

Travel Nunavut Conference

November 4-6, 2025

NUNAVUT AIR EXIT SURVEY

&

NUNAVUT CRUISE EXIT SURVEY

**Ferra-Lynn McCaffery, Statistics Canada
with Aaron Watson, Government of Nunavut**



**Statistics
Canada**

**Statistique
Canada**



Table of Contents

Background	1
Questionnaires.....	2
Residency	2
Trip Duration	2
Travelling Party	2
Main Trip Purpose	2
Places Visited and Accommodations	3
Travel Packages	3
Non-Package Expenditures	3
Trip Activities.....	4
Development.....	4
Collection	5
Logistics and Target Population	5
Interviewers and Interviewer Training.....	5
Response Volumes	6
Data Processing.....	8
Survey Methodology.....	9
Imputation	9
Weighting	9
Estimation.....	10
2024 Analysis	11
Residency of Visitors	11
Main Trip Purpose.....	13
Non-Package Expenditures.....	13
Trip Activities.....	14
Places Visited and Community Expenditures	17
Future of the NAES and NCES.....	19
Contact Information.....	20

Background

In 2016, a Treasury Board submission was proposed to improve the state of tourism statistics in the Canadian territories, addressing a data gap caused by little to no collection of such statistics in the territories, among other objectives. A team was assembled in the Tourism Statistics Program (TSP) at Statistics Canada to produce a feasibility study of tourism-related data collection in Yukon, the Northwest Territories, and Nunavut.

In the case of Nunavut, this led to a Memorandum of Understanding signed in 2018 between the Government of Nunavut and Statistics Canada and the two organisations collectively undertook the following activities:

- A pilot Nunavut Visitor Exit Survey (VES) in the spring of 2018, with three flows for domestic (intra-territorial or destination elsewhere in Canada), inbound (visitors from outside of Nunavut on a trip to Canada or other country with a stop in Nunavut), and outbound (visitors departing Nunavut with a destination outside of Canada) tourism, with collection conducted in-person at airports in communities designated by the Government of Nunavut.
 - In 2019, the VES was retooled and renamed the Air Exit Survey and a cruise component, the Cruise Exit Survey, was introduced.
- In-person collection of an ongoing Nunavut Air Exit Survey (NAES) in 2019 in the communities of Iqaluit, Rankin Inlet, and Cambridge Bay. Due to challenges with interviewer hiring and retention, no results were produced for the NAES in 2019.
- In-person collection of a Nunavut Cruise Exit Survey (NCES) during the 2019 cruise season (July to September) at the cruise ports in Iqaluit, Cambridge Bay, and Pond Inlet. In 2019, the NCES collection produced approximately 250 completed questionnaires.

Due to the onset of the COVID-19 pandemic in March 2020, all in-person collection activities ceased.

In 2024, the Government of Nunavut reached out to Statistics Canada to restart the NAES and NCES. An extension of the MOU from 2018 was signed and the NAES and NCES were relaunched with the following responsibilities:

- Interviewer hiring and retention, survey collection, and secure storage and shipment of confidential survey materials to Statistics Canada would be managed by the Government of Nunavut.
- Questionnaire development, printing and shipping of materials to Nunavut, data capture, data processing, estimation, and tabulation would be managed by Statistics Canada.
- Statistics Canada would provide training to the Government of Nunavut staff to build statistical capacity and grow a conceptual knowledge base within the Department of Community Services' Tourism team.

Questionnaires

Both the NAES and NCES aim to collect data from visitors travelling for business and leisure purposes on a wide variety of characteristics of their trip to Nunavut including residency, main trip purpose, places visited, accommodations, expenditures, and trip activities.

Responses are collected on blank English-language paper questionnaires by an interviewer, in person, with a respondent. All interviewers are provided with laminated versions of the questionnaires in French, German (NCES only), South Baffin Inuktitut, and Inuinnaqtun to assist in the case of a language barrier.

The first section of each questionnaire includes a series of screening questions to determine whether a potential respondent is in scope for the survey, as described in the target population section. If the individual is in scope, they are invited to complete the rest of the survey with the interviewer.

Residency

Each questionnaire captures information on the respondent's usual place of residence. Canadian residents are asked their province or territory of residence, whereas non-Canadian residents are asked only their country of residence.

The usual place of residence, which is an internationally accepted standard for measuring tourism statistics, may differ from the respondent's citizenship. Neither the NAES nor the NCES ask for a respondent's citizenship.

Trip Duration

The respondent is asked for the date their trip to Nunavut began and will/did end. This information is necessary to calculate the duration of a respondent's trip to Nunavut, which is important to accurately allocate spending in the territory over the duration of a respondent's trip.

Travelling Party

A travelling party is made up of all the travellers for whom the respondent feels comfortable reporting trip spending and trip activities. The travelling party must include only travellers who had the same length of stay, who reside in the same country, and for whom the respondent can report their trip spending. A travelling party generally refers to family and/or close friends travelling together.

Main Trip Purpose

Travellers or travelling parties may have multiple reasons for taking their trip to Nunavut so it is important for interviewers to identify the primary or "main" trip purpose. The main trip purpose is the reason without which the trip would not have happened. Response options are broken down into five categories:

- Business (including travelling to work, attending a meeting, conference, a business convention or trade show, or for a regular sales or service call)
- Holiday, leisure, or recreation
- Visiting friends or relatives

- Medical, dental, or health reasons (including an ambulance, regular treatment or check-up, or for other medical, dental, or health reasons); and
- Other – specify

The main trip purposes displayed in the tables produced from the 2024 reference period are “Business and professional trips” and “Personal trips”. Those travelling for holiday, leisure, or recreation; visiting friends or relatives; travelling for medical, dental, or health reasons; and other leisure, were combined into the “Personal trips” category.

Places Visited and Accommodations

NAES respondents are asked about their main destination as well as to list the places they visited while on their trip to Nunavut. A list of provinces, territories, and overseas countries are provided as options for main destination, as well as an option to write in “other country – please specify.” In 2025, both surveys were redesigned to only ask about places visited **within Nunavut**.

NAES respondents could report up to ten communities in the Places Visited section of the questionnaire, including those without an overnight stay. Then, respondents were asked to list the type of accommodation that was used for that portion of their trip. Accommodation types available for this response are “Home of a friend or relative, Hotel, Motel, Campground, Other unpaid accommodation, and Other paid accommodation.” Respondents report as many accommodation types that apply to each community visit and include the number of nights spent at each visit location or select “0” if this trip was a same-day trip.

Places Visited City or community visited (within Nunavut)	Number of nights (put “0” for same-day visit)	Where did your travelling party stay? Select all that apply.					
		Home of friend or relative	Hotel	Motel	Camp- ground	Other unpaid accom- modation	Other paid accom- modation

NCES respondents’ places visited are collected through a post-trip reporting form, completed by cruise operators, which is covered in the methodology section of this report.

Travel Packages

A travel package must include at least two services for which individual costs are not identified separately, such as an all-inclusive tour or other packaged deal. If a package or all-inclusive trip was part of the respondent’s visit to Nunavut, they are asked to identify the items or services included in the single package cost they paid by selecting from a pre-determined list with a write-in option for ‘other – please specify.’ Respondents also report how much the travel package cost and how many nights of their trip the package covered.

The NCES questionnaire does not ask respondents whether a cruise was included.

Non-Package Expenditures

Both the NAES and NCES questionnaires ask about a respondent’s trip expenditures, excluding any travel package expenses which would have been reported in the section prior. In 2025, both surveys were modified to ask only about trip spending **within Nunavut**. Respondents are asked their travel party’s

total spending across seven categories: Clothing, gifts, and souvenirs; Accommodation; Local transportation; Commercial transportation; Food and beverages; Recreation and entertainment; and, 'Other – please specify,' with an area for a respondent to write in the details of other spending.

In 2025, spending on Art was incorporated into questionnaire development and added to the “Other – please specify” category in the spending table. The following definition of Art Expenditures was added to the interviewer reference manual: *“Spending on art refers to purchases of Indigenous or Inuit carvings, prints, and/or textiles, including ivory, hides, and furs. Art expenditures can also include spending on Inuit-made clothing and accessories.”* As art can be subjective, this definition will help identify how much money visitors in Nunavut are spending on purchases of Inuit and Indigenous art.

Trip Activities

The list of activities for NAES respondents ranges from traditional tourism-related activities, such as shopping and sightseeing, to cultural options specific to Nunavut travel, such as attending an Inuit or Indigenous event (performances, visiting elders, throat singing, etc.), viewing the northern lights, and attending Inuit language training. There are 15 pre-determined sport-specific activities, such as hiking, camping, and boating.

The NCES does not ask about a respondent’s trip activities.

Development

In 2025, minor changes to the questionnaires were implemented to assist with clarity of certain questions and streamline processing with less manual intervention.

In instances where spending and visits are requested, the 2025 surveys now specify that only expenditures and communities within Nunavut be recorded.

The addition of a spending category which specifically reflects respondent purchases of – and spending on – Inuit art helped address the GN’s needs to quantify such expenditures by tourists. With future development resources, this category will have its own field in the table.

Changes to the post-trip reporting form used by cruise operators to report spending and visits in Nunavut were implemented in 2025. Updates were made to the text to ease clarity of the requested information and background coding was designed and programmed into the form to reduce manual intervention by Statistics Canada during the capture and extraction process.

Collection

Logistics and Target Population

Collection of the voluntary NAES and NCES responses occurred during the third quarter (July to September) of 2024 and 2025, in the same communities as 2019, targeting visitors to the territory (non-Nunavut residents) exiting by commercial air or by cruise. All instances of “Canadian resident” in this report refer to non-Nunavut-residing Canadian residents. Nunavut residents, unaccompanied minors, and visitors travelling for certain non-tourism-related purposes (crew, military, diplomats) were considered out of scope for both surveys. Non-Nunavut Canadian residents travelling for work were still in scope.

Surveys were completed on paper questionnaires by an interviewer (summer students and full-time or casual staff from the local Government of Nunavut office) asking in-scope respondents survey questions.

NAES collection schedules were pre-determined using a third-party administrative data source which provided data on flights in and out of the NAES communities. Data collection occurred mostly during weekdays, with some instances of collection on weekends and holidays. Air passengers were intercepted in the departure lounges of airports, past security if applicable, as they waited for flights.

Three days per month during the collection window, a tally sheet survey was used instead of the NAES questionnaire for the purpose of weighting the population of departing air travellers. The tally sheet survey is covered in more detail in the methodology section of this report.

The NCES collection was determined by the Cruise Master Itinerary, which was provided to the Government of Nunavut by cruise operators ahead of the cruise season start in Nunavut. Cruise passengers were intercepted as they entered communities on off-ship excursions at visitor centres or cruise ports.

Interviewers and Interviewer Training

In June 2024, six Nunavut-resident students were hired by the Government of Nunavut, through a territorial summer student employment program, to conduct NAES and NCES interviews in three Nunavut communities – Iqaluit, Rankin Inlet, and Cambridge Bay. In addition to the summer students, Government of Nunavut staff conducted NCES interviews in Pond Inlet. In 2025, six more opportunities to work as interviewers were offered through the program and four students from the 2024 collection returned. In both 2024 and 2025, five out of six of the students hired were Inuit. These employment numbers are in line with the Government of Nunavut’s commitment to achieving a representative workforce at 85% Inuit employment. The collection of the NAES and NCES directly supported and provided employment opportunities in the territory as well as work experience with the federal government to students. Each interviewer was supervised by a Government of Nunavut collection manager, often the Visitor Centre manager, who oversaw local aspects of the project, sharing experience and knowledge.

The Nunavut Air and Cruise Exit Surveys project has provided a unique opportunity to these young Nunavummiut. It has offered them the opportunity to work both at the territorial and federal level of government. It equipped them with high level statistical training and knowledge, courtesy of Statistics

Canada. Students also worked at the three Government of Nunavut regional visitor centres when they were not conducting exit surveys. This provided them with fulfilling summer employment and a valuable range of experience not necessarily found in most summer jobs. The fact that four out of six students returned to the project the following summer speaks to its virtues. One student had such a successful experience in 2024, that they were offered employment with the federal government in Ottawa when they returned to their studies. Although they were interested, they were unable to accept due to school scheduling. This is but one of the positive takeaways of student involvement in this project.

In 2024 and 2025, multiple interviewer training sessions were held virtually with the Statistics Canada TSP team in Ottawa, the Nunavut interviewers and the Government of Nunavut employees involved with the project in multiple communities across the territory. While some students were able to come together in-person for training, most attended virtually due to limited resources.

In 2024, a two-day virtual course was held by members of the TSP team and the Western Regional Office's Senior Interviewer. Students were given a conceptual background of the TSP, its definitions and standards, as well as tips on how to conduct successful interviews and opportunities to interview in mock settings with Government of Nunavut and Statistics Canada staff.

In 2025, a similar two-day virtual session was organized which covered many of the same concepts and protocols as 2024. Having four returning students and GN staff with previous knowledge helped condense the amount of training required and qualified the Visitor Centre managers to provide their own refresher training throughout the season on an ad hoc basis, in a train-the-trainer role.

In August 2025, two condensed mini training sessions were provided by Statistics Canada for new hires in Pond Inlet and Rankin Inlet. All interviewers and managers were provided with a detailed interviewer reference manual to be used as a resource for refresher training and in the field to assist with interviewing. The reference manual was tailored to Nunavut's unique specifications, limitations and considerations.

All interviewers were provided with the materials needed for collection by Statistics Canada (blank questionnaires, confidential mail packaging with pre-paid postage, language booklets, etc.) and the Government of Nunavut (airport security passes, government ID, stationery and field materials, etc.).

Response Volumes

In 2024, the Government of Nunavut's interviewers collected a total of 309 completed NAES and 103 NCES questionnaires during the reference period (July through September). At the time of the Travel Nunavut Conference, the September 2025 data from the collection period was not yet received by Statistics Canada due to the Canada Post strike. However, preliminary figures from the 2025 collection indicate that response volumes for both collection activities have increased from 2024.

In 2024, more than half (55.7%) of NAES responses were collected in Iqaluit and over two-thirds (38.4%) of those were collected in July. While NAES collection in August 2024 decreased from July (-21.5%), neither Rankin Inlet nor Cambridge Bay were able to collect NAES responses in September due to a lack of interviewer availability.

According to preliminary counts in 2025, the 394 NAES questionnaires received already exceed the 2024 total by 27.5%. The responses were collected between July and August with over half (54.1%) collected

in Rankin Inlet and over two-thirds (69.0%) of those were collected in July. Interviewers in Iqaluit collected over one-third (34.0%) of all NAES questionnaires received so far from the 2025 collection period and Cambridge Bay collected the remaining 11.9%.

In 2024, the 103 NCES responses came from the 26.8% of potential cruises (11 out of 41) that were intercepted by interviewers. The NCES portion of the project suffered from a lack of interviewer availability, especially in Pond Inlet which represented 30.1% of total NCES collection. While Cambridge Bay captured fewer NCES questionnaires (9.7% of the total) than Pond Inlet, Pond Inlet had three times the number of potential cruises (27 possible interceptions) as Cambridge Bay (9 possible interceptions).

So far in 2025, preliminary counts of NCES questionnaires already exceed the 2024 total by 13.6% (117 NCES questionnaires received).

Data Processing

After the completed and partially completed NAES and NCES paper questionnaires are received at Statistics Canada's head office in Ottawa, they are unpacked, counted, and scanned to create digitized images of each questionnaire. The data from the questionnaires are then extracted by one of Statistics Canada's data capture experts using a specialized software to create a data file of raw questionnaire responses.

The extracted raw data are reviewed by subject matter experts from the TSP before they are sent to a dedicated NAES and NCES processing pipeline within Statistics Canada's standardized survey processing system where the data are cleaned, basic edits are applied for consistency and clarity, and the places visited are coded to standardized location codes. Specialized programs written by statisticians are then run to impute missing or incomplete data, apply survey weights, and create bootstrap weights (the methodology of which is discussed in the following section). Quality assurance tests are run throughout the process until a final output file with the NAES and NCES estimates is produced.

Survey Methodology

This section details the methodology that was developed by statisticians from Statistics Canada to produce accurate data on tourism in Nunavut that is representative of the entire population of visitors to the territory, not only those surveyed.

Imputation

Imputation is the process of filling in values for questions where a respondent did not answer or gave an invalid response using an established and statistically-sound method. Performing imputation allows questionnaires that were mostly completed to be retained in the results even if they had some missing responses, which increases the overall quality of the survey results.

For the NAES and NCES, a form of nearest-neighbour imputation was used, wherein the value from a similar respondent is used to replace the missing value. Imputation was done using the per person per day value for the relevant spending category, so that the travelling party size and the trip duration were controlled and was applied in the following cases:

Variable(s)	Situation	Result
Package cost	The respondent indicated that their trip included a package but they did not provide a package cost.	Package cost was imputed
Non-package spending (total & by category)	i) Provided answers for some of the non-package spending categories but did not provide a cost for a spending category where a cost was expected (given the other information provided about the trip).	Each implicated spending category was imputed
	ii) Provided no answers for the non-package spending questions (NAES only).	
	iii) Only provided a total for the non-package spending (no categorical spending provided).	
	iv) Provided a cost for a non-package spending category that was determined to be an outlier.	

Weighting

Weighting is used to make sample data representative of the target population. This allows data users to estimate a population's characteristics by interviewing only some of the population. Weights are created using two sources: i) information collected from the respondents and ii) information about the target population obtained using an external source. The weighting for the NAES and the NCES were done independently since each survey covered a different target population.

For the NAES, respondents were weighted to represent the target population of all non-residents of Nunavut who were departing Nunavut by air in the reference period. The total number of air travellers in the target population was obtained from an external aviation analytics provider. The estimate of the number of non-Nunavut residents departing Nunavut by air was obtained by adjusting this external total

using information collected from an airport tally survey that was performed throughout the survey collection period (three days in each collection month) and was used to estimate the proportion of travellers on each route who were Nunavut residents and non-Nunavut residents.

For the NCES, respondents were weighted to represent the target population of all travellers who visited Nunavut by cruise ship during the cruise season. The total number of cruise travellers was obtained from Pre-post-Trip Marine Tourism Economic Benefits Reporting Forms that are required by the Government of Nunavut to be completed by each cruise ship company with voyages arriving at ports of call within Nunavut during the cruise season (July to September).

Estimation

When conducting surveys, in addition to the estimates themselves, the quality of each estimate should also be calculated to determine how reliable the estimate is. The accepted method used by most Statistics Canada sample surveys is the bootstrap technique, which creates subsampled replicates from the original sample and uses the variability among estimates produced by these replicates to approximate the sampling variance, which can then be used to produce an indicator of data quality. The lower the variance, the more accurate the estimate.

A total of 500 bootstrap replicates were created for each of the NAES and NCES, with each replicate being a random subsample of the respondents from each survey. The variability among these 500 estimates was used to estimate the sampling variance and assign a letter grade quality indicator for each estimate, as detailed in the next section.

Estimates for the NAES and NCES were produced using a generalized estimation system created by Statistics Canada. All estimates were produced using the survey weights described in the section above. The data quality of each estimate was obtained by estimating the coefficient of variation (CV), which indicates the level of variability in relation to the average value of a set of data points, using the bootstrap weights. The CV percentage ranges indicate which letter grade of quality the estimate will receive – the lower the variability, the greater the quality of the estimate with ‘A’ grades being of excellent quality to ‘E,’ use with caution. Estimates that receive a letter grade of ‘F’ are suppressed as the domain size is less than three questionnaires.

The combination of the CV and the domain size (number of questionnaires contributing to the estimate) produces a letter grade for the data quality indicator using the following table:

CV range / domain size	Letter Grade	Interpretation
$0.0\% < CV \leq 5.0\%$	A	Excellent
$5.0\% < CV \leq 15.0\%$	B	Very good
$15.0\% < CV \leq 25.0\%$	C	Good
$25.0\% < CV \leq 35.0\%$	D	Acceptable
$CV > 35.0\%$	E	Use with caution
Domain size of 3-9		
Domain size of < 3	F	Suppressed
Domain size of 0	..	Not available

2024 Analysis

The third quarter 2024 collection of the NAES and NCES in Nunavut produced 15 data tables highlighting variables such as the number of trips taken to Nunavut by non-residents of Nunavut, nights spent, accommodation type, trip spending, communities visited, mode of transportation, trip packages, and the main trip purpose reported by respondents.

Descriptions of the imputation, weighting, and estimation used to create these tables can be found in the methodology section of this report. It is very important to consider the *quality* of the estimate alongside the estimate itself by using the quality indicators indicated by the letter located to the right of the estimates in the tables. In all tables, the estimates may not add up to totals as a result of rounding.

In September 2025, a revision was made in the 2024 tables to the number of air travellers flying from Rankin Inlet to Winnipeg to correct overestimation in the administrative data used to produce weights for all air passengers in Nunavut during the reference period. This resulted in decreases of the initial number of trips and expenditures reported in both the NAES and Combined data tables.

To request access to all fifteen tables, contact information for Statistics Canada and the Government of Nunavut can be found at the end of this report.

Residency of Visitors

One of the most requested estimates from the third quarter 2024 collection of the NAES and NCES was the residency of visitors in Nunavut. While both surveys captured the usual place of residence of visitors, the vast majority (89.2%) of NAES respondents were Canadian (outside of Nunavut) residents, leaving the NCES to highlight a greater variety of international visitors in the territory.

NCES respondents reported taking 5,600 total cruise trips to Nunavut in the third quarter of 2024. Of those 5,600 trips, 73.2% were split equally between Canadian residents (2,000 trips) and residents of the United States (2,000 trips). Residents of countries other than the United States and Canada reported having taken 1,500 trips to Nunavut by cruise, representing just over a quarter (26.8%) of all the trips to Nunavut by cruise.

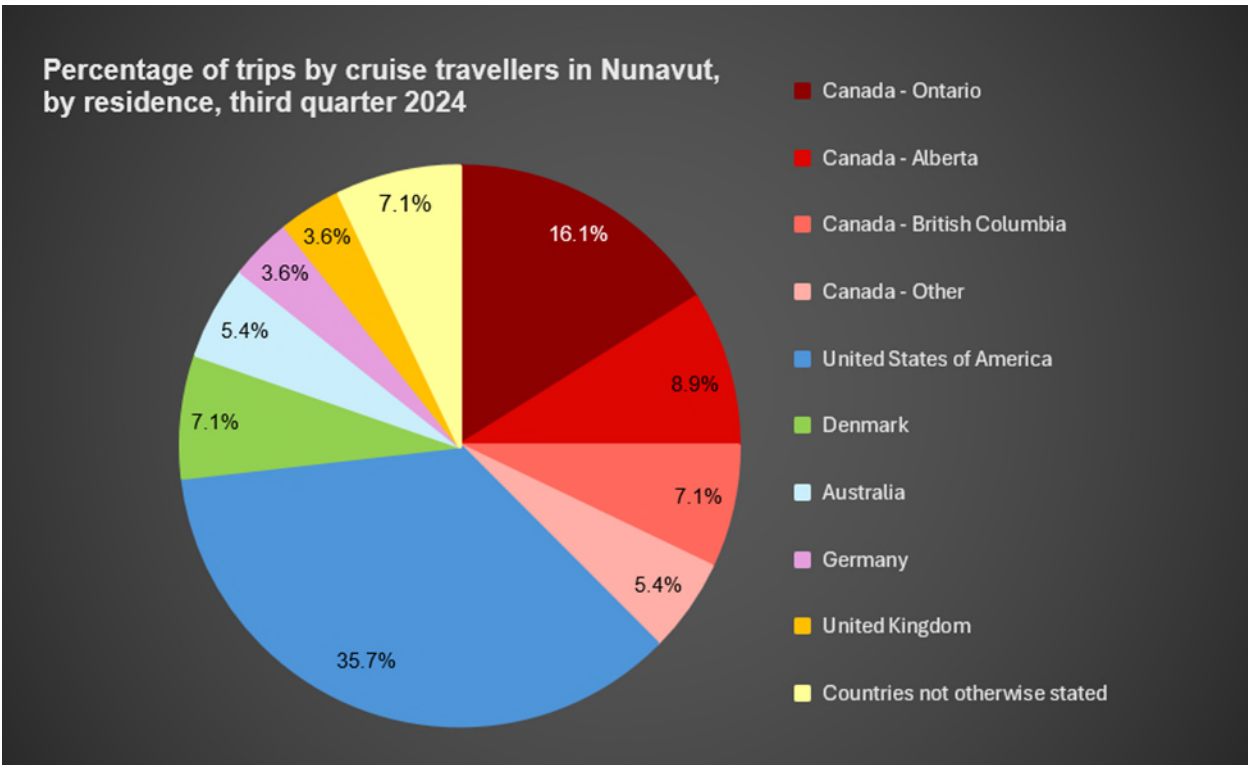
NCES Table 1

Trips and non-package expenditures by cruise travellers in Nunavut, by area of residence and expenditure category, third quarter 2024									
Area of residence	Trips		Expenditures in dollars (excluding commercial transportation)						
	Number	Total	Accommodation	Clothing and gifts	Food and beverages	Recreation and entertainment	Local transportation	Other expenditures	
Total, non-Nunavut residents	5,600 A	377,500 C	0	312,100 C	61,600 C	0	0	3,800 E	
Residents of Canada (non-Nunavut)	2,000 B	210,500 D	0	177,900 D	29,700 D	0	0	3,000 E	
British Columbia	400 E	9,600 E	0 E	5,000 E	4,600 E	0 E	0 E	0 E	
Alberta	500 E	83,200 E	0 E	77,100 E	6,100 E	0 E	0 E	0 E	
Ontario	900 C	85,200 E	0	69,300 E	15,800 E	0	0	0	
Other Canada	300 E	32,500 E	0 E	26,400 E	3,100 E	0 E	0 E	3,000 E	
Residents of the United States of America	2,000 B	73,300 C	0	50,800 C	21,600 D	0	0	800 E	
Residents of countries other than Canada or the United States of America	1,500 C	93,700 D	0	83,400 E	10,300 D	0	0	0	
Germany	200 E	0 E	0 E	0 E	0 E	0 E	0 E	0 E	
Denmark	400 E	13,100 E	0 E	12,500 E	700 E	0 E	0 E	0 E	
Australia	300 E	53,900 E	0 E	53,100 E	800 E	0 E	0 E	0 E	
United Kingdom	200 E	19,500 E	0 E	13,400 E	6,100 E	0 E	0 E	0 E	
Residents of countries not otherwise stated	400 E	7,200 E	0 E	4,500 E	2,700 E	0 E	0 E	0 E	

The provinces of residence reported most on visits to Nunavut by cruise in the reference period were Ontario (45.0% of Canadian-resident visits; 16.1% of total visits), Alberta (25.0%; 8.9% respectively), and British Columbia (20.0%; 7.1% respectively). The remaining 10.0% of Canadian-resident visits were reported as residing elsewhere in Canada (see Chart 1).

The overseas countries with the highest reported trips to Nunavut by cruise were from residents of Denmark (26.7% of overseas trips; 7.1% of the total trips) and residents of Australia (20.0% of overseas trips; 5.4% of the total trips). Residents of Germany and the United Kingdom each reported 13.3% of the total trips by overseas residents; 3.6% of all trips by cruise reported in the reference period. The remaining 26.6% of overseas-resident trips reported residency of countries not otherwise stated or the number of responses was too low to be included without compromising confidentiality of the traveller in the estimate.

Chart 1



Source(s): Nunavut Cruise Exit Survey. Table 1 - Trips and non-package expenditures by cruise travellers in Nunavut, by area of residence and expenditure category, third quarter, 2024.

For NAES, residents of Canada (outside of Nunavut) took 89.2% of all commercial air trips to Nunavut (17,300) in the third quarter, residents of overseas countries took 6.7% (1,300), and residents of the United States reported 4.1% (800) of the total.

For both the cruise and air tables, in some cases, passenger residency counts had to be suppressed or aggregated to protect the confidentiality of the visitor, which is why the list of places of residence is not exhaustive.

Main Trip Purpose

For the NAES, between July and September 2024, three-quarters (75.3%) of respondents reported their main trip reason as “Business and professional” and 25.3% were “Personal” (estimates may not add up to totals as a result of rounding).

For the NCES, all (100.0%) of the main trip purposes reported were “Personal trips.”

Non-Package Expenditures

Non-package spending refers to money that visitors spent outside of what their cruise or trip package included. A trip package is a deal which includes fares to cover expenses not separately stated, such as a cruise which includes the cost of food and beverages, or entertainment, or a deal which includes transportation or other expenses in the total cost of the package. Non-package spending is spending that is not included in the deal and could be a cost incurred before or after the cruise, or any additional items that were not covered in the package deal. Spending categories for non-package spending include accommodation, clothing and gifts, food and beverages, recreation and entertainment, local transportation, and ‘other.’

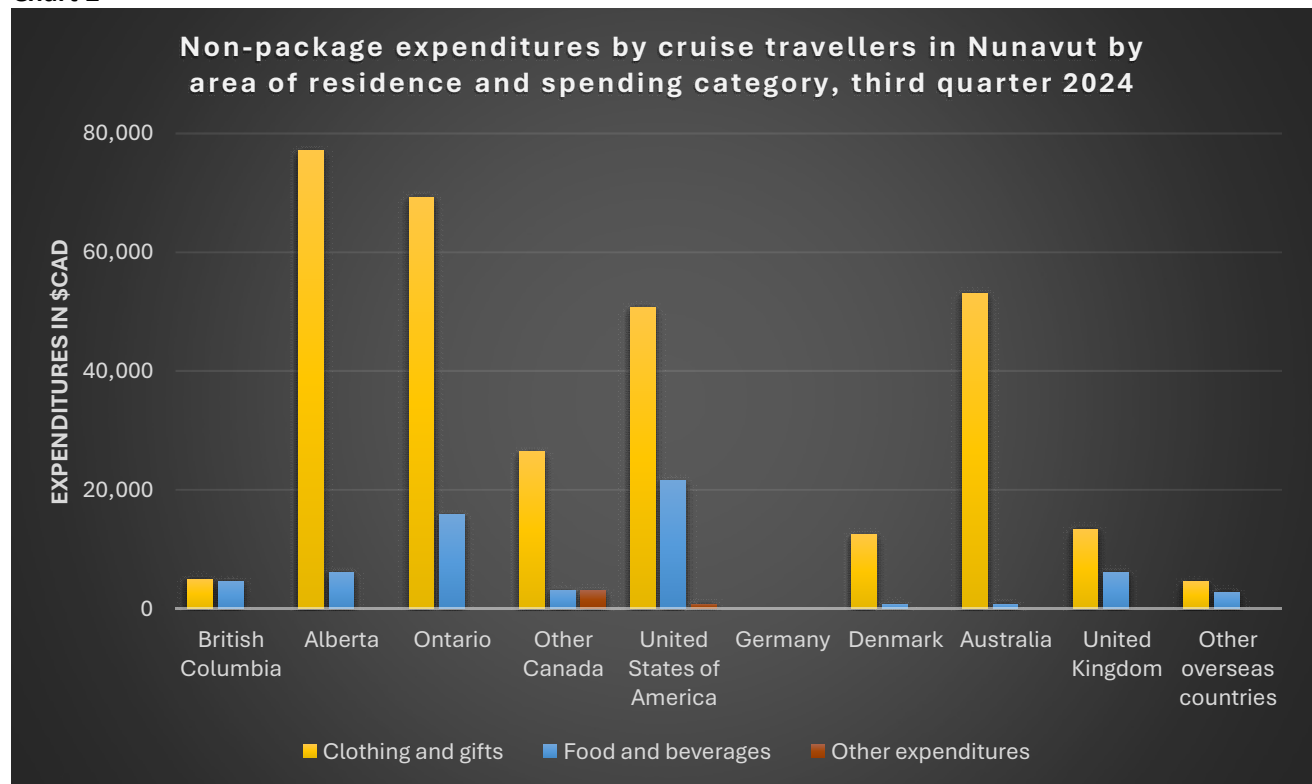
While there were more cruise trips taken to Nunavut by residents of the United States (2,000) than overseas visitors (1,500) in 2024, total non-package spending by residents of overseas countries (\$93,700) outpaced such spending by residents of the United States (\$73,300) by 27.8% (see NCES Table 1). The main driver was spending on Clothing and gifts by overseas residents (\$83,400), which was 64.2% higher than spending by residents of the United States (\$50,800) in the same category.

Every flow of cruise passenger (Canadian residents, residents of the United States, and residents of overseas countries) reported non-package spending in the category of Clothing and Gifts (combined spending of \$312,100), representing 82.7% of the total non-package spending. The same respondents (except residents of Germany) reported spending a total of \$61,600 on Food and Beverages, which was 16.3% of all non-package spending.

Of the \$312,100 spent on Clothing and Gifts, residents of Canada spent over half (57.0% or \$177,900), and almost half of that (43.3%) was reported by residents of Alberta (\$77,100), followed by over one-third (39.0%) by residents of Ontario (\$69,300). While residents of Alberta spent more than residents of Ontario on Clothing and Gifts, the opposite was true for Food and Beverage spending (see Chart 2). Of the total \$29,700 spent on Food and Beverages by residents of Canada, over half (53.2%) of the spending was by residents of Ontario (\$15,800), and one-fifth (20.5%) by residents of Alberta (\$6,100).

Mirroring residents of Alberta, residents of the United Kingdom also reported spending \$6,100 on Food and Beverages, which was over half (59.2%) of non-package spending in this expenditure category by residents of overseas countries. Residents of Australia reported spending \$53,100 on Clothing and Gifts, which was nearly two-thirds (63.7%) of the \$83,400 spent by overseas residents in this category.

Chart 2



Source(s): Nunavut Cruise Exit Survey. Table 1 - Trips and non-package expenditures by cruise travellers in Nunavut, by area of residence and expenditure category, third quarter 2024.

Trip Activities

Another highly requested data point of interest from the Nunavut collection was related to the type of activities in which respondents reported participating. For cruise passengers, excursions were included with their cruise and not reported separately. The NAES questionnaire offered respondents a pre-determined list of 30 activities and a write in “other – please specify” or a “did not participate,” checkbox on the questionnaire. The activities range from standard tourism-related activities such as sightseeing and shopping, sport and physical activity-related options, and Inuit and indigenous cultural activities.

The NAES data tables break down the number of times an activity was reported, the percentage of times the activity is reported by trip, by residency of the respondent, and by main trip purpose. Four tables were created to capture travellers’ residency. In table 6A, the estimates displayed are from the sum of all non-Nunavut resident travellers by commercial air. Tables 6B, 6C, and 6D detail non-Nunavut Canadian residents, residents of the United States, and residents of overseas countries, respectively.

For the third quarter of 2024, the top activities all non-resident visitors participated in while on their trip to Nunavut by air were sightseeing with 11,300 instances (58.1%), business meetings, conferences, or seminars (9,000 or 46.3%), and dining out or visiting a restaurant or a bar (8,800 or 45.1%). Over one-third (38.0%) of trips included hiking or backpacking (7,400) as an activity and rounding out the top five was wildlife viewing or birdwatching, 35.4% of trips and 6,900 times this activity was reported.

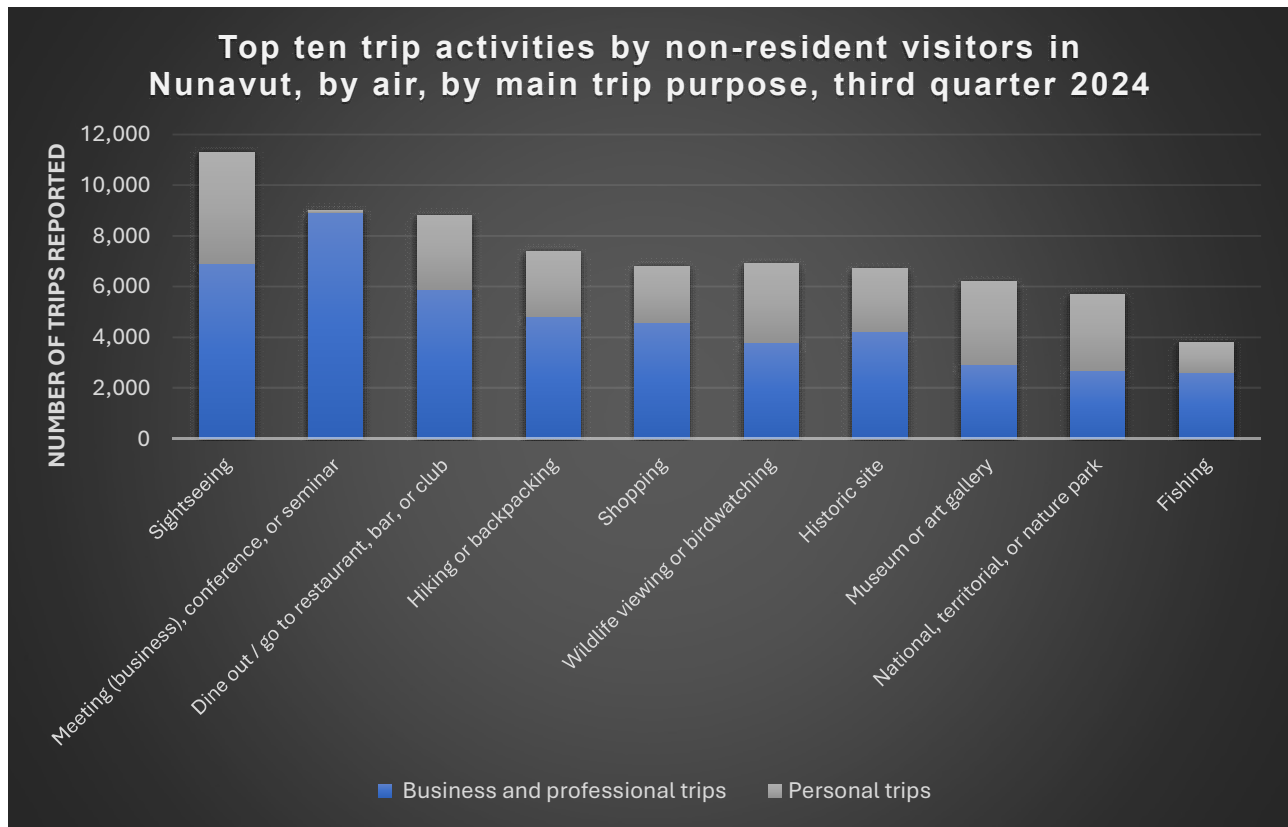
NAES Table 6A (Revised)

Trip activities by all non-resident visitors in Nunavut departing by air, by main trip purpose, third quarter 2024							
Trip activities reported by all non-resident visitors while visiting Nunavut	All main trip purposes		Business and professional trips		Personal trips		
	Number of trips	Percentage of trips	Number of trips	Percentage of trips	Number of trips	Percentage of trips	
All-terrain vehicle	2,100	C 10.9%	1,100	C 7.4%	1,000	D 21.3%	
Beach	1,700	C 8.8%	1,100	D 7.4%	600	D 13.3%	
Boating	3,200	D 16.7%	2,200	E 15.2%	1,000	D 21.1%	
Camping	2,500	E 12.9%	1,600	E 11.1%	900	E 18.5%	
Canoeing or kayaking	600	E 3.1%	200	E 1.2%	400	E 8.9%	
Concert, performance or play	900	E 4.6%	800	E 5.3%	100	E 2.7%	
Dine out / go to restaurant, bar, or club	8,800	B 45.1%	5,900	B 40.5%	2,900	D 58.8%	
Festival or fair	1,400	C 7.1%	1,200	D 8.5%	100	E 2.7%	
Fishing	3,800	C 19.4%	2,600	E 17.7%	1,200	D 24.5%	
Hiking or backpacking	7,400	B 38.0%	4,800	B 32.9%	2,600	C 53.4%	
Historic site	6,700	B 34.6%	4,200	C 28.7%	2,500	D 52.3%	
Hunting	1,500	E 8.0%	1,200	E 8.5%	300	E 6.2%	
Inuit or other Indigenous event	3,000	D 15.3%	2,500	E 17.4%	400	E 9.1%	
Meeting (business), conference, or seminar	9,000	B 46.3%	8,900	B 61.1%	100	E 1.8%	
Movies	1,000	D 5.1%	700	E 5.0%	300	E 5.3%	
Museum or art gallery	6,200	B 31.7%	2,900	C 19.7%	3,300	C 67.5%	
National, territorial, or nature park	5,700	B 29.3%	2,700	C 18.3%	3,000	C 62.3%	
Other activity	700	D 3.5%	500	E 3.5%	200	E 3.5%	
Other type of outdoor recreation	400	E 2.0%	300	E 1.8%	100	E 2.7%	
Play individual or team sports	400	E 2.0%	400	E 2.7%	0	0.0%	
Shopping	6,900	B 35.3%	4,600	C 31.7%	2,200	D 46.0%	
Sightseeing	11,300	B 58.1%	6,900	B 47.2%	4,400	C 91.1%	
Sports event as a spectator	700	E 3.8%	600	E 4.4%	100	E 1.8%	
Visit friends or family	3,500	C 17.8%	1,700	C 11.7%	1,800	C 36.1%	
Wildlife viewing or birdwatching	6,900	B 35.4%	3,800	C 26.2%	3,100	C 63.2%	
No activities	1,100	D 5.9%	1,100	D 7.9%	0	0.0%	

Of the trips to Nunavut by commercial air, 15.3% reported participating in an Inuit or Indigenous event, while 7.1% of trips reported attending a festival or a fair, and 4.6% of trips reported attending a concert, a performance, or a play.

Respondents travelling for business or professional reasons reported a business meeting or conference activity 61.1% of the time, however, sightseeing was second-most reported (47.2%) and going to a restaurant was third (40.5%). Those travelling for personal reasons reported participating in sightseeing (91.1%), visiting a museum or an art gallery (67.5%), and going wildlife viewing or birdwatching (63.2%) while on their trip to Nunavut.

Chart 3



Source(s): Nunavut Air Exit Survey. Table 6A - Trip activities by all non-resident visitors in Nunavut departing by air, by main trip purpose, third quarter 2024.

Places Visited and Community Expenditures

All non-resident travellers in Nunavut in the third quarter 2024 visited at least one community on their trip, with many reporting multiple community visits per trip. Combined Table 4 details the top ten communities from NAES and NCES respondents by number of visits reported, by area of residence of the respondent, and expenditures by community.

Combined Table 4 (Revised)

Visits and expenditures by non-resident visitors in Nunavut, by community of visit and area of residence, third quarter 2024					
Community of visit	Area of residence	Visits		Expenditures	
		Number		Dollars	
Iqaluit	Total, non-Nunavut residents	14,500	B	17,225,600	B
	Residents of Canada (non-Nunavut)	11,300	B	14,750,400	B
	Non-Canadian residents	3,200	B	2,475,200	C
Rankin Inlet	Total, non-Nunavut residents	4,100	B	5,381,800	D
	Residents of Canada (non-Nunavut)	3,800	B	5,185,600	D
	Non-Canadian residents	.	F	.	F
Cambridge Bay	Total, non-Nunavut residents	4,100	C	4,856,200	C
	Residents of Canada (non-Nunavut)	3,300	C	4,806,700	C
	Non-Canadian residents	900	D	49,500	E
Cape Dorset / Kinngait	Total, non-Nunavut residents	2,900	B	566,400	E
	Residents of Canada (non-Nunavut)	2,000	B	533,800	E
	Non-Canadian residents	1,000	C	32,700	D
Kimmirut	Total, non-Nunavut residents	2,800	B	295,500	E
	Residents of Canada (non-Nunavut)	1,800	C	262,900	E
	Non-Canadian residents	1,000	C	32,700	D
Pond Inlet	Total, non-Nunavut residents	2,500	B	255,300	E
	Residents of Canada (non-Nunavut)	400	E	146,100	E
	Non-Canadian residents	2,100	B	109,200	E
Pangnirtung	Total, non-Nunavut residents	1,800	C	2,400,400	E
	Residents of Canada (non-Nunavut)	1,200	D	2,339,600	E
	Non-Canadian residents	600	D	60,900	E
Baker Lake	Total, non-Nunavut residents	1,200	C	3,925,100	D
	Residents of Canada (non-Nunavut)	1,200	C	3,925,100	D
	Non-Canadian residents	.	.	.	.
Resolute Bay	Total, non-Nunavut residents	1,100	C	155,700	E
	Residents of Canada (non-Nunavut)	400	E	150,500	E
	Non-Canadian residents	700	D	5,200	E
Gjoa Haven	Total, non-Nunavut residents	1,000	D	1,365,600	E
	Residents of Canada (non-Nunavut)	1,000	D	1,365,600	E
	Non-Canadian residents	.	.	.	.

In 2024, NAES and NCES respondents combined spent \$44.1 million on community visits in Nunavut. Of the \$44.1 million spent over the 36,000 reported community visits, Canadian residents visited (26,400) and spent (\$41.0 million) more than non-Canadian residents (9,500 and \$3.1 million) in Nunavut in the third quarter of 2024. Iqaluit ranked most visited in Nunavut with 14,500 total community visits reported in the reference period. During these visits, respondents reported spending \$17.2 million in Iqaluit with an average spend per community visited of \$1,188. The highest spend-per-visit was reported in Baker

Lake with \$3.9 million spent over 1,200 visits, averaging \$3,271 per visit. The lowest average spend in a community was \$102 spent in Pond Inlet with 2,500 visits totaling \$255,300 in total expenditures, however, the majority of visitors in Pond Inlet are cruise passengers whose accommodations, meals, and pre-paid excursions are not allocated to the community, but rather the cruise operator meaning these visitors have fewer out-of-pocket expenses in the community than in others.

The 11,300 visits to Iqaluit by Canadian residents were nearly three times those reported in Rankin Inlet (3,800), the second-most visited community for Canadian residents. Non-Canadian residents (residents of the United States and residents of overseas countries combined) also reported visiting Iqaluit the most (14,500 combined visits), however, Cambridge Bay was the second-most visited community by these residency groups with 4,200 combined visits reported.

The highest community spend per visit for Canadian residents was in Baker Lake (\$3,271 per visit expenditure) and the lowest in Kimmirut (\$146). The highest community spend for non-Canadian residents was in Iqaluit at \$774 per visit. There were multiple communities which did not receive visits by non-Canadian residents, thus the lowest spend in some communities was zero.

Future of the NAES and NCES

Both Statistics Canada and the Government of Nunavut's Department of Community Services intend to continue collaborating on tourism collection activities in the territory. With regards to the NCES and NAES, the following items could be implemented should funding be allocated to continuing the project, improving and widening the scope of collection, among others:

- Increasing frequency of the NAES collection beginning in 2026 and continuing summer cruise collection of the NCES
- Transitioning the NAES and NCES collection to an electronic questionnaire, either interviewer-led or respondent-led, and investigate QR code feasibility within airports in Nunavut
- Expanding the current coverage of non-Nunavut residents to include Nunavut residents as well as those travelling for non-tourism purposes.
- Integrating NAES and NCES survey results in Statistics Canada's National Travel Survey and Visitor Travel Survey data, released quarterly through Statistics Canada official dissemination platforms.

The Government of Nunavut is currently engaged in conversations aimed at deepening existing partnerships and creating new stakeholder engagement to extend and enhance the Nunavut Tourism program. Statistics Canada strives to reduce the financial burden of collection in Nunavut while continuing to support and expand upon tourism activities in the territory.

Contact Information

AARON WATSON

Manager, Visitor Experience

Tourism and Cultural Industries

Community Services

Government of Nunavut

Tel: 867-975-7881

Email: awatson@gov.nu.ca

Email: cs@gov.nu.ca

FERRA-LYNN McCAFFERY

Research Analyst, Tourism Nunavut

Tourism Statistics Program

Centre for Special Business Projects

Statistics Canada

Tel: (1-800-263-1136)

Email: ferra-lynn.mccaffery@statcan.gc.ca

Email: tourism@statcan.gc.ca