurance-kulu. Havaaq piqaqtuq talimanik miliatalamik atuni qanuriliyuqaqat kiklikhaqqaqhuni. Tamatkiumayumiklu naunaip-kutilik amigainiqhanik hulijutinik atuqtauyukhanik Nunavumi.

Ukiumit ukiumut ilauyunit hulijutit amigairutaivaliayuq Inuinaqnik pulaqtuliqiyinik. March 31-mi 2018-mi, 52-guyut Inuinaqnit nanminigiyayut 40-lu Inuinaugitunit nanminigiyayut manikhaqhiurutit timiuyut atautimut 92-guyut Nunavumi ilauyut, 28-guyut Kanatamiutanit ilauyut malruklu (2) hilayuamit ilauyuk.

Timiuyuq havaaqinaqtuq havakviuyumi maliruaqtitivluni. Ilagini, tukiqaqtuq taniqtuiniqmik ukuniga ilauyuni havatiaginiqta manikhaqhiurutimikni atuqlutit Kanatami pulaqtuliqinikut havakviuyuni naku-uniqhanik pigiarutinik.

Quyagiyumayavut Kavamat Nunavumi; Manikhaqhiurutinik Pivalianikut Aulaarutiniklu aulayutauluaqtunik manikhaakhanik pijutaukmat atuqli-mariaptikni aulaniriyaptiknik nipigiyluhi aulaqtuliqinikut havakviuyumi. Aularit Nunavumi manikhaqpaktuluq Kanatami Ukiuqtatqumi Manikhaqhiurutinik Pivalianikut Havakviuyumit niuviqtitipkaqmatigut tamaita aularutikhanik atulaaqtunik atuni ilaukatipta pihimayainik.

Rapport du PDG

Avec l'annonce du nouveau nom, l'Association de l'industrie du voyage du Nunavut, nous avons également mis en ligne un nouveau site Web. Le nouveau site se veut une plateforme stimulant le trafic vers nos membres et répondant aux besoins de tous les exploitants, peu importe leur envergure. Le site comporte maintenant un lien direct vers les membres, rendant le tout très efficace. Tous les membres seront mis en vedette dans plusieurs catégories sur le site, incluant la section des forfaits.

Notre plan d'affaires est passé à travers une refonte complète. La direction de l'organisation est clairement établie et nous avons conclu des partenariats stables avec nos organismes de financement.

Travel Nunavut a annoncé le nouveau programme d'assurance-re-sponsabilité avec Hub Insurance. Le programme comporte une limite par événement de cinq millions de dollars. Il comporte également une liste complète couvrant la plupart des activités offertes au Nunavut.

Année après année, les activités des membres font état d'une augmentation du nombre d'exploitants inuits. En date du 31 mars 2018, nous dénombrons 52 entreprises/organisations appartenant à des Inuit et 40 dirigées par des non-Inuit, pour un total de 92 membres basés au Nunavut, ainsi que 28 membres canadiens et 2 membres internationaux.

Notre organisation est toujours l'autorité de réglementation de l'industrie. Dans certains cas, cela peut se traduire par des mesures disciplinaires contre un membre qui ne mène pas ses affaires en conformité avec les meilleures pratiques de l'industrie touristique canadienne.

Nous souhaitons remercier le gouvernement du Nunavut et son ministère du Développement économique et des Transports pour le financement majeur qui nous permet de continuer à faire entendre votre voix dans l'industrie du voyage. Travel Nunavut reçoit également du financement de la part de l'Agence canadienne de développement économique du Nord, financement qui nous permet de faire la promotion des différentes possibilités de voyage offertes par nos membres.

Niuviktitiniq/Marketing



Hivuniqhijutikhat

Piqaqtuq amigaitunik aalaguqniginik niuviktitiniqmi havakviuyumi. Nutaat aulanigagut atia, nutaaq qaritauyami qungiakhaq, nutaalugal- uat havaktit.

Taiguahimaronupkit tuukliuyut makpiqnigut niuviktitijutiptikni takuni- aqutit aalatqiinik hulijutinik iniqhimayaptiknik ihuaqhaqhimayunik ikayuriagani ilauqativut. Ilagut qungiaqtiviuyut ilauviuyut ilauyunit nalunaiyautinuluniit aularutinik ilaqaqtunik ilaginik atuqtitivaaliriaqani inuknik ikayuqtuiyunik uquauhirinyaagani aqlikhutat aularutikhat Aularit Nunavumi ilauyunit atuqtijuhiinik.

Apiutikhaqaruvit qanuriliuruhikhaptiknik manikhaqhiurutigiyaqni hivayajavaqma uqaqatigiyumainaqttagut niuviktitiviknik naivigakhanilu quyavinaq!

Robynn

Introduction

Il y a eu beaucoup de changements au sein du département marketing. La nouvelle appellation, le nouveau site Web et même de nouveaux employés.

Alors que vous prendrez connaissance des prochaines pages portant sur nos activités marketing, vous constaterez la variété des activités que nous avons menées et qui ont été conçues au bénéfice de nos membres. Certains des salons ou foires auxquelles nous avons pris part fut avec nos membres ou dans le cadre de visites de familiarisation incluant des individus ayant beaucoup d'influence afin de contribuer à passer le mot sur les voyages-aventures que nos membres ont à offrir.

Pour toute question sur ce que nous pouvons faire pour votre entreprise ou organisation, communiquez avec moi et je serai heureux de discuter avec vous de marketing et de ventes!

Robynn



Niuviktitiniq/Marketing



Niubaavikni Ikayuutinik Havaaq

Niubaavikni ikayuutinik havaaqut hatqigauyut ikayuriagani ilauyt akituniginik niuviqtitiyaagani pulaqtuliqinikut hanayatik ikayuutigiyatiklu.

Atuni ukiumi ilauyt tuukhilaqtut utiqtitivigiyauyaagani 50%-mik (napainik) niuviktitijutini akituniginik akituniqhamik 1-tausitalamut atuni ilauyuq atuni aulaniqmi ukiumi.

2017-mit 2018-mut ukiumi 20 timiuyut atuqhimayut uumiga havitauyumik atautimut 19,749.76-taalamik.

Pulaaqtuliqinikut Aularutiniklu Takuupkaivit

Atuqnigani ukiup ilauhimayuvut malruuknik takuupkaiviuyuknik kivagaqtuqhugit aulaqtuliqiyinik havakviuyunit Nunavumi. Takuupkaivit Atularit Nunavumi ilauvigiayit atuqtilugu ukiuq ukuaguyut:

Pulaqtuliqiniq Saniuniqmi Hill-mi (TIAC)

May-mi 2017-mi

Pulaqtuliqiniq Saniuniqmi takuupkaqtaiyuq manikhaqhiuritit aktuqniginiq inuujuhiqmilu ikayuutinik Kanatami pulaqtuliqiyini, upitquiylu ihumaliuqtinik humiliqaa Kanatami.

Saniuniq qauyipkaiyuq ukuniga:

Inuknit pitquhiyuni akhurutinik ayuqhaqtitjutauyut amigaiqnigini aulaqtuliqinikut pulaqtuliqinikulu havakviuyunik, kihiani mangit atuniqlukhugit aginiqhami Kanatamiutanit manikhaqhiurutini atuqtukhani.

Ayuiniqhat inuknit pitquhiq unainaugituq atuqhimariagani aulaaqniq, kihiani amigaiqpaaliqtilugit havaakhat mangilu atuqtukhat Kanatamiutanit manikhaqhiurutaini.

Programme d'assistance marketing

Notre programme d'assistance marketing a été mis sur pied pour aider les membres au niveau des coûts engendrés par la promotion de leurs produits et services en matière de tourisme.

Chaque année, les membres peuvent faire une demande pour se voir rembourser 50 % de leurs coûts en marketing jusqu'à un maximum de 1000 \$ par membre par année fiscale.

Pour la période 2017-2018, 20 entreprises ont profité de cet avantage, pour un total de 19 749,76 \$.

Foires commerciales sur le tourisme et le voyage

Au cours de l'année, nous avons assisté à différentes foires commerciales afin de représenter l'industrie du voyage au Nunavut. Les foires et salons auxquels Travel Nunavut a assisté au cours de la dernière année sont :

Semaine du tourisme (AITC)

Mai 2017

La Semaine du tourisme permet de démontrer les impacts économiques et le bénéfice social du secteur du tourisme au Canada, mais également d'émettre un appel à l'action auprès de ceux et celles qui prennent des décisions partout au pays.

La Semaine du tourisme contribue à transmettre le message que :

Les obstacles occasionnés par la politique publique non seulement gênent la croissance du secteur du voyage et du tourisme, mais gaspille également l'une des meilleures opportunités économiques du Canada.

Une politique publique plus éclairée stimulerait le secteur du voyage et du tourisme, mais de plus elle entraînerait de la création d'emplois et de nouveaux investissements dans l'économie canadienne.



Niuviktitiniq/Marketing



Nunavumi Havaanik Takuupkaivik

September-mi 2017-mi

Nunavumi aginiquaq, aipagutuaragat manikhraqhiutunit manikhraqhi-uqtunut hulijut, katipkajutauyut tamainik kavamanik, Inuit Kuapariisigiyainik, Nunavumi hivuraanilu manikhraqhiurutiqaqtunik, atuqtitiyunik maniknik, niuviqtitiyuniklu. Una ikayuqtiriigutauyut Minguiqhiqviliqiyilu Kanatami.

Kivaliqmi Takuupkaivik

September-mi 2017-mi

Atuqtakhaq ikayuriagani ilauqativut Kivaliqni inikhaqariagani igluanumi ukua ilauyut havaqatiriiagani ilitaaganilu aalanit.

Nunaqaqatut Pulaqtuliqiyit Katimaqyuaniq (ITAC)

November-mi 2017-mi

Una katimaqyuaniq atuqnipaqaqyuaqtuq havaktunit ilauyunilu kagiqhivaaliriaqani nunaqaqatut pulaqtuliqinikut humiliqaa Kanatami hilaquyamilu. Ilagiyaanik qauymayauyut pihimayut katimaniqmit ayuqahaviknilu, ihuaqpiatqulq havaqatiriiigutinik ukunani nutaat uqaqtikhat ikayuqtigiyakhankilu pijutauyuq ukunanga ilauyunit.

Pulaqtuliqinikut Katimaqyuatit

November-mi 2017-mi

Takuukhauvaliqnigit Inugiaknimi Toronto-mi Nunami ilauyunik Nunavumiklu aulaqtut tikilvikhaanik turaaqviulaqtuq niuvaaviknik Nunavumi.

Qungiaqvikhaq pipkaiyuq atuqtukhanik tuhariagani pulaaqtukhanit ihumayunik hunaniklu piyumayainik atuqtakhanik hunaniklu nahuri-yakhainik, pipkaiylitliklu inuqaqniginik nunalu qanuriniginik hivuniqhijutinik ukuniga niuvigakhanik.

Ilagiyaani, takuyaagani aalat tikilvikhat qanuriliuqniginik pigiarutini, atulirumayauyunik, niuvaavikni akhururatauyunik atuqpaaalirutikhainik Aularit Nunavumi ihumagiyakhainik kagiqhijutiniklu ikayuutikhanki niuvigauyaagani ilauyunit hulujutainik ihuaqnighamik.

Foire commerciale du Nunavut

Septembre 2017

Le plus important événement annuel interentreprises du Nunavut rassemble tous les paliers de gouvernement, les organisations et organismes inuits, ainsi que des entreprises, des investisseurs et des entrepreneurs du Nunavut et du Sud. Ce fut l'occasion d'établir un partenariat avec Parcs Canada.

Foire commerciale du Kivalliq

Septembre 2017

Une occasion de soutenir nos membres du Kivalliq avec un espace kiosque permettant aux membres de réseauter et d'échanger des informations entre eux.

Congrès du tourisme autochtone (ATAC)

Novembre 2017

Ce congrès fut une belle occasion pour les employés et les membres de comprendre un peu mieux le tourisme autochtone au Canada et dans le monde. En plus du gain de connaissance obtenu à travers les sessions et les ateliers, ce fut également un excellent événement de réseautage où plusieurs nouveaux contacts et des partenariats éventuels furent rencontrés.

Congrès touristique

Novembre 2017

Une exposition accrue dans la grande région de Toronto pour les membres et le Nunavut en tant que destination voyage. Cette région est un marché cible majeur du Nunavut.

Cette foire commerciale procure des occasions d'entendre ce que pensent les visiteurs potentiels et ce qu'ils souhaitent en terme d'expériences, ainsi que les attentes qu'ils ont, tout en offrant de l'information générale sur la démographie et la géographie du marché.

De plus, cela nous donne la possibilité de voir ce que font les autres destinations en terme de procédures, stratégies, efforts marketing et promotionnels, ce qui procure à Travel Nunavut de nouvelles idées qui nous aideront à vendre les produits et services de nos membres de manière plus efficace.

Niuviktitiniq/Marketing



Dallas Safari Club-kut January-mi 2018-mi

Atuqtitpaaliragiani pulaqtukhat ukiuqtaqtumut agiklivaaliriaganilu akiliqtuijutit ilauyunit Nunavumi. Ilagani agiklivaaliriagiани qauyimanigut Nunavumi Aularit Nunavumilu ilauyut, tikuutiyavut ikayuqtauyumayut ukunuga ikayuqtijutinik atuqtitiyutut pipkaivlatalu ilihautikhanik atuqpaaliriaqniganiklu Aularit Nunavumi hanahimayunik, iyalukhi-uqniqmik agunahuaqniqmiklu.

Toronto Outdoor Show-mi February-mi 2018-mi

Kanatami aginiqhaq takuupkaqtitaivik igluqpakyumi maniqami aular-iами atuqtakhanik. Hilami Hulilugarutinik Takuupkaqtitajut aginiqhaq niuvaayit takuuyaikhainik Kanatami atautimiuvigiyauyuq niuviqtinik naiuvaayiniklu hilami hulijutivaluknik hanahimayunik ikayutiniklu!

Johnny Issaluk takuupkaqtitaiyuq Ukiuqtaqtumi ulapqijutinik takuup-kaqtitaitilugit amigaiqhimayulu inuit qungiaqtut, humiliqaa, apiqutikk-aqaqpakutiklu inuit.

Ilauyt talvaniitut ukua Adventure Canada-kut, Arctic Kingdom-kut, Arctic Tours-kut, Black Feather-kut, Far Horizons-kut, Hakongak Outfitting-kut, One Ocean-kut Parks Canada-kulu

Dallas Safari Club Janvier 2018

Afin de promouvoir la visite de notre territoire et augmenter les achats chez nos membres au Nunavut. En plus d'augmenter la visibilité du Nunavut et des membres de Travel Nunavut, nous jumelons des requêtes de service auprès de divers fournisseurs de service et nous informons les différents groupes sur les produits de Travel Nunavut, principalement la pêche et la chasse.

Toronto Outdoor Show (Salon plein air de Toronto) Février 2018

Le plus grand salon au Canada rassemblant une multitude d'expériences de voyage et d'aventure réunies sous un même toit. Ce salon aventure et plein air est le plus grand au Canada s'adressant aux consommateurs et rassemblant au même endroit des acheteurs et des vendeurs de produits et services d'aventure et de plein air !

Johnny Issaluk y a fait plusieurs présentations de sports arctiques et a attiré une audience nombreuse, variée et curieuse.

Les membres présents : Adventure Canada, Arctic Kingdom, Arctic Tours, Black Feather, Far Horizons, Hakongak Outfitting, One Ocean et Parcs Canada.



Niuviktitiniq/Marketing



Naluhuirutikhaniq Aularutit

Atauhiq nakuuniqhaq kagiqhipkaiyaagani nakuuniqhanik atuqtakhainik ilaukatipta aulaaqtaaganani tuhagakhaliqiyit, atuqtitalaaqtut, titiraqtlu atuqhimaliriagani nunaqyuanik Nunavumi. Aulaaqniqmit atuni ilauyuq ilauhimayuq takuhimayuq amigaiqpaaliqniginin manikhaghiiurutikhath qilamik kiguaní takuupkaqtitiuyut. 2017-mit 2018-mut ukiumi ikayuqtuqhimayavut ukua aularutit:

Arctic Kingdom/Toronto Star-kut Ikpiacyukmi

Qanuriliniga: Qulinik makpiqniqaqtuq titiraqhimayut pitsalgit (thestar.com-mi), titiraaq aulaqtuliqinikut unipkaani Toronto Star-mi tuuklianilu aulaqtuliqinikut titiraami (thestar.com-mi).

Jennifer Bain, aulaqtuliqinikut ihuaqhayıi Toronto Star-mi ilauyuq Arctic Kingdom-kunik Ikpiacyukmi Saniuniqmi hiquilruup qaqhuani aulaqhatik June 10-mit 17-mut 2017-mi. Ilagani aqiqatiriiqutpta una tuhaga-khaliqiyit naluhuiriaqani aulaqniqmi titirautauniaqtuq Toronto Star-mi aulaqtuliqinikut uiguanı.

Toronto Star-guyuq – Iqalukni

Qanuriliniga: Pigahut titiraqhimayut taiguakhat, siksit qaritauyakut taiguakhat.

Jennifer Bain, aulaqtuliqinikut ihuaqhayıi Toronto Star-mi hitamani ubluni Iqalukniihimayuq nunagiyaayumilu ilauyunik. Hanahimayuq amihunik taiguakhanik amigairutiyunik ilauviuyaagani ilauyunit uqaqtigiyaminit, qauyivaalitut Iqaluknik titiraagilu qahaktut atuqtayaagani takuupkaqtipaaliqriagani ilauyuq ukiuqtaqtuqlu.

Nalunairiagani Aulaqnit ilagiya

Explore Magazine-guyut – Bylot Island (Qigiqtaq)

Qanuriliniga: Taiguakhaq takuupkaqtitauyuq titiraqnigani qaritauyam- ilu taiguakhami uvanilu Frank Wolf's blog-gani.

Frank Wolf una qauyimayautiaqtuq Kanatamiutaq aulaqtqi titiraqtlu Explorer Magazine-mi, Kanataup maniqamiuyutinik taiguakhaq. Ilauyuq ilauhimayut: Tagak Outfitting-kut, Frobisher Inn-kut Saunaq Inn-kulu.

Visites de familiarisation

L'une des meilleures façons de faire parler des excellentes offres de nos membres est d'inviter les médias et les différents rédacteurs et critiques dans le domaine à venir respirer le bon air du Nunavut. Visite après visite, chaque membre ayant participé à ce type de promotion a constaté une augmentation de son chiffre d'affaires dès la publication du premier article. En 2017-2018, nous avons appuyé les visites suivantes :

Arctic Kingdom/Toronto Star - Arctic Bay

Résultats : Un reportage numérique de 10 pages avec photos (thestar.com), dans la section voyage du Toronto Star et un second article sur les voyages (thestar.com).

Jennifer Bain, rédactrice voyage pour le Toronto Star s'est jointe à Arctic Kingdom et s'est rendue à Arctic Bay pour un séjour d'une semaine du 10 au 17 juin 2017. Dans le cadre de notre entente, cette visite médiatique de familiarisation devrait produire un article vedette pour la section voyage du Toronto Star.

Toronto Star - Iqaluit

Résultats : Trois articles imprimés, six articles numériques Jennifer Bain, rédactrice voyage pour le Toronto Star, a passé quatre jours dans les environs d'Iqaluit avec des membres locaux. Elle a écrit plusieurs articles qui ont fait grimper le nombre de réservations auprès des membres qu'elle a rencontrés et attiré davantage l'attention sur Iqaluit. La totalité de ses écrits peut être utilisée pour faire la promotion des membres et du territoire.

Explore Magazine – Bylot Island

Résultats : Article publié sur papier et en ligne dans la revue, ainsi que sur le blogue de Frank Wolf.

Frank Wolf est un explorateur canadien très connu et un rédacteur pour Explore Magazine, la plus importante revue canadienne de plein air. Membres impliqués : Tagak Outfitting, Frobisher Inn et Sauniq Inn.

Niuvikitiniq/Marketing



Nalunairiagani Aulaqnigit ilagiya

Inukpak Oaufitting-kut Salut Bonjour-kut – Iqalukni

Qanuriliniga: Maluk maniqami unipkaak qungiakhak unalu qahaktuq qaritauyami qungialiugami.

Marcel Bouchard uqaqtuyuq tautuktuyuni. Pulaqhimayuq Iqaluknut talvagalu hikuilruup qaqhuanut.

Black Feather/Cana 150/Destination Canada-kunit – Mitimatalikmi

Qanuriliniga: Pigahut titiraqhimayut taiguakhat, siksit qaritauyakut taiguakhat.

UK-mit aulaqnigmik titiraqtí ukiuqtaqtumilu aulaqtí Justine Gosling aulaqhimayuq hikuilruup qaqhuanut Mitimatalimi.

Arctic Kingdom/Royal Canadian Geographic Society-kut – Mitimatalikmi

Qanuriliniga: Uqauhiq qungiakhaqlu hanahimayayut taiguakhalu takuupkaqtauyut Canadian Geographic-mi Diver Magazine-milu makpiraani.

Jill Heinerth, Aulaqtí Havavigivlugit Royal Canadian Geographical Society-kuni Mitimatalikmut aulariaqhimayuq hikuilruup qaqhuanut puuvyaqtut takuvagainik takuupkaiyaamini.

Visites de familiarisation (suite)

Inukpak Outfitting/Salut Bonjour – Iqaluit

Résultats : Deux chroniques-videos sur le plein air et un vidéo en ligne sur le site Web.

Marcel Bouchard est l'animateur de l'émission. Il a visité Iqaluit, puis s'est rendu sur la banquise et la côte.

Black Feather/Cana 150/Destination Canada – Pond Inlet

Résultats : Trois articles imprimés, six articles numériques

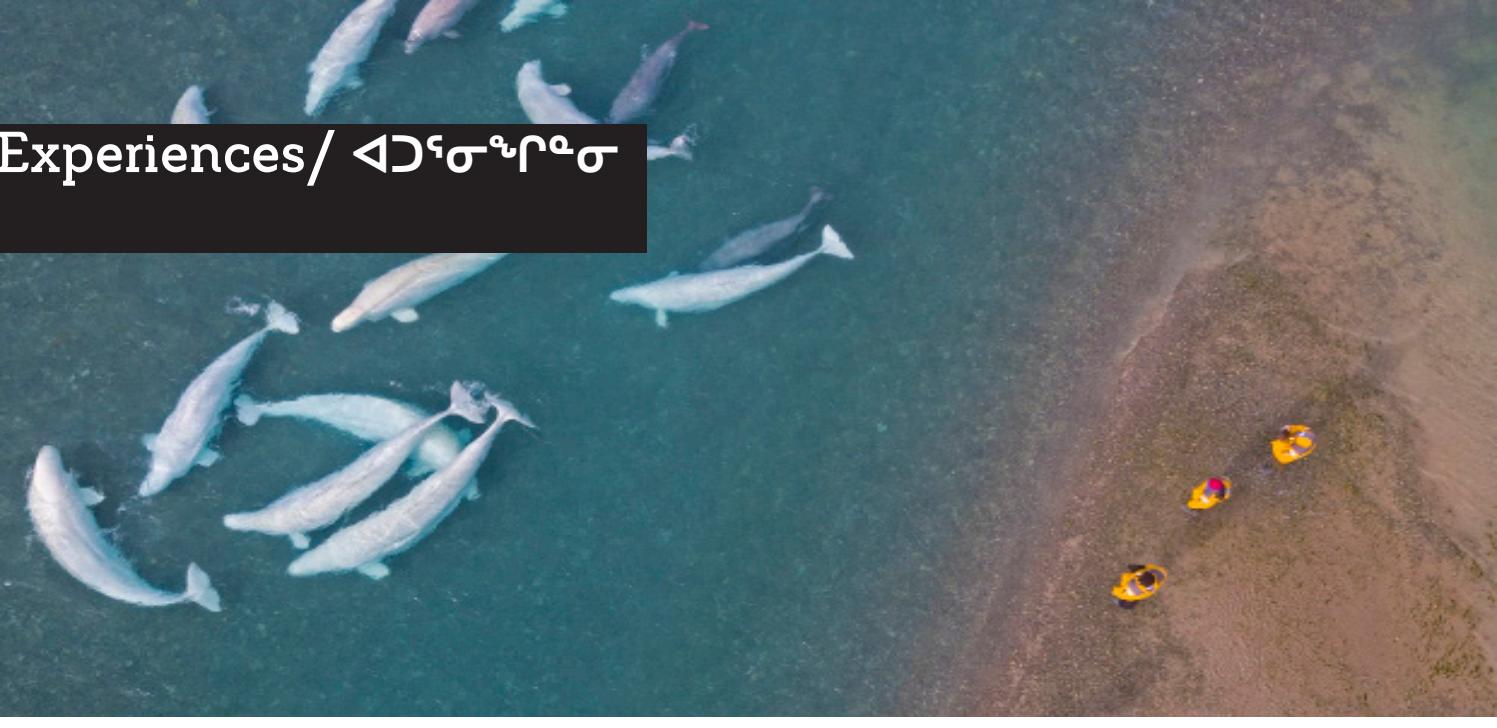
La journaliste-voyage britannique et exploratrice de l'arctique Justine Gosling a voyagé sur la banquise près de Pond Inlet.

Arctic Kingdom/Société géographique royale du Canada – Pond Inlet

Résultats : Un blogue et un vidéo ont été produits et des articles ont été publiés dans les revues Canadian Geographic et Diver.

Jill Heinerth, exploratrice en résidence pour la Société géographique royale du Canada, s'est rendue à Pond Inlet afin d'explorer la banquise vue par la plongée sous-marine.

Experiences /



Ilitaqnaqtunik Atuqhimayanik Havaaq

Destination Canada-taup Kanatamiutanit Ilitaqnaqtunik Atuqhimayanik (CSE) katitirijutauyuq atauhiiqnigani inuujuhiqmi aulaqnikut atuqhimayamik naniyauyuq Kanatamituaq.

Atuqhimayut nutaat 'maniinait' aalaganigit aulaqtuliqiyini manikh-aqhiuqtit tikiivilkhalu humiliqaa hilayuami. Amigaiqpalianigit qanuq aulaqtut piqatigiyaagani inuit, inigiyauuyut, ilitquhiuyulu. Takuupkaqtitvlutik ilaginik nunaqyuap ajikutaqagitunik hanahimayainik hilaqyuamit pulaktunut, CSE-kut takuupkaiyut hilaqyuamik hunauniganik Kanataup pulaqtuliqinikut ilitaqhijutaanik ukunuga.

Quviahuktugut ilitaqhijaaptikni ukuniga ilaununik atuqtainiklu tuniyauhimayut ilitaqhijutauyunik Kanatamiutanit ilitaqnaqtunik Atuqhimayamik 2017-mit 2018-mut.

Arctic Winter Discovery-kut **Inukpak Outfitting-kut**

Upingami Tuktut Ataaqnigut – **Arctic Haven Wilderness Lodge-kunit**

Ukuqtaqtumi Aulaqniq Nunavumi – **Arctic Watch Wilderness Lodge-kut**

Umiaqtuqvikuunniq Ukuqtaqtumi – **Adventure Canada-kut**

Tugaliknik Nannuniklu Qungiariagani Aulaqniq – **Arctic Kingdom Polar Expeditions-kut**

Hikulruup Qaqhauni – **Black Feather Wilderness Adventures/Polar Sea Adventures-kut**

Nahuriyugut takuuyaaptikni amigaitqiyanik nakuyunik atuqtakhanik 2018-mit 2019-mut.

Programme Expériences distinctives

La collection d'expériences canadiennes distinctives (ECD) de Destination Canada regroupe des expériences de voyage à faire au moins une fois dans sa vie et proposées uniquement au Canada.

Ce sont maintenant les expériences qui diffèrent les entreprises et les destinations touristiques partout dans le monde. Elles multiplient les moyens que peuvent utiliser les voyageurs pour faire des rencontres et découvrir des lieux ou des cultures. La collection d'ECD met en valeur les produits canadiens les plus innovants et montre au monde entier le vrai visage de la marque touristique du Canada.

Nous sommes fiers de reconnaître les membres suivants et leurs offres qui ont reçu la mention d'expérience canadienne distinctive en 2017-2018.

Découverte de l'Arctique en hiver – **Inukpak Outfitting**

Migration printanière du caribou – **Arctic Haven Wilderness Lodge**

Safaris arctiques au Nunavut – **Arctic Watch Wilderness Lodge**

Croisière dans le passage du Nord-Ouest – **Adventure Canada**

Expédition d'observation des narvals et des ours polaires – **Arctic Kingdom Polar Expeditions**

Expédition au bout de la banquise – **Black Feather Wilderness Adventures/Polar Sea Adventures**

Nous espérons voir encore plus d'expériences hors du commun en 2018-2019.



Website/ ᖁ Seksionik ᐃƿƿ̄

March-mi, nutaaq qaritauyami qungiakhaq haavitauyuq qungiaqtanigilu nakuuqpiatut. Amigainigit akhuuqnaqtut takuupkaihimagap-talu qanuq ilauyt piliqtainik inmkni ikayuutauyunik turaaqviuvluti takuyauniginiklu kivgaqtulaaqtaintit.

Atuni ilauyuq qanuriniganik piqaqtuq qaritauyami qungiakhami piqa-qhutiklu hanahimayamiknik takuyakhanik niurvutigiyamiknik.

Takuyauniginik una turaaqtijut niuvilaqtumik qiniqhiayumik hivuniqhivaalirutikhanik aturiaganiluniit ilauyuup atuqtaanik. Una qaritauyakut titiqjutaulaaqtut, hivayautikut tikuutilugiluniit Aularit Nunavut-kunut qaritauyami qungialiugainik ilauyuup havakvianut.

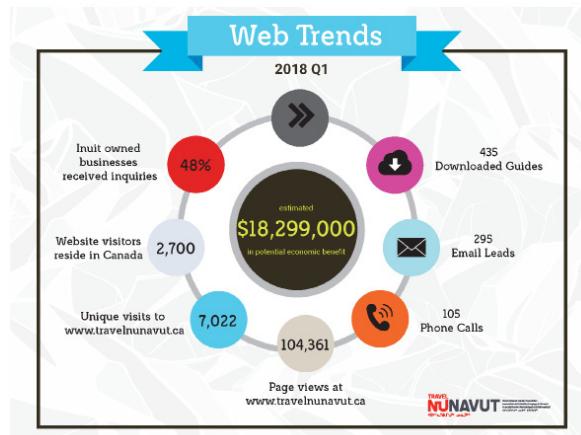
Qungiakhaq taja pijutauyuq uvaptikni nalaumayumik ilituqhariagani naunaipkitut pijutauyumiq agitqiymik utiqtukhamik maniknik atuqniginut maniliurutikhani niuvaavikni akiliqtuijutinit.

En mars, le nouveau site Web a été lancé et les commentaires sont très positifs. Les résultats sont également encourageants et nous avons été en mesure de démontrer à quel point les membres profitent des avantages directs de cette référence et de l'exposition auprès de clients potentiels.

Chaque membre peut compter sur un profil sur le site Web et il peut également mettre en ligne des forfaits qui reflètent les produits qu'il vend.

Une référence est le renvoi vers le membre d'un client potentiel recherchant davantage d'information ou désirant effectuer une réservation. Cela peut-être un courriel, un appel téléphonique ou une navigation redirigée à partir du site Web de Travel Nunavut directement vers l'entreprise du membre.

Le site Web nous permet maintenant d'analyser de manière précise les données qui se traduisent par un plus grand retour sur investissement de chaque dollar dépensé en marketing.



Aulanigit/Opérations



Hiqnaqniq

Atauhiq aginiqhaq ikayuutauyuq ilaujutini piqariagani timiuyumik hiqnaqtikhamik kivgaqtuqlugit ilauyut ukualu aulaqtuliqiyinuit havakviuyt Nunavumi.

Timiuyuq pihimayuq malruuknik ihumagiyauluuaqtuknik atuqhimiayumi ukiumi aktuqnicaqtunik ilauyunut.

Aularit Nunavumi havaqtiaqtut Aulaqtuliqiyinik Kanatami, Kavamat Nunavumi, Nunavumilu Taqumi Ayuqhanikut Ikayuqtiriinit ukuniga pijutinik Mikiyunik Qainanik Atuqniginut Ihuaqtumik Qayaqtuqnikulu maliruagkhanik.

Havaqtiaqtugut Nunavumi Manikhaqhiurutinik Uqaqtiriinik kamitiuyumik (NEF) havitaagani atuqtakhanik makpiraaq ukunuga Kanatami Kavamanut qarutauyaliqijutinut ihumagiyauyunik Nunavumi.

Havakviuyumi katimayiuvluta ihumagiluaqtavut nanminik ataniqtuyaaptikni aulaqtuliqinikut havakviuyuni Nunavumi. Ihumagiyauyumi umiga, havaqtigiyavut pulaqtuliqiyit maligiagani havakviuyumi pigiarutitiaguyut.

Défense et promotion

L'un des principaux avantages de l'adhésion est de pouvoir compter sur une organisation qui peut procéder à la défense et la promotion des intérêts des membres en leur nom, ainsi qu'au nom de l'industrie du voyage au Nunavut.

L'organisation prend en charge plusieurs enjeux clés chaque année qui ont un impact sur les membres.

Travel Nunavut a travaillé en collaboration avec Transport Canada, le gouvernement du Nunavut et Nunavut Marine Training Consortium sur les questions entourant les réglementations sur la sécurité nautique et les compétences des conducteurs de petits bâtiments.

Nous avons travaillé avec le comité sur le Forum économique du Nunavut (FÉN) afin de remettre un exposé de position au gouvernement fédéral sur les enjeux globaux des bandes au Nunavut.

En tant qu'association de l'industrie, nous nous attardons avant tout sur l'autonomie de l'industrie du voyage du Nunavut. Sur cette question, nous avons travaillé avec les exploitants sur la conformité aux meilleures pratiques de l'industrie.



Aulanigit/Opérations



Tukimuaktitiyip Aulaqniga

Rendezvous Canada-kut-Calgary-mi

Tourism Industry Association of Canada-kut-Ottawa-mi

Provincial Territorial Industry Association of Canada-kut Tourism Day on the Hill-kuni katimaqataqhatalu pigahut tatqiqhiutit naatkagata – Ottawa-mi

Kivaliqni EDO-guyut Katimaqyuanigani-Kagiqliniqmi

Aboriginal Tourism Association of Canada Conference-kut –Calgary-mi

Aipagutuaraagat Katimaqyuaqniq

Uqaqvigiyauyt ilauyt niuvaavikni, ilaujutinik, maniliqijutiniklu Tukumuaktitiyivlu unipkaganik. Uqaqtuqaqtuq pulaqtunit Kavamanit Nunavumi Manikhaqhiiurutinik Pivalianikut Aulaqtuliqiyilu.

Nutaaq vutiqtauhaaqtut katimayit uqautauyuq nutalu ilauyt uqa-utauyulu. Katimayini ilauyt ilauhimayut ukua Sarah McNair-Landry, Jason Edmunds, Ed Romanowski, Steve Ruskay, Myste Anderson, Carole Gobeil-lu.

Nutaaq Katimayini Hivuliquqtit katimahimayut Sanimi, October 22-mi vutiriamnik nutaamik atanguyakhannik:

- Nicole Rebeck (Keewatin Air-kunit) vutiqtaufaaqtuq Ikh ivautauliqhuni
- Sarah McNair-Landry (NorthWinds Expeditions-kunit) vutiqtaufaaqtuq Tuklianik Ikhivautaliup
- Ed Romanowski (Frobisher Inn-kunit) vutiqtauyuq Titiraq tikhamik Maniliqinikutlu Iniqaqluni.



Déplacements du PDG

Rendez-vous Canada - Calgary

Association de l'industrie touristique du Canada - Ottawa Journée du tourisme de l'Association de l'industrie touristique du Canada (Provincial-territorial) et réunion trimestrielle - Ottawa Congrès EDO de Kivalliq - Rankin Inlet

Congrès de l'Association touristique autochtone du Canada - Calgary

Assemblée générale annuelle

Des présentations sont effectuées aux membres sur le marketing, les adhésions et les finances, de même que sur le rapport du PDG. Des conférenciers proviennent du ministère du Développement économique et des Transports du gouvernement du Nunavut.

Le conseil nouvellement élu est présenté et les nouveaux membres sont également introduits. Les membres du conseil présents sont Sarah McNair-Landry, Jason Edmunds, Ed Romanowski, Steve Ruskay, Myste Anderson et Carole Gobeil.

Le nouveau conseil d'administration s'est réuni le 22 octobre afin d'élire le nouveau personnel-cadre :

- Nicole Rebeck (Keewatin Air) est réélue comme présidente
- Sarah McNair-Landry (NorthWinds Expeditions) est réélue comme vice-présidente
- Ed Romanowski (Frobisher Inn) est élu comme secrétaire-trésorier.

Aulanigit/Opérations



Inuit Havagiagani Upalugaiyaut

Aularit Nunavumi atuqluaqtamiknik havaktiqariagani Inuinaqnik ayu-gijutiqatunik inigiyauyukhami havagiomi. Una pitquhiq atuqnigaqtuq tamaini inikhani talvani timiuyumi.

Uqauhiliqinikut Upalugaiyaut

Aularit Nunavumi uqauhiliqinikut upalugaiyautiqaqtuq atuqtumik agijtauhimayumik Uqauhiliqinikut Kamisinauyumit. Una upalugaiyaut tuhaumajutit ilauyunit nuuptiqtauvagiagani Nunavumi ilitariyauhimayunik uqauhiinut.

Plan d'embauchage des Inuit

Travel Nunavut a une Politique de priorité d'embauche pour les Inuit qui satisfont aux exigences de qualification d'un emploi. Cette politique s'applique à tous les emplois au sein de l'organisation.

Plan linguistique

Travel Nunavut utilise un plan linguistique approuvé par le Commissaire aux langues. Ce plan permet de s'assurer que les communications aux membres sont traduites dans toutes les langues officielles du Nunavut.



Ilaajutit/Membres



Hivuniqhijutit

Aulaqtirianiga uuma aulanigagut ukiup nutaamik ilitaqhijutauyuq Aularit Nunavumi-kunik. April 1-mi 2017-mi, Kavamat Nunavumi munariyaqaqtut pulaqtut igluinik aulanigagut Iqalukni, Kagiqliniqmi, Iqaluktuutiamilu. Aularit Nunavumi ilauhuiqtut havaktikhaghieuqnikut, aulaniginji, havauhiuyuniklu ukunani iglugiyauyuni.

Atuqtilugu una ukiuq, Aularit Nunavumi ihivriuqhihimayut ilauyut qanuriniginik. Qulit aalat ilauyunit aulapkagauyut timiyut ihivriuqtuahimayut atuliguyauyuniklu hatqiqhihimayut aalaguqnigagut atulaaqtunik Aularit Nunavukuni ilauyut qanuriniginik, ikayuuhanik, ikayuutinik, akiligakhaniklu. Piqaqtuq atautimut 15-nik atuliquyauyunik unalu nutauniqhamik ilauyut uuktutikhainik titiraakhanik atulirumayauyuq-lu nutaaq ilauyut akiligakhainik qanurinigagut ihivgiuqtauyukhamik hivunikhami.

Talvani ukiumi takuupkaijutauyuq hivuliqmik Facebook-mi ilauyut makpiqniga. Hatqirutauyuq nakuutqiyamik tuhaumajutikhamic ilauyuni. Pijutaubyuq alamik tuhaumajutikhamic Aularit Nunavumi atuqtukhamik uqaqtirilikviuyaagani hivuniqhijutikhanic.

Introduction

Le début de cette année fiscale fait état d'une nouvelle image pour Travel Nunavut. Le 1er avril 2017, le gouvernement du Nunavut a commencé à assumer la responsabilité des opérations des centres d'accueil des visiteurs à Iqaluit, Rankin Inlet et Cambridge Bay. Travel Nunavut n'est plus du tout impliqué au niveau du personnel, des opérations ou de la programmation de ces centres.

Au cours de la dernière année, Travel Nunavut a procédé à un examen de sa structure d'adhésion. Dix autres organisations axées sur les membres ont été examinées et des recommandations ont été émises au sujet de changements possibles à la structure des adhésions de Travel Nunavut, des avantages, des services et de ses frais. Il y a eu un total de 15 recommandations, incluant un formulaire de demande d'adhésion révisé et une proposition de nouvelle structure de frais d'adhésion à être examinée à une date ultérieure.

Au cours de cette année, il y a eu l'introduction de la nouvelle page Facebook pour les membres. Elle a été créée en vue d'une meilleure communication avec les membres. Cela procure un canal de communication supplémentaire permettant à Travel Nunavut de faire circuler l'information.



MEMBER *stats*

WHERE WE ARE



Inuit Operators

52



Northern Operators

40



Southern Operators

28



International

02



Total Members

122



2017

By *region*

Qikiqtaaluk region

Inuit	27	
Northern	22	
Southern	04	

Kitikmeot region

Inuit	13	
Northern	12	
Southern	03	

Kivalliq region

Inuit	17	
Northern	20	
Southern	02	

Ilaujutit/Membres



Manikhaqhiurutini Ihuaqtit

April-mi 2016-mi Aularit Nunavumi titiraqhimagut ilaginik atuqlu-aqtunik manikhaqhiurutini ihuaqtinik:

Hanayanik Pivalianikut Havauhikhakanik

Manikhaqhiunmi Kiguani Munarjutikhat Maliguaq Havauhikhalu Niuvaavikni Himigakhaniklu Upalugairiagani Atuqtukhanik havaaq.

Qaritauyakut titiqhimayut 2017-mi ilauyunut naunairiagani qafit pi-yumakmaga titiraqhimagunik ajikutainik ukua maliruakhat. 13-guyut ilauyt tukhiqtuu titiraqhimagunik maliruakhaniq ilagiarutilu ajikutait tuyuutauhimayut mikitqiyanut pulaqtuliqiyinut inmik inumamigut ikayuuquiaqnaqnahugiyammiknik ihuaqutinit. Ajikutaa maliruakhap tuyuutauyuq atuni EDO-mut. Ihuaqtit, tuniuqhagauyut, uqauhiqaqtut atuqluaqtunik aulaniqatiariagani pulaqtuliqinikut manikhaqhiurtayuq.

hanayakhat pivalianiginik

laisiuyut aturiaqactut

maniliqinikut pijutauyut

niuviktijutinut atuinaqtut

Piqariagani titiraqhimagunik ajikutainik ukua ihuaqtit qahaktukhat ikayuutauniaqmata ilagiyaptiknit qilamik nanihiyaagani atuqlu-aqtunik hivunighijutinik ikayuutauniaqtunik agiklivaaliriagani naa-maktumiklu aulaniqaliriagani manikhaqhiuritigiyatik.

Ressources aux entreprises

En avril 2016, Travel Nunavut a fait imprimer certaines de nos plus populaires ressources pour les entreprises :

le Product Development Workbook (Guide de développement d'un produit),

Business Aftercare Guide (Guide de suivi des affaires),

et le programme Business, Market and Trade Ready Standards (Normes de préparation sur les affaires, les marchés et le commerce).

Un courriel a été envoyé aux membres en 2017 afin d'estimer combien d'entre eux étaient intéressés à recevoir des copies papier de ces guides. 13 membres ont demandé à recevoir des guides imprimés et des exemplaires supplémentaires ont été expédiés aux plus petits fournisseurs estimant qu'ils pourraient profiter de ces ressources. Un exemplaire de chaque guide a été envoyé à chaque EDO. Les ressources ainsi diffusées traitaient d'informations cruciales sur la manière de gérer avec succès une entreprise touristique.

développement de produit
exigences relatives aux permis
aspects financiers
les bases du marketing

Avoir un exemplaire papier de ces ressources sous la main aidera nos membres à retrouver rapidement des informations importantes, ce qui leur permettra de faire croître et de solidifier leur entreprise.

Ilaujutit/Membres



Rendezvous Canada-kut

May-mi 2017-mi

Aularit Nunavumi kivgaqtuiuyut ilaununik uvani Rendezvous Canada-kuni Calgary-mi. Piqaqhimayuq atautimut 135-nik katimavkhanik aulaqtuliqiyinilu inuknik. Hanayanik taiguakhaq titiraqtauhimayuq atuqtukhami uvani hulijunmi naitumiklu uqauhiqaqtuq aalatqiinik ilaununik atuqhimayainiklu, ubluniuk, inigiyauyumi, mikiyumi, piksamik qaritauyamili qungiakhampik. Hunanikluliqaa hivuniqhijutikhaqaqtuq Nunavumik qahakhunilu tamainit katimayaqtuqtunut.

ITAC-kut

Indigenous Tourism Association of Canada-kut katimaqyuaniga Calgary-mi, Alberta-mi.

Aularit Nunavumi havaktit ilaumayut ukualu ilauyut:

- Hakongak Outfitting-kut (manikhaqhutik Qitiqmiuni Inuit Katimayiinit)
- Polar Outfitting-kut (manikhaqhutik Kakivak Katimayinit)
- Qaggiavuut (funded by Kakivak Association)
- Arctic Kingdom-kut, Arctic Bay Adventures-kulu ilaumayulu. Katimaqyaqniqmi katimajutit ilaqaqtut aalatqiinik ilitaqhimayayunik uqaqtinik amigaitulu katimaviyuq uqauhiqaqhutik ukuniga:
 - Nunaqaqaqtut nakuuniqhanik pitquhiit
 - Nunani pulaqtuliqiniq
 - Ilaunigit havakviuyuni katimayit
 - Nunaqaqaqtut pulaqtuliqiyit humiliqaa hilaqyuami
 - Pulaqtuliqinikut upalugaiqhimaniq
 - Hakugikniga nutauniqhat atuqniginik atuqtauvaliragi

pulaqtuliqiniq
 - Agiklivaaliragi ayuiruirut
 - Agiklivaaliragi nakuununik ikayuqtirrigutinik
 - Nunagiayumit Aulapkaqayunik Pulaqtuliqiniq
 - Ilauyumayaagani hilaqyuamit pulaqtukhat
 - Qanuq Nunaqaqaqtut pulaqtuliqinkut ikayuqtuijuhiinik man ikhaqhiurutini.

Rendez-vous Canada

Mai 2017

Travel Nunavut a représenté ses membres lors de la présentation de Rendez-vous Canada à Calgary. Il y a eu un total de 135 rendez-vous avec des individus de l'industrie du voyage. Une brochure sur la préparation au commerce a été rédigée pour cet événement, laquelle incluait une brève description de plusieurs de nos membres, ainsi que la mention d'expériences, de dates, d'emplacements, une petite photo et un lien vers le site Web. Elle incluait également de l'information de nature générale sur le Nunavut et a été remise à tous les délégués.

ATAC

Congrès de l'Association touristique autochtone du Canada à Calgary, Alberta

Du personnel et des membres de Travel Nunavut étaient présents : Hakongak Outfitting (fondée par l'Association inuite de Kitikmeot) Polar Outfitting (fondée par l'Association Kakivak) Qaggiavuut (fondée par l'Association Kakivak) Arctic Kingdom et Arctic Bay Adventures étaient également présents. Le programme du congrès incluait plusieurs conférenciers de haut niveau et une panoplie de sessions couvrant plusieurs thèmes :

- les meilleures pratiques autochtones
- Le tourisme régional
- Le rôle des associations de l'industrie
- Le tourisme autochtone à travers le monde
- Les avancées du tourisme
- Le pouvoir des technologies en matière de promotion du tourisme
- Le développement des capacités
- Développer des partenariats efficaces
- Le tourisme axé sur les communautés
- Attirer des visiteurs internationaux
- Comment le tourisme autochtone contribue à l'économie

Ilaujutit/Membres



Inspiration Village-kut

Kanata 150 Quviakhukvii ilaqaqtuq Inspiration Village-kunik, agiyuq hilami qungiaqtivik Byward Market-mi inuit katitpakviini Atuami (Ottawa).

Aulayuq ubluntuaraagat May 20-mit September 4-mut 2017-mi. Ilauyut aviktuqhimayunit, ukiuqtaqtumit, ahiiinilu timiuyunit atuni pihimayut umijat uhigivaktainik ihuaqtaqtayut hulivuyunik qungiaqtiviknik aalanik nunagiayunik Kanatami. Aularit Nunavumi atuqtut umiga qungiaqtivikmik niuavaaviyaaganil ilauyt. Qungiaq piqaqtuq 55-inch-mi tv-mik qungiaqviyumiq igutaaqtunik piksaniklu ubluraaluk.

Ilauyut piqyauhimayut tunihiyaagani qungiakhanik piksaniklu takuupkaqtajutinik pulaaqtuliqinikut atuqhimayamiknik. Pihimayugut uqauhiqnik saivanit ilauyunit: **Inukpak Outfitting-kunit, Adventure Canada-kunit, Arctic Kingdom-kunit, Parks Canada-kunit, One Ocean Expeditions-kunit, NorthWinds-kunit, Alianait Arts Festival-kunilu, Arctic Kingdom-kulu** atuqtitpaalirutikhanik pihimayut aulaarutikhamiklu aitujutiqaqhutik niuvaayut polariagani qungiaktitivik.

Qungiaqtivik ikayuqtiriigutauyuq Aularit Nunavumi-kunit Kavamanilu Nunavumi Manikhaqhiurutinik Pivalianikut Aulaqtuliqinikulu.

Inspiration Village takuyut 25-tausit pulaaqtunik ubluntuaraagat havak-naitilugu tamainilu 5-tausinit 7-tausit 5-hananik pulaaqtunik.

Village de l'inspiration

Les célébrations des 150 ans du Canada incluaient le Village de l'inspiration, un énorme site extérieur dans le marché By, au centre-ville d'Ottawa.

Il était ouvert du 20 mai au 4 septembre 2017. Toutes les organisations et régions participantes avaient un conteneur maritime transformé en présentation interactive mettant en valeur les provinces et territoires du Canada. Travel Nunavut a utilisé cette vitrine pour faire la promotion de ses membres. Son conteneur contenait un écran plat de 55 po diffusant des vidéos et des diaporamas de photos tout au long de la journée.

Les membres étaient invités à soumettre des vidéos et des photos mettant en vedette leurs offres d'expérience touristique. Nous avons reçu du contenu de la part de sept membres : Inukpak Outfitting, Adventure Canada, Arctic Kingdom, Parcs Canada et One Ocean Expeditions, NorthWinds et le festival Alianait Arts. Arctic Kingdom offrait également une promotion spéciale et un cadeau-voyage pour inciter les visiteurs à venir faire un tour dans notre exposition.

Cette exposition a été rendue possible grâce à un partenariat entre Travel Nunavut et le ministère du Développement économique et des Transports du gouvernement du Nunavut.

Le Village de l'inspiration a accueilli jusqu'à 25 000 visiteurs par jour les fins de semaine, pour une moyenne globale de 5 000 à 7 500 visiteurs quotidiens.

Ilaajutit/Membres



NEDA-kut Katimaqyaqniga

Aularit Nunavumi apiriyayut NEDA-kunit (Nunavumi Manikhaqhiurutik Pivaliyat Katimayit) uqariagani talvani ukiumi aipagutuaraagat NEDA-kut katimaqyaqnigani September 14-mi, Toronto-mi.

Aipagutuaraagat NEDA-kut Katimaqyaniga katijutauyuq Nunavumi 25-nik CEDO-nik pigahuni ubluni uqaqvigiyauvlutik, uqaqatirikhutik, ayuiqahvlutiklu pihimayut manikhaqhiurutinik pivalianikut.

Aulaqtuliqiyit havakviat agiyuq ilagiyyaa katimaqyaqniiup atahuqimilu ubluani pivikhaqaqviyuq naalagiagani uqaqtut Aularit Nunavumi-kunit Kavamanilu Nunavumi Manikhaqhiurutinik Pivalianikut Aulaqtuliqiyinilu.

Uqautauyuq ilaqaqtut ukuniga:

- Qanuq Aularit Nunavumi ikayulaaqmaga EDO-guyut Nun avumiatalu ilaumayut aulaqtuliqinikut havakviyuni
- Ilaayut ikayuuhiaginik Aularit Nunavumi-kuni
- Ihuagutinik
- Qanurinigani nutaap havaakhijutauyuup kiguani nuunigani Tikitpakvikhaq Nunavut-mit
- Atuqtukhat havaat: nutaaq qaritauyami qungiakhaq ili taqhijutikhaqlu

Qanituani 20-guyut nunagiayayut kivgaqtugayayut katimaqyaqnigmi. Ilaayut upihimayut amigaituniklu apiqutiqaqqtut kiujutiniklu atuqtilugu kiguaniilu uqaqtut katimaqyaqnigmi.

Congrès NEDA

La NEDA (Nunavut Economic Developers Association) a demandé à Travel Nunavut de donner une présentation lors du congrès annuel de la NEDA de cette année, le 14 septembre, à Toronto.

Le congrès annuel de la NEDA rassemble 25 agents du développement économique communautaire (CEDO) du Nunavut pour trois jours de présentations, discussions et ateliers sur le développement économique.

L'industrie du voyage est une composante importante du congrès et une journée complète a été dédiée à des présentations de la part de Travel Nunavut et du ministère du Développement économique et des Transports du gouvernement du Nunavut.

La présentation incluait :

- Comment Travel Nunavut peut aider les EDO et les Nunavummiut qui souhaitent s'impliquer dans l'industrie du voyage
- Les avantages pour les membres de Travel Nunavut
- Les ressources
- Survol du nouveau mandat à la suite de la transition avec Destination Nunavut
- Les projets à venir : nouveau site Web et marque

Environ 20 collectivités et communautés étaient représentées lors du congrès. Les participants étaient très impliqués et il y a eu une importante période de questions et réponses pendant et après la présentation.

Indigenous Tourism Association of Canada

2017 Conference



- Role of Industry Associations
- Indigenous Tourism Around the World

- Aboriginal Best Practices
- Regional Toursim



- Tourism Readiness
- The Power of Technology to Promote Tourism



- Building Capacity
- Building Effective Partnerships



- Community Driven Tourism
- Attracting International Visitors
- How Indigenous Tourism Contributes to the Economy

Maniliqijutit/Finances

NUNAVUT TOURISM FINANCIAL STATEMENTS MARCH 31, 2018

*Financial statements are also available in Inuktitut by request.

**NUNAVUT TOURISM
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MARCH 31, 2018**

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INDEPENDENT AUDITORS' REPORT

To the Board of Directors of Nunavut Tourism

We have audited the accompanying financial statements of Nunavut Tourism, which comprise the statement of financial position as at March 31, 2018, and the statements of operations, changes in fund balances and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

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

Auditors' Responsibility

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

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

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

Opinion

In our opinion, these financial statements present fairly, in all material respects, the financial position of Nunavut Tourism as at March 31, 2018 and its financial performance and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.



Iqaluit, Nunavut
May 31, 2018

Chartered Professional Accountants

NUNAVUT TOURISM
STATEMENT OF OPERATIONS
FOR THE YEAR ENDED MARCH 31, 2018

	Association Operations & Management	Other Government Projects (Schedule I)	Can Nor Projects	Other Projects (Schedule II)	2018 Total	2017 Total
REVENUES						
Government of Nunavut Repayment	\$ 1,000,000 <u>(50,317)</u>	\$ 82,047 <u>-</u>	\$ - <u>-</u>	\$ - <u>-</u>	\$ 1,082,047 <u>(50,317)</u>	\$ 1,747,795 <u>(119,479)</u>
Deferred (Note 6)	<u>1,819</u>	<u>82,047</u>	<u>-</u>	<u>-</u>	<u>1,031,730</u>	<u>1,628,316</u>
Federal government funding	<u>951,502</u>	<u>82,047</u>	<u>-</u>	<u>-</u>	<u>1,033,549</u>	<u>1,630,668</u>
Memberships	<u>15,225</u>	<u>-</u>	<u>475,000</u>	<u>-</u>	<u>475,000</u>	<u>272,804</u>
Other revenue	<u>771</u>	<u>-</u>	<u>-</u>	<u>31,347</u>	<u>32,118</u>	<u>44,063</u>
	<u>967,498</u>	<u>82,047</u>	<u>475,000</u>	<u>31,347</u>	<u>1,555,892</u>	<u>1,963,735</u>
EXPENSES						
Administration	84,080	-	-	-	84,080	103,276
Amortization	3,888	-	-	-	3,888	5,044
Board governance	20,214	-	-	-	20,214	34,010
Office rent and equipment	149,331	-	-	-	149,331	174,970
Human resources	642,818	-	-	-	642,818	1,177,092
Marketing	67,167	-	-	-	67,167	89,939
Materials and supplies	-	-	-	-	-	6,581
Project costs	-	<u>77,054</u>	<u>475,841</u>	<u>11,791</u>	<u>564,686</u>	<u>394,618</u>
	<u>967,498</u>	<u>77,054</u>	<u>475,841</u>	<u>11,791</u>	<u>1,532,184</u>	<u>1,985,530</u>
EXCESS REVENUES (EXPENSES)	\$ -	\$ 4,993	\$ (841)	\$ 19,556	\$ 23,708	\$ (21,795)

*Financial statements are also available in Inuktitut by request.

NUNAVUT TOURISM
STATEMENT OF CHANGES IN FUND BALANCES
FOR THE YEAR ENDED MARCH 31, 2018

	General <u>Fund</u>	Invested in <u>Capital Assets</u>	Asset Replacement <u>Fund</u>	Total <u>2018</u>	Total <u>2017</u>
BALANCE, OPENING	\$ 535,863	\$ 9,365	\$ 43,544	\$ 588,772	\$ 610,567
Excess revenues (expenses)	23,708	-	-	23,708	(21,795)
Amortization of government assistance	(1,819)	1,819	-	-	-
Amortization	<u>3,888</u>	<u>(3,888)</u>	<u>-</u>	<u>-</u>	<u>-</u>
BALANCE, CLOSING	<u>\$ 561,640</u>	<u>\$ 7,296</u>	<u>\$ 43,544</u>	<u>\$ 612,480</u>	<u>\$ 588,772</u>

*Financial statements are also available in Inuktitut by request.

NUNAVUT TOURISM
STATEMENT OF FINANCIAL POSITION
AS AT MARCH 31, 2018

	<u>2018</u>	<u>2017</u>
<u>ASSETS</u>		
CURRENT		
Cash and cash equivalents	\$ 442,438	\$ 1,041,640
Accounts receivable (Note 3)	410,260	44,943
Prepaid expenses	<u>11,581</u>	<u>19,857</u>
	<u>864,279</u>	<u>1,106,440</u>
CAPITAL ASSETS (Note 4)	<u>13,834</u>	<u>17,722</u>
	<u><u>\$ 878,113</u></u>	<u><u>\$ 1,124,162</u></u>
<u>LIABILITIES</u>		
CURRENT		
Accounts payable and accrued liabilities (Note 5)	\$ 254,415	\$ 525,293
Deferred revenue	<u>4,680</u>	<u>1,740</u>
	<u>259,095</u>	<u>527,033</u>
DEFERRED GOVERNMENT ASSISTANCE (Note 6)	<u>6,538</u>	<u>8,357</u>
	<u><u>265,633</u></u>	<u><u>535,390</u></u>
<u>NET ASSETS</u>		
GENERAL FUND	561,640	535,863
INVESTED IN CAPITAL ASSETS	7,296	9,365
ASSET REPLACEMENT FUND	<u>43,544</u>	<u>43,544</u>
	<u>612,480</u>	<u>588,772</u>
	<u><u>\$ 878,113</u></u>	<u><u>\$ 1,124,162</u></u>

APPROVED BY THE BOARD:

Chairperson _____ Secretary/Treasurer _____

*Financial statements are also available in Inuktitut by request.

NUNAVUT TOURISM
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED MARCH 31, 2018

	<u>2018</u>	<u>2017</u>
OPERATING ACTIVITIES		
Excess revenues (expenses)	\$ 23,708	\$ (21,795)
Items not requiring (providing) cash:		
Amortization of capital assets	3,888	5,044
Amortization of deferred government assistance	<u>(1,819)</u>	<u>(2,352)</u>
	25,777	(19,103)
Cash provided by (used for) changes in non-cash working capital:		
Accounts receivable	(365,317)	236,312
Prepaid expenses	8,276	22,913
Accounts payable and accrued liabilities	(270,878)	(717,151)
Deferred revenue	<u>2,940</u>	<u>(180)</u>
	(599,202)	(477,209)
DECREASE IN CASH	(599,202)	(477,209)
CASH AND CASH EQUIVALENTS, OPENING	<u>1,041,640</u>	<u>1,518,849</u>
CASH AND CASH EQUIVALENTS, CLOSING	<u>\$ 442,438</u>	<u>\$ 1,041,640</u>

*Financial statements are also available in Inuktitut by request.

NUNAVUT TOURISM
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2018

1. NATURE OF THE ORGANIZATION

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

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

2. SIGNIFICANT ACCOUNTING POLICIES

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

(a) Use of Estimates

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

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

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

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

(d) Fund Accounting

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

NUNAVUT TOURISM
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2018

2. SIGNIFICANT ACCOUNTING POLICIES (continued)

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

(h) Expense Allocations

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

(i) Contributed services

Volunteers contribute time to the organization 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.

3. ACCOUNTS RECEIVABLE

	<u>2018</u>	<u>2017</u>
Government of Nunavut	\$ 338,954	\$ 0
Government of Canada	57,991	37,555
Trade receivables	<u>13,315</u>	<u>7,388</u>
	<u><u>\$ 410,260</u></u>	<u><u>\$ 44,943</u></u>

NUNAVUT TOURISM
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2018

4. CAPITAL ASSETS

	<u>Cost</u>	<u>Accumulated Amortization</u>	<u>Net Book Value</u> <u>2018</u>	<u>Net Book Value</u> <u>2017</u>
Furniture and equipment	\$ 247,924	\$ 236,492	\$ 11,432	\$ 14,290
Computers and audio-visual equipment	161,173	160,209	964	1,378
Leasehold improvements	177,529	177,529	-	-
Media displays	<u>88,876</u>	<u>87,438</u>	<u>1,438</u>	<u>2,054</u>
	<u><u>\$ 675,502</u></u>	<u><u>\$ 661,668</u></u>	<u><u>\$ 13,834</u></u>	<u><u>\$ 17,722</u></u>

5. ACCOUNTS PAYABLE AND ACCRUED LIABILITIES

Included in the accounts payable and accrued liabilities balance is \$8,544 (2017 - \$14,335) of government remittances payable.

6. DEFERRED GOVERNMENT ASSISTANCE

	<u>2018</u>	<u>2017</u>
Deferred government assistance - beginning of year	\$ 8,357	\$ 10,709
Government assistance recognized during year	<u>(1,819)</u>	<u>(2,352)</u>
Deferred government assistance - end of year	<u><u>\$ 6,538</u></u>	<u><u>\$ 8,357</u></u>

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

7. OPERATING LINE OF CREDIT

The organization has signed a general loan agreement with Baffin Business Development Corporation for a line of credit in the amount of \$150,000 at an interest rate of 10% . The purpose is for interim financing when required. The agreement is in place until March 31, 2018. At year-end no funds were used (2017- nil).

8. FINANCIAL DEPENDENCE

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

NUNAVUT TOURISM
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2018

9. COMMITMENTS

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

2019	\$ 89,006
2020	<u>18,543</u>
	<u><u>\$ 107,549</u></u>

*Financial statements are also available in Inuktitut by request.

SCHEDULE I

**NUNAVUT TOURISM
OTHER GOVERNMENT PROJECTS
FOR THE YEAR ENDED MARCH 31, 2018**

	<u>Sport Fishing</u>	<u>Translations</u>	<u>Inspiration Village</u>	<u>Total</u>
Revenues				
Government of Nunavut EDT	\$ -	\$ -	\$ 42,997	\$ 42,997
Government of Nunavut ENV	34,050	-	-	34,050
Government of Nunavut C&H	-	5,000	-	5,000
	<u>34,050</u>	<u>5,000</u>	<u>42,997</u>	<u>82,047</u>
Expenses				
Program expenses	34,050	-	43,004	77,054
	<u>34,050</u>	<u>-</u>	<u>43,004</u>	<u>77,054</u>
EXCESS REVENUES (EXPENSES)	<u><u>\$ -</u></u>	<u><u>\$ 5,000</u></u>	<u><u>\$ (7)</u></u>	<u><u>\$ 4,993</u></u>

*Financial statements are also available in Inuktitut by request.

SCHEDULE II

**NUNAVUT TOURISM
OTHER PROJECTS**
FOR THE YEAR ENDED MARCH 31, 2018

	<u>Meetings & Conferences</u>	<u>Other</u>	<u>Merchandise sales</u>	<u>Total</u>
Revenues				
Kakivak Association	\$ 7,983	\$ -	\$ -	\$ 7,983
Other income	<u>5,000</u>	<u>6,830</u>	<u>11,534</u>	<u>23,364</u>
	<u>12,983</u>	<u>6,830</u>	<u>11,534</u>	<u>31,347</u>
Expenses				
Travel and accommodations	<u>11,791</u>	<u>-</u>	<u>-</u>	<u>11,791</u>
EXCESS REVENUES (EXPENSES)	<u>\$ 1,192</u>	<u>\$ 6,830</u>	<u>\$ 11,534</u>	<u>\$ 19,556</u>

*Financial statements are also available in Inuktitut by request.