

Tourism Market Research Intern in the Government of Nunavut



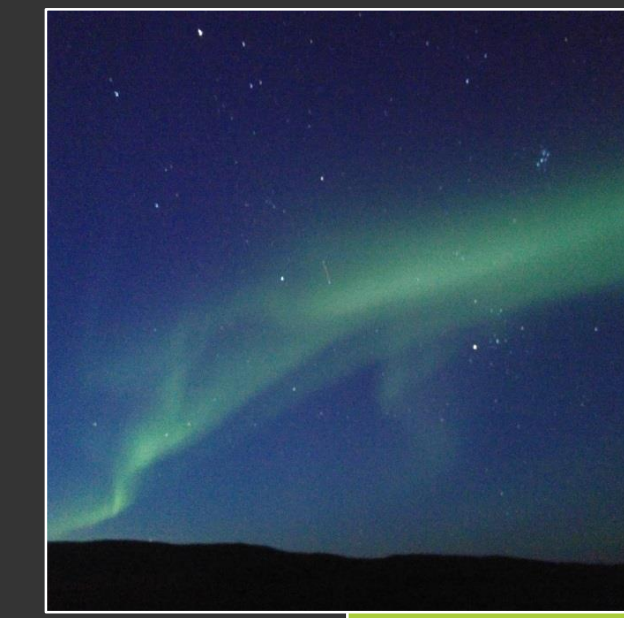
Facts and Data of Nunavut Tourism

- Based on a 2011 Visitor's Exit Survey, the tourism sector in Nunavut contributed \$40 million in revenue and employed over 1,200 Nunavummiut, providing over \$15 million in wages.
- 2015 Visitor's Exit Survey shows that Nunavut caters to four non-resident visitor markets. The largest segment is business (69%), followed by cruise-based leisure (16%), land-based leisure (7%), and VFR (also 7%) travelers.
- Tunngasaiji, the Government of Nunavut's tourism strategy, include development of tourism-related attractions, products and services; an increased in Inuit participation and benefits in the tourism sector; a focus on skills development and training, and a framework for engaging communities in planning and development.



Accomplishments

- Built up tourism database of cruises, outfitters, and establishments
- Evaluated the value of trade shows and supported strategic decision making
- Designed tourist and buyer surveys and analyzed results
- Developed travel products for Inuit owned businesses
- Proposed destination marketing strategies in Asia, including forming relationships with travel agencies through exhibitions and trade shows



Sustainability Issues Faced in Tourism

- Economic concerns: what are the ways that more revenue can be generated from arrivals while improving the quality of services?
- Social concerns: commercializing activities that may be of a personal or private nature, potential tension and misunderstandings between communities and southern businesses
- Environmental Concerns: environmental issues need to be considered before introducing more tourists to the territory. These concerns include the lack of recycling program, the large carbon footprint that cruising and shipping has, and the use of diesel fuel powered vehicles



Key Takeaways

- Climate change has a great impact on the Arctic environment and the season of tourism activities
- Increasing the awareness of Arctic environment could facilitate the initiatives to keep the attraction alive
- Cultural tourism could boost local pride and community spirit and facilitate education and conservation
- Sustainable tourism requires stakeholder engagement, especially engaging local communities