



Annual Report

MANDATE

Travel Nunavut will support, build, and grow the travel sector to the benefit of people in Nunavut. Travel Nunavut will grow membership and develop the industry in collaboration with partners.

VISION

A thriving and sustainable travel sector that enriches the quality of life for Nunavummiut. We will grow the industry to \$1 billion and 5,000 jobs by 2030.

MISSION

Travel Nunavut engages with partners, communities, and people to support and develop a thriving and vibrant travel industry. We lead the travel industry through training, marketing, and advocacy.

VALUES

We will honour Nunavut and Inuit culture in our work.

We value the land, the wisdom, and the natural and cultural heritage of the communities we serve. We are committed to building a culture reflective of Inuit values.

We will work with kindness.

We build positive relationships and honour diversity and inclusion in all that we do.

We will grow the industry through support and mentorship.

We recognize our important role in helping to educate and inform our industry partners. We also recognize that building a sustainable tourism sector requires support and mentorship.

We will lead the way.

We acknowledge we are leaders in travel who work with partners, communities, and people to build our industry.

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Message from the Chair

As the Chair of the Board of Directors, I have the honour and privilege of leading our travel industry organization under the name of Travel Nunavut.

This past year has been an exceptional year of growing and strengthening our industry in Nunavut. Our industry is an essential service in Nunavut whereby almost every function of government, business and personal life relies on the services of our members to transport people and goods to all communities and places throughout a huge territory of over two million square kilometers of land plus the vast oceans around us. Nunavut is largest territory or province in Canada (36% larger than the next largest — Quebec).

Our industry is critical to the delivery of government services, health care, construction materials and equipment, construction workers, employees in government and other sectors, food supplies, housing, education, sports and recreation, leisure travel, policing --- almost every function in Nunavut — more so than any other Territory or Province in Canada!

As you will read in other parts of this report, we completed our baseline and first annual Economic Impact Study that estimates our Gross Economic Output as \$823 million per year along with supporting over 6,300 jobs in Nunavut. Our industry contributed over \$132.1 million to the tax coffers of the Territorial and Federal Governments plus significant taxes and fees at the municipal level. We will prepare an update of the economic impact estimates in 2026 and each year thereafter.

Our industry has an exceptional opportunity to grow in serving the almost unsatiable demand for travel to, from, and within Nunavut! We now know our vision for a \$1 billion gross economic impact is well within reach. Over the next four or five years, hundreds of millions of dollars will need to be invested in accommodation, food services, meeting places, tourist service centres, aircraft, airport facilities and runways, ships, port facilities, military facilities and bases, ground and group services vehicles and amenities, staff accommodation, and more! Growth will be facilitated in partnership with key public and private partner organizations including Inuit and Indigenous organizations, all levels of government, regulatory agencies, the banking and financing community, post-secondary institutions, and other organizations including our member organizations and individual businesses.

On behalf of the over 160 members of Travel Nunavut, I am very appreciative and thankful to our Board members. We have an 18-member industry Board with 16 of the positions having active members representing various sectors and organization involved in the Travel Industry. This is the most involved Board we have had in well over a decade. We had ten well-attended Board meetings and numerous sub-Committee meetings. The meetings were well-attended to address a broad range of issues ranging from air service ... to cruise ship management in Arctic waters ... to funding of our economic impact study ... to new benefits for our members ... to the growth of our membership and industry ... and more. We are thankful for the time and dedication from several of our Board members.

Our new President & CEO, Alex Stubbing, led our organization for the first full year since starting in September 2024. He successfully transitioned our organization's thinking from its focus

primarily on leisure travel to the broader use of defined term of “tourism” that is commonplace in the rest of the world. Tourism includes business travel, travel for conferences and meetings, travel to provide government services, visiting friends and relatives, domestic travel, leisure and adventure travel, health travel, education travel, sports travel, and more. Now we better represent our “travel” industry members more holistically in serving the travel needs of people and goods travelling to and from Nunavut and within the territory.

The recent changes in the structure of the Government of Nunavut now necessitate us working with two departments: Community Services, and Transportation & Infrastructure. We have good ongoing relations with both departments. We are working to ensure that there is accountability of these departments in serving the needs of our members and that we measure our industry performance in demonstrating great value for the funding provided by governments. We are looking to implement more and better measures of effectiveness in promoting Nunavut as a destination, supporting the growth of our industry members along with licensing and regulatory matters administered in a fair and equitable manner, better infrastructure to facilitate travel, and more.

This is also an opportunity to recognize and thank our staff who have transitioned well into the new direction and enhanced mandate of Travel Nunavut. Thanks to our staff led by President & CEO, Alex Stubbing:

- Norine Naguib – Executive Director – Operations
- Colin Allooloo – Director of Membership & Engagement
- Kristine Prud’homme – Director of Marketing Support & Administration

We are very thankful for our major funders and sponsors in 2024; Government of Nunavut’s Department of Community Services, CANNOR at the Federal level, and Nunavut Tunngavik Incorporated.

Over the next few years, the Board, the Executive, and staff will focus on a few key strategic initiatives:

- **Expanding the services offered to our members** to help them grow, secure capital and debt for expansion, and address key issues impacting their businesses and operations.
- **Develop the “One Window Approach”** where there is one place for tour operators, cruise ships, and other industry players to go where they can more easily navigate and coordinate the “permissions” required to visit or access various regions and places. Our travel industry partners have identified Nunavut as one of the most complex jurisdictions in the world for permitting which inevitably leads to more conflict and more communication challenges. There should be a spirit of cooperation and coordination to achieve the best outcomes for communities, natural resources, visitors, workers, researchers, residents, and others.
- **Push for More and Better Air and Marine Infrastructure** – With the technology, equipment, and regulatory changes in the airline business, it is important for Nunavut to rapidly put in place more paved and properly instrumented all-weather runways. This can also be coordinated with the expansion of military presence. Similarly, there is a need for more

port facilities and services as the amount of passenger and freighter traffic in our waters and through the Northwest Passage increases exponentially. This is required not only to better manage shipping through our waters but also to ensure rapid responses to emergency situations along with proper regulatory oversight, piloting and docking services, fueling, provisioning, etc.

- **An International Air Carrier Serving Nunavut** — There are hundreds of commercial scheduled flights over Nunavut each day as they fly to and from Europe and other destinations. Over 25 years ago, Whitehorse, Yukon, pursued a European carrier to serve Whitehorse and Lufthansa started scheduled flight and charter services to the City from Europe. There is an opportunity for us to secure at least one carrier to start direct service to and from Europe. So far, we have been successful in supporting new air services between Iqaluit and other circumpolar countries — Greenland and on to Iceland.
- **Government Accountability to the Travel Industry** - More input by our industry and accountability in terms of a major spend on the leisure segment of the travel industry through Destination Nunavut. We will work with Destination Nunavut to expand their activities targeted at other segments of the travel industry.
- **We are striving to get more of our government revenues invested back into the travel industry.** We have requested an increase in our funding from the Government of Nunavut for the Travel Nunavut mandate from \$1 million (it's been largely at that level for at least seven years) to \$1.3 million in the 2026/27 fiscal year. This would be a significant increase but its just an indication or confirmation of the huge growth of our industry and its increasing contribution to the economy of Nunavut in terms of more income, more jobs, and more tax revenues. Our industry contributes 7.6% of Territorial government's revenues and 6.5% of the Territory's GDP.

Depending on the outcome of elections and decisions by the Board, this may be my last opportunity as Board Chair to thank all of you for your support of Travel Nunavut, and your encouragement to boldly go forward in structuring and promoting a much larger role and mandate for the travel industry in Nunavut! I wish you great success in achieving your own respective missions and visions!

Yours in Nunavut's Travel Industry!



Ed Romanowski
Board Chair of Travel Nunavut

Message from the President & CEO

My first year as President and CEO of Travel Nunavut has been an extraordinary journey of learning, growth, and connection. I am deeply grateful to our members for the warm welcome you have extended to me. The conversations, collaborations, and shared passion for strengthening Nunavut's travel industry have been both inspiring and motivating.

Together, we have achieved important milestones over the past year.

We completed the 2024 Economic Impact Assessment, which highlights the vital role our industry plays in driving economic activity across the Territory. This report reinforces the value of our collective efforts and underscores the importance of continued investment in our sector.

We have also strengthened the value of Travel Nunavut membership. Members once again have access to group insurance and exclusive discounts for airlines, hotels, and car rentals. Our membership has reached an all-time high of 151, representing outfitters, accommodation, aviation, expedition cruises, and a wide range of other travel services.

Increasing Inuit participation on our Board remains a key priority. I am proud to share that seven Inuit board members now help guide our organization and shape the future of our industry.

This year, Travel Nunavut participated in a stakeholders retreat with the Association of Arctic Expedition Cruise Operators (AECO), building stronger relationships between cruise operators and our communities to ensure culturally rich visitor experiences and greater economic benefits for Nunavummiut.

Our team is also organizing regional training opportunities across Nunavut, and we look forward to bringing more professional development to your communities. In addition, our renewed three- year Memorandum of Understanding with Tourism HR Canada now allows us to offer free E-Merit training directly through our website, further supporting workforce readiness and skills development.

It has been an honour to serve as your President and CEO this past year, and I am excited for what lies ahead. Together, we will continue to showcase the beauty, culture, and hospitality of Nunavut to the world.

Looking forward to another amazing year!

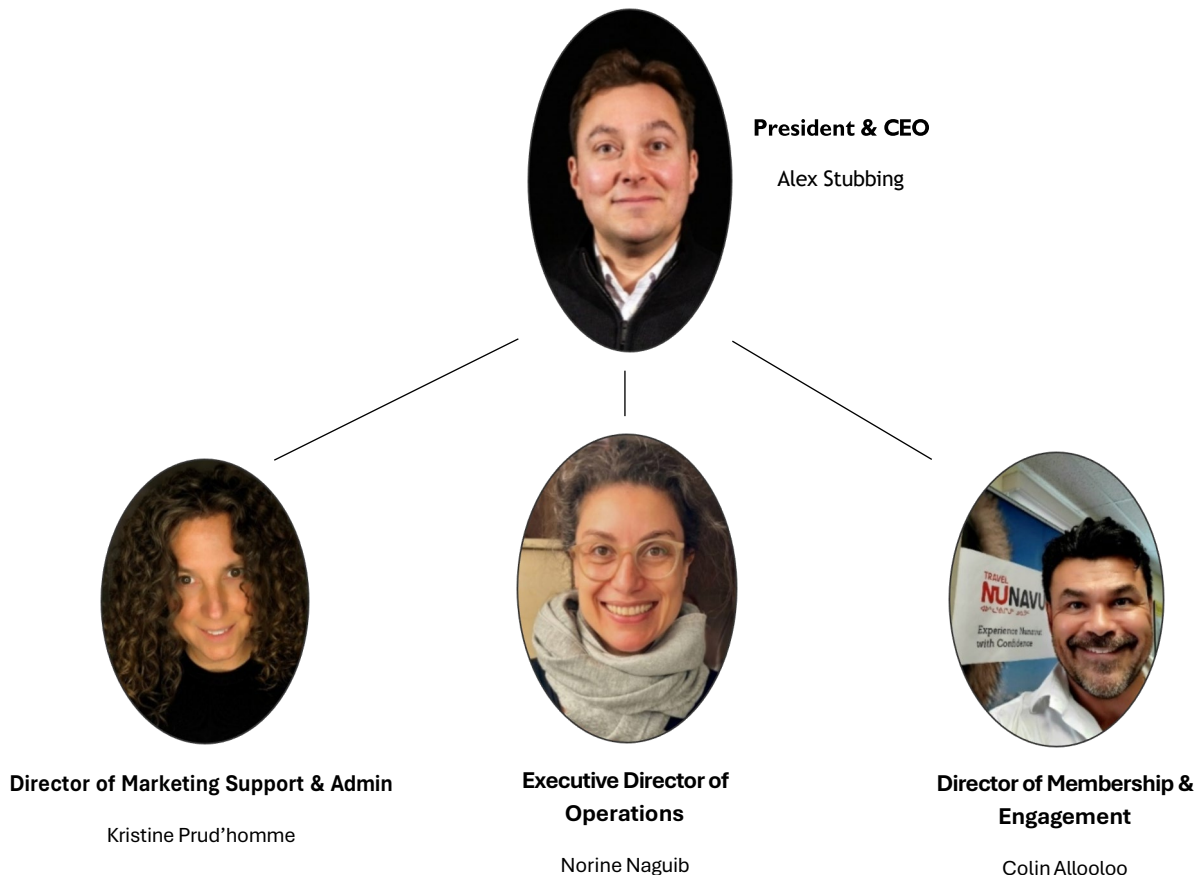


Alex Stubbing
President & CEO

Highlights of 2024-25

Our Team

We built a strong team this year. As of September 2024, we hit the ground running in our new management structure. You can read more about us in our [2024 leadership announcement](#).



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. Further, as we increase Inuit voices in our governance, we aim to attract more Inuit talent to our team.

Inuit Language Plan

Travel Nunavut has a language plan in place that is approved by the Language Commissioner. This plan captures our commitment to continually enhance our communications in the Inuit language.

Our Board

Outgoing

We extend our immense gratitude to two outgoing Board members. Thank you, Carole Gobeil (Travel Trade representative) and Jessica Kotierk (Arts representative), for your years of service to Travel Nunavut. Your guidance and input have been invaluable to our organization.



We look forward to our continued work with you as valued members!

Current

We were thrilled to welcome six new Board Members this year and greater Inuit representation in our Governance. Of 16 filled seats, 7 are held by Inuit (4 voting).

OFFICERS



Ed Romanowski, Chair

Accommodations sector representative
President, Nunastar Properties, Frobisher Inn



Stephen Sullivan (new), Vice-Chair

Travel Trade sector representative
Director of Hospitality
QC Group of Companies



Allison Lennox, Secretary & Treasurer

Kivalliq Industry representative
Inns North, Manager of Hospitality Services Arctic
Co-operatives Limited

VOTING DIRECTORS



Peter Garapick
Cruise representative
Director of External Relations
Quark Expeditions



David Ningeongan
Hunting/Fishing representative
Founder
Kivalliq Expediting and Tours Inc.



Sarah McNair-Landry
Qikiqtani Industry representative
Adventurer, Guide & Filmmaker
NorthWinds Expeditions



Martine Dupont
Outdoor adventure representative
VP Operations & Head Guide
Inukpak Outfitting Inc.



Cynthia Ene
Kitikmeot Industry representative
Director, Illu Inc.
Founder, NunaFab



Tara Elder-Young
Transportation representative
VP Business Development
Calm Air



Derek Elias (new)
Kitikmeot Inuit Association representative
Business Development Officer
Kitikmeot Inuit Association



Tim Brown
Nunavut Tunngavik Inc. representative
Assistant Director Policy
Nunavut Tunngavik Inc.



Sheila Flaherty
Indigenous Tourism Association of Canada
Founder
Sijjakkut



Goretti Kakuktinniq (new)
Arts representative
Business Advisor, Cultural Industries
Nunavut Development Corporation



Qikiqtani Inuit Association representative
Kivalliq Inuit Association representative

NON-VOTING DIRECTORS



Leanna Ellsworth (new)
Parks Canada Agency
Nunavut Field Unit
Park/Site Manager II



Louisa Parr (new)
Government of Nunavut
Department of Environment, Territorial Parks and Special Places
Tourism Coordinator



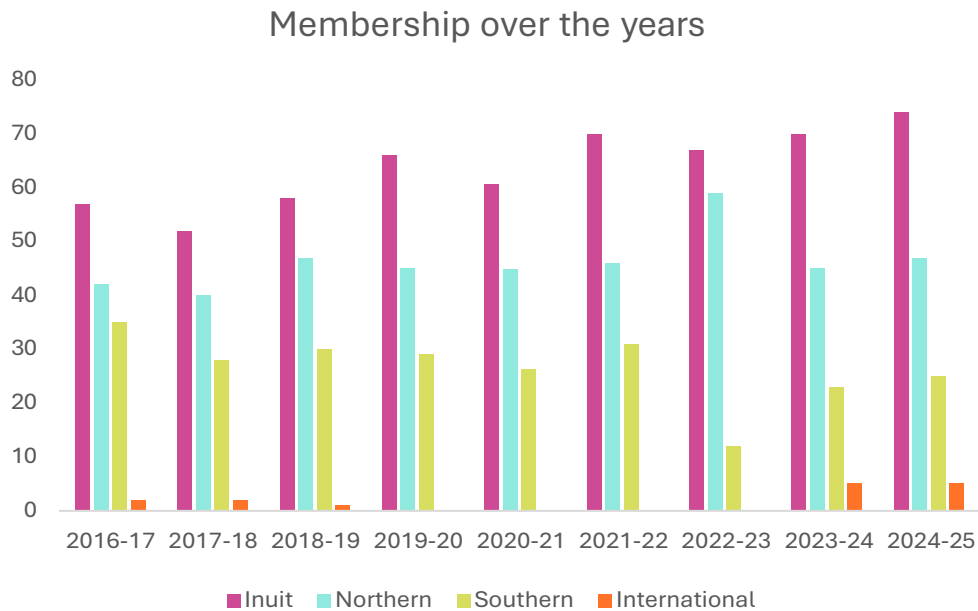
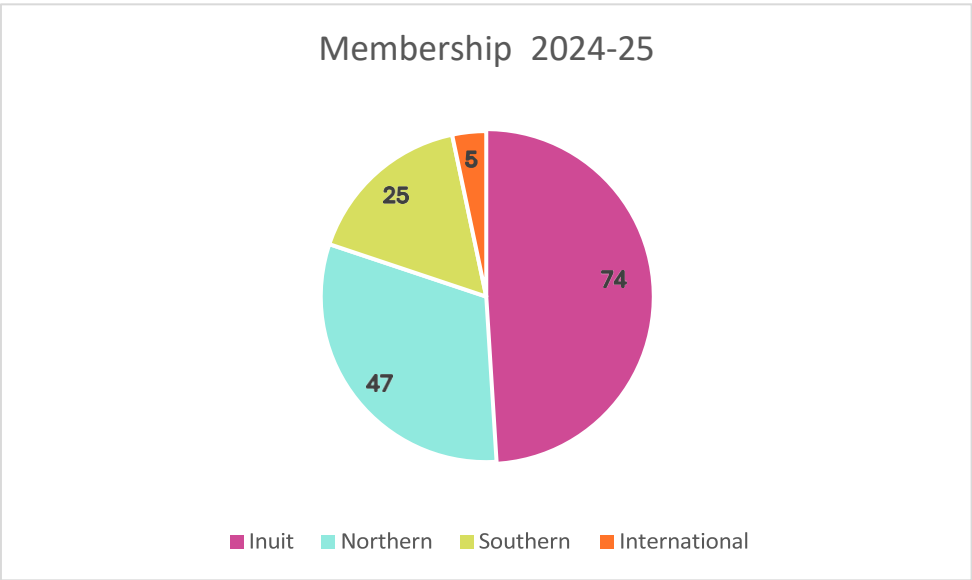
Trevor Wright (new)
Government of Nunavut
Department of Community Services

Intern Director, Tourism & Cultural Industries

Our Members

Membership

Membership increased by 6% to 151 members (74 Inuit-owned), continuing our steady path of growth in recent years. Meanwhile, membership revenues increased by 2% to \$82,383.



Learn more about Travel Nunavut Membership at <https://travelnunavut.ca/become-a-member> or contact us at members@travelnunavut.ca.

New Member Benefits

In addition to our regular [member benefits](#), this year we've added:

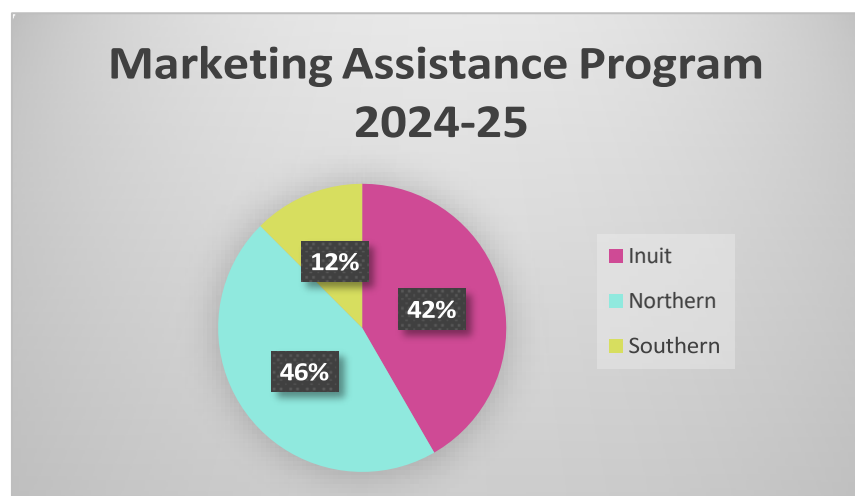
- ✓ GreenShield Group Insurance



- ✓ Hilton Garden Inn, Ottawa for as low as \$179/night

Marketing Assistance Program

We are pleased to see our members' growing interest in marketing themselves. This year we granted \$22,000 across 24 members to support their marketing initiatives! As our membership grows, we aim to expand this program to support and encourage more members in their marketing.



Training

This year we provided three training opportunities seized by 31 members¹.

- ✓ Advanced Wilderness First Aid
- ✓ Social Media 101
- ✓ Photography & Videography

"Now I'm not intimidated by my digital camera! I hope this will be offered to more members."



It's been nice to get some good shots with my phone when I don't have my DSLR with me.



"This training provides the knowledge, skills, and leadership that make a difference in the event of an accident or medical situation in a remote area."

¹ An additional seven registrants were unable to participate due to injury and weather-related flight cancellations

Advocacy and Research

Advocacy at various levels of government is paramount to the prosperity of our travel industry and our members. It is how we ensure that the unique challenges for the industry in Nunavut are considered. This year we:

- ✓ Input into the terms of reference for the **Competition Bureau's Air Service Study**.
- ✓ Initiated and substantially completed an Economic Impact Assessment of the travel industry to establish a baseline for our growth objectives.
- ✓ Endorsed NANPO's (Nunavut Association of Non-profit Organizations) **open letter to the Government of Nunavut** recommending ways to improve the operating environment for non-profits (like Travel Nunavut) across the territory.
- ✓ Joined the Association of Arctic Expedition Cruise Operators (AECO) stakeholders' cruise through Tallurutiup Imanga National Marine Conservation Area. The purpose of the voyage was to strengthen operations and relationships within the expedition cruise sector. Participants gained valuable insight into the industry, with a focus on community relations, Inuit employment, environmental responsibility, and cultural site visits.
- ✓ Participated in the **Tourism Industry Association of Canada (TIAC) Hill Days**, joining advocacy meetings with Parliamentarians and federal departmental officials to raise awareness of the issues faced by the tourism industry and to champion policies that can help rebuild the visitor economy.



- ✓ Participated in **Tourism HR's Labour Market Forum**, joining industry associations, businesses, academia, HR professionals and employers together to assess the challenges and opportunities for Canada's tourism workforce.



We have renewed energy and focus on advocacy. We look forward to hearing from you, representing you, and sharing increasingly meaningful advocacy achievements each year.



Annual Conference and AGM

This annual networking event brought together more than 50 members, partners and government representatives for a day and a half of rich presentations and discussion from Nov 6-8, 2024, at the Frobisher Inn, Iqaluit.



This year, we were proud to hold one of our two panel discussions in Inuktitut and to bring back the Travel Industry Awards after a long hiatus.



There were three finalists in each of three award categories:

Individual Service Excellence:

Honours a front-line ambassador who creates positive first impressions, builds strong relationships, and offers solutions with a great attitude.

- Adventure Canada
- Canadian North
- Tikippugut (WINNER)

Outstanding Cultural Experience:

Recognizes programs that immerse travelers in Inuit traditions, values, and artistry—fostering understanding of the Inuit way of life and preserving cultural heritage.

- Igloo Tourism & Outfitter
- Tikippugut
- Nunavut Experience Outfitting (WINNER)

Tourism Business of the Year:

Celebrates a business or organization showing excellence, leadership, and commitment to Nunavut's culture, community, and tourism growth.

- Adventure Canada
- Peter's Expediting and Outfitting
- Nunatta Sunakkutaangit Museum (WINNER)

What we heard from you about the event and feedback we will heed in years to come:



THANK YOU to all our participants, speakers and our generous event Sponsors:

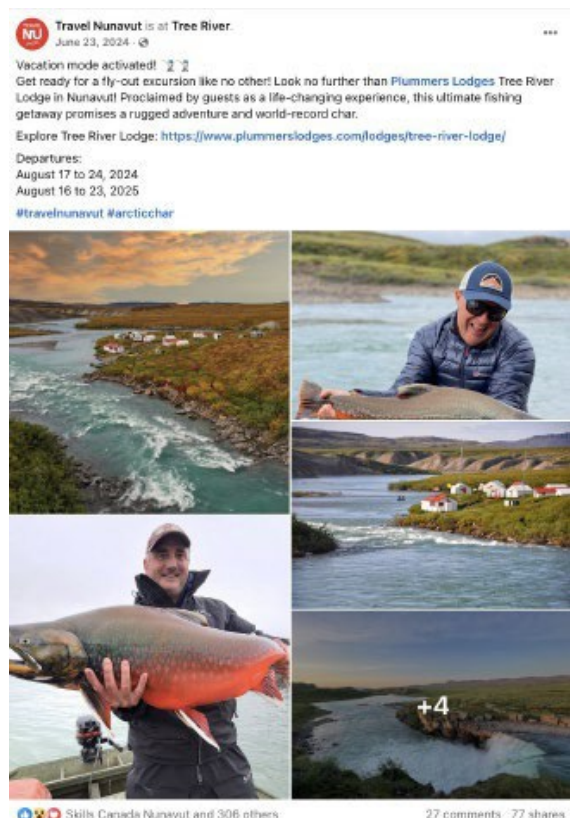
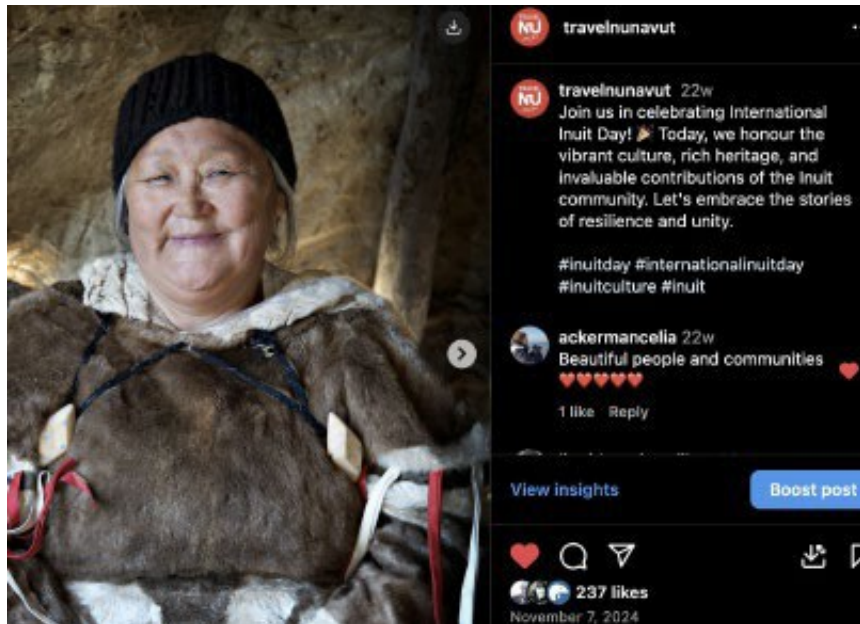


Marketing

Generating awareness, interest and sales for our members.

Digital Marketing

- ↑ Paid media generated 2,746 conversions to our members (13x more than last year!)
- ↑ Increased our followers on Facebook (+10.69% to 16k) and Instagram (+17.34% to 8k)
- ↑ Grew our e-newsletter by 32% to 8,638 subscribers
- ↑ Increased our activity on LinkedIn, with renewed focus on promoting B2B opportunities



Traditional Marketing

We invested in seven marketing initiatives, featuring Travel Nunavut and its members and reaching an estimated:

- ✓ 1.3 million Toronto Start & True North Living readers across Canada
- ✓ 20,000 senior business executives reading Industry Media
- ✓ 450,000 Canada in the Rough viewers per month on the Sportsman Channel
- ✓ 82,000 museum visitors during the Manasie Akpaliapik exhibition at McCord Museum in Montreal
- ✓ 33,700 contestants entered to win a one-week trip for four to Nunavut where they will benefit from various members products and services



Conferences & Tradeshows

Four staff and 11 member businesses participated in 11 events (5 northern focused) across 7 cities / communities. We reached an estimated 50,000 event attendees with information about Nunavut's travel industry and our members.



Financial Reports

Statement of Operations

As of March 31, 2025	2025	2024
Revenues		
Government of Nunavut	1,020,288	962,184
Federal Government	300,000	290,064
Memberships	81,383	80,981
Other	41,772	54,145
	<u>\$ 1,443,443</u>	<u>\$ 1,387,374</u>
Expenses		
Administration	143,622	105,676
Board Governance	95,345	70,629
Office rent and equipment	156,945	157,700
Human resources	333,895	268,231
Marketing	207,107	282,262
Member services	193,680	212,812
Project costs	332,035	300,000
	<u>\$ 1,462,629</u>	<u>\$ 1,397,310</u>
Excess expenses over revenues	(19,186)	(9,936)

Statement of Changes in Fund Balances

As of March 31, 2025	2025	2024
Balance, opening	\$ 464,098	\$ 474,034
Excess expenses over revenue	(19,186)	(9,936)
Balance, closing	\$ 444,912	\$ 464,098

Statement of Financial Position

As of March 31, 2025	2025	2024
Assets		
Current		
Cash and cash equivalents	230,626	311,178
Accounts receivable	462,225	437,440
Prepaid expenses	47,302	24,837
	<u>\$ 740,153</u>	<u>\$ 773,455</u>
Capital assets	11,457	16,102
	<u>\$ 751,610</u>	<u>\$ 789,557</u>
Liabilities		
Current		
Accounts payable and accrued liabilities	\$ 282,911	\$ 300,914
Deferred revenue	22,633	23,102
	<u>305,544</u>	<u>324,016</u>
Deferred government assistance	1,154	1,443
	<u>306,698</u>	<u>325,459</u>
Net assets		
General fund	444,912	464,098
	<u>\$ 751,610</u>	<u>\$ 789,557</u>



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Building *Nunavut* Together
Nunavu liuqatigiingniq
Bâtir le *Nunavut* ensemble



**Destination
Nunavut**



Agence canadienne de
développement économique du Nord

