

Newsletter n°10 – February 2014

Northern Tourism Intelligence



Tourisme Québec, in cooperation with the Tourism Intelligence Network of the Transat Chair in Tourism, publishes this trend watch newsletter to support the development of northern tourism in line with Québec's tourism industry development plan and the Québec Tourism Strategy North of the 49th Parallel.

The newsletter is intended to inform all Strategy stakeholders about developments in northern and polar tourism around the world, as well as related trends and innovations in terms of products, services and marketing.

ACTIVITIES

A new luxury resort in Nunavut

Last summer, polar adventurer, Richard Weber, and his wife, Josée Auclair, inaugurated their second five-star resort, the [Arctic Haven Wilderness Lodge](#), in Nunavut. Accessible only by bush plane, this 12-room lodge is powered by solar and wind energy. A typically Canadian gourmet menu is proposed to visitors. Several activities are available, such as the caribou migration in spring and fall, and ice fishing. Their first resort, the [Arctic Watch Wilderness Lodge](#), consists of luxury tents and is located on Somerset Island, 800 kilometres north of the Arctic Circle.

Source : [Arctic Haven Wilderness Lodge Blog](#)

Chasing the northern lights in Northern Norway

Northern Norway provides various opportunities for viewing the northern lights. A family-owned business, [Tinja Mountain Lodge](#) provides its guests with gourmet fare. Beer tasting from the artisan microbrewery, a photo presentation of the northern lights and then observing them live complete the package.

In the Lofoten Islands, [The Great Aurora Hunt](#) package combines a stay in a fishing cabin and photography with a professional. Proposed activities include photography workshops for beginners, observation of the northern lights and a bird- and marine-mammal-watching cruise.



SUMMARY

| | |
|-------------------------|---|
| ACTIVITIES | 1 |
| MARKETS | 3 |
| SUPPORTING COMMUNITIES | 4 |
| RESEARCH AND INNOVATION | 4 |
| PICTURING THE NORTH | 5 |
| NEW PUBLICATIONS | 6 |
| CALENDAR | 7 |
| REFERENCES | 7 |

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Northern Tourism Intelligence



Well-being and the great outdoors at the Ion Hotel in Iceland

This new hotel on the outskirts of Reykjavik fits into Iceland's rocky topography. Sport and outdoor activities such as rafting, the Super Jeep Safari or hiking are on offer. Guests can also relax in the hot springs. A standard room costs about \$125 in low season and \$300 in the peak period.



Source : *The Coolist*. [«Ion Hotel – Iceland»](#)

A getaway of less than 24 hours in the Arctic

Tourists from England can now take a day trip to Finnish Lapland. Transsun, an independent tour operator, offers the "Arctic Explorer" tour starting at \$820 per person. At the destination, visitors leave the airport by snowmobile to enjoy a lunch in the forest, followed by snowshoeing and dog sledding, and then return to England at the end of the day.

Ice diving in Russia

The Barents Sea in the Arctic is a must-see destination for ice-diving enthusiasts, particularly because of the presence of belugas. Ice diving costs about \$70 a day and is offered by PADI dive centers.



Source : [The Arctic Circle Padi Dive Center](#)

More than 100,000 visits to power plants in Iceland

Iceland's natural geothermal activity makes it ideal for operating power plants. The one that receives the most visitors is on the very popular Golden Circle tourist route. Hydroelectric and geothermal power plants are among the most popular tourist attractions in the country.

Record high for Swedish safaris

Interest in Swedish wildlife is still on the rise. Tourists from Sweden continue to be the most numerous but a growing number are coming from other European countries. Bear watching has been available for more than 15 years, but last summer appears to have broken every record. Wildlife photographers and nature lovers make up most of the clientele. Seals, beavers and porpoises are just a few of the animals viewed by visitors. Kuskahusen Gårdshotell even organized the first ecotourism labelled butterfly trek in Sweden.



MARKETS

Occupancy rate up in the Northwest Territories

The Northwest Territories had the largest increase in occupancy compared to the rest of Canada for the first six months of 2013. The hotel room occupancy rate was 68.3% (+5.8 points compared to the previous period), while the Canadian average was 61.4% (+0.5 points). Read the [Tourism Monthly Snapshots](#).

Canada's North is striving to attract Japanese consumers

The Japan office of the CTC has launched a new campaign highlighting Canada's status as the world's top destination to view the northern lights. A group of Japanese bloggers will be invited to experience this natural wonder and then share their stories and images. This campaign will run seasonally for three years and involves the following partners: [Tourism Yukon](#), [Northwest Territories Tourism](#), [Travel Alberta](#) et [Air Canada](#).

Nunavut's tourism strategy needs an overhaul

The Nunavut Tourism Strategy tabled by the government in spring 2013 needs an overhaul according to the Nunavut legislature. Regulating, enforcing and maintaining safety standards should be paramount. Some recent incidents have confirmed that the Arctic territories can be very dangerous. For example, in June, 20 tourists were stranded at a camp near Arctic Bay after a block of ice broke away from the floe.

Although tour operators follow guidelines and regulations, some adventurers prefer to go on tours alone. Search and rescue operations are on the rise every year, resulting in an increase in costs. Such emergencies were not considered in the strategy. The Department of Economic Development and Transportation is working hard to address the issue and ensure the safety of all visitors to the area.

Yukon invests in German and UK markets

German-speaking Europe is Yukon's largest overseas market with over 11,000 visitors annually, while the United Kingdom (UK) ranked second in 2012. Representatives of the Yukon are planning to sign cooperative agreements with European tour operators during their trade mission in the fall, accompanied by an investment of \$209,500. In addition, marketing agreements with tourism partners will target approximately 3.24 million people in Germany and the UK.



SUPPORTING COMMUNITIES

British Columbia launches “Plus AboriginalBC” campaign

A visit to British Columbia is not complete without an Aboriginal tourism experience. That is the message behind the province's new promotional campaign. According to the CEO of [Aboriginal Tourism BC](#), the range of Aboriginal experiences available to visitors is the best it has ever been. The campaign responds to the growing interest of tourists for a cultural immersion that lasts a few hours to a few days.



Aboriginal tourism currently contributes \$40 million to the province's economy and that is expected to rise to \$68 million in 2017.

Eye on the Arctic, Focusing on Tourism

This summer, Radio Canada International's Eye on the Arctic news project produced two interviews with economic stakeholders involved in tourism development of communities in remote areas. Clare Kines, Arctic Bay's Community Economic Development Officer, discusses its plans, which will focus on developing a community-owned tourism company.

[Listen to the interview.](#)

Dave Lough, the Deputy Minister of Culture, Recreation and Tourism of Nunatsiavut in the province of Newfoundland and Labrador, discusses the importance of tourism in the region, mainly in the Torngat Mountains National Park—a major attraction. Tourist services are managed by the Inuit; there are many local artisans and a rich cultural heritage. The jobs available allow residents to reconnect with their land and traditions. The region is currently finalizing construction of its new cultural centre. Storytelling, visual arts and theater will be used to disseminate the history and culture of the Inuit.

[Listen to the interview.](#)

RESEARCH AND INNOVATION

Efficient ferry terminal in Norway



Goodwin, Andrew. «[Norway's Jektvik Ferry Quay Area is an Efficiently Built Daylit Building](#)», *Inhabitat*, 13 septembre 2013.

Northern Tourism Intelligence



In Norway, a new modular building at a ferry terminal keeps visitors warm using daylight. The aluminum structure, covered with a pine lath lattice and fibreglass panels, is resistant to harsh winter conditions.

Yukon Visitor Tracking Program

As part of the Yukon Visitor Tracking Program, a survey was conducted from June 1 to September 30, 2012, to determine the profile and behavior of visitors to the Yukon. Here are some highlights of the most recent report, compared with the data from 2004:

- Yukon welcomed 315,093 visitors in 2012, 25% more than in 2004
- Air travel increased by 45%
- All markets increased: American by 7%, Canadian by 124% and other markets by 28%
- 92% of tourists were visiting for personal reasons or for leisure
- On average, visitors were 52.6 years old, stayed for 8.2 days and chose the destination 6.5 months in advance.

See a [presentation of the program's initial findings](#).

PICTURING THE NORTH

New #Icelandsecret marketing campaign

Is there a special place in Iceland you'd like to tell everyone about? Promotional website Inspired by Iceland is innovating again by encouraging users to share their favourite spot using the hashtag #Icelandsecret on Facebook, Twitter or Instagram.



Source : [Inspired by Iceland](#)



NEW PUBLICATIONS

2013 Adventure Tourism Market Study

Growth in the adventure travel market has accelerated at a 65 percent yearly rate since 2009, according to the newly released study by The George Washington University conducted in partnership with the Adventure Travel Trade Association (ATTA). The study estimates the value of the global outbound adventure travel sector to be US\$263 billion, excluding airfare. "Adventure travel" involves two of the following three elements: connection with nature, interaction with culture and a physical activity (e.g., kayaking, hiking, climbing). Here are a few highlights:

- Adventure travelers have an average age of 36.
- The average length of a soft adventure trip was 10 days in 2012 compared to 8 days in 2009.
- 45% of adventure travelers plan to use a tour operator on their next trip.

Read [the full study](#).

Proceedings of the 22nd Nordic Symposium in Tourism and Hospitality Research

The Symposium was held from September 24 to 27 in the Bodø and Lofoten Islands in Norway. More than one hundred researchers submitted papers on the theme of innovation and value creation in experience-based tourism. The Book of Proceedings contains abstracts of the 90 scientific papers presented at the event. To read them, click "Book of Proceedings" on [the event's web page](#).

Webinar on Indigenous Tourism

A free webinar entitled "Indigenous Tourism: Time-Honored Traditions of Hospitality" hosted by Ben Sherman of the World Indigenous Tourism Association (WINTA), presented by the Adventure Travel Trade Association, is available online. It provides a basic introduction to Indigenous peoples worldwide, and some information and advice on connecting adventure tourism with Indigenous tourism.

[Listen to the webinar](#)

Aboriginal Tourism Action Plan in Australia

The Aboriginal Tourism Action Plan 2013–2016 is designed to support this sector in the state of New South Wales (NSW). The implementation of the Plan will also foster greater understanding and appreciation of this type of experience among non-Aboriginal people. Destination NSW is an organization working in partnership with Aboriginal businesses and organizations to achieve the objectives of this three-year plan.

Click here to download the [Aboriginal Tourism Action Plan](#).



EVENT MONITORING - 2014 CALENDAR

APRIL

- 2014 International Aboriginal tourism Conference
Whistler, British Columbia, April 15-16, 2014
<http://www.aboriginalbc.com/corporate/events/2014-international-aboriginal-tourism-conference>
- 2014 TIA Yukon Spring Conference & AGM
Whitehorse, April 24 to 27, 2014
<http://tiayukon.com/Events/2014SpringConferenceAGM.aspx>

MAY

- Rendez-vous Canada
Vancouver, May 27 to 30, 2014
<http://rendezvouscanada.travel/fr/>

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- Taber Holidays. « [The Great Aurora Hunt](#) », visited September 19, 2013.
- The Coolist. « [lon Hotel – Iceland](#) », visited September 2, 2013.
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- Gonzalez, Darya. « [An Alternative to the Beach: Five Trips to the Sea in Autumn](#) », Russia Beyond the Headlines, September 20, 2013.
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Markets

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- Canadian Tourism Commission, « [Tourism Snapshot. A focus on the markets in which the CTC and its partners are active](#) », Volume 9, Number 7, July 2013, 7 p.
- CTC news team. « [Canada's North proves a hot spot for Japanese consumers](#) », Canadian Tourism Commission, August 8, 2013.

Veille sur le tourisme nordique



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- Government of Yukon. "[Premier signs cooperative marketing agreements with European tourism partners](#)", August 30, 2013.

Supporting communities

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- Quinn, Ellis. « [Growing tourism in Nunatsiavut](#) », Radio Canada international, July 22, 2013.
- Quinn, Ellis. « [Eye on the Arctic: Greenland inspires Arctic Bay, Nunavut tourism strategy](#) », Radio Canada international, August 2, 2013.

Research and innovation

- Goodwin, Andrew. « [Norway's Jektvik Ferry Quay Area is an Efficiently Built Daylit Building](#) » Inhabitat, September 13, 2013.
- Government of Yukon. « [Visitor Tracking Program](#) », visited September 18, 2013.

Picturing the North

- [Inspired by Iceland](#)

New publications

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- University of Nordland. « [Innovation and value creation in experience-based tourism](#) », 22nd Nordic Symposium in Tourism and Hospitality Research, visited October 2, 2013.
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- Destination NSW. « [Aboriginal Tourism Action Plan 2013-2016](#) », visited September 17, 2013.

En collaboration avec

