

# Northern Tourism Intelligence



## 2015 March Edition

The Ministry of Tourism invites you to read this newsletter and to share articles with your partners. Developed in collaboration with the Tourism Intelligence Network, this bulletin will allow you to get inside information and strategic knowledge about your business sector.

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## Political and economic context

### New economic development strategy for Nunavut

The governments of Canada and Nunavut support the creation of a renewed economic development strategy for Nunavut, involving a total investment of \$443,000. The initial strategy in 2004 resulted in better cooperation within several economic sectors and led to the development of special provisions within a number of business segments, including tourism.



### Nature pass could generate significant revenue for Iceland

Iceland's Minister of Industry and Commerce has submitted a proposal for a bill she hopes will pass in spring 2015 to ensure that it would be in effect for next year's tourist season. The objective of the bill is to create a "nature pass," which visitors would have to buy to access Iceland's nature sites. The nature pass could generate C\$45 million in revenue over the next three years. The money would be used to develop the necessary infrastructure to protect the nature sites, which have become stressed due to the massive increase in tourism in recent years. Iceland hosted [700,000 visitors in 2014](#).



## Sweden to open its borders

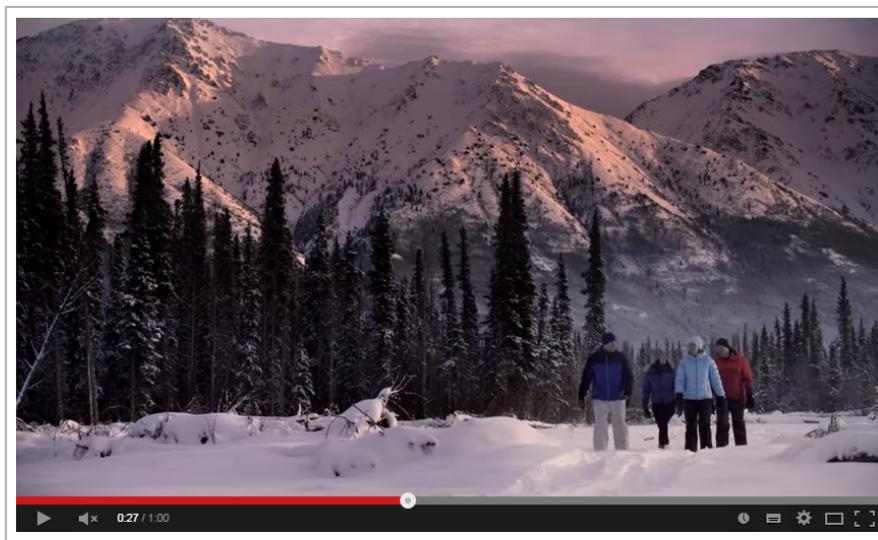
Swedes may soon be able to leave their passports at home when they travel beyond the EU area covered under the Schengen Agreement to non-Schengen countries such as the United Kingdom, Cyprus, Croatia, Bulgaria and Romania. The Swedish government has proposed an amendment to the country's border control legislation for Swedish travel throughout the EU.



## Competition

### Yukon launches new advertising campaign

Tourism Yukon has launched its first winter television commercial. A component of the Yukon Now initiative, the new commercial is featured on 24 networks across Canada. A second winter commercial is being developed and is scheduled to air next fall.



Source : [YouTube](#)



### Faroe Islands as a destination for business travelers

Visit Faroe Islands has launched Business Uninterrupted, a campaign aimed at attracting business meetings, incentive trips, conferences and trade shows to the

Faroes during the low season. In addition, the Faroe Islands intends to [cooperate with Icelandic tour operators](#) marketing to the US and Asia, to make Iceland and the Faroes a joint tourist venture. The Faroe Islands are listed in [CNN's top destinations to visit in 2015](#).



Source: [Visit Faroe Islands](#)



## Greenland expands its air service

New airline Greenland Express will fly to five destinations in Greenland in 2015. The carrier's CEO also hopes to operate flights from Continental Europe to Canada using Kangerlussuaq in Greenland as a hub.



## Icelandair to offer non-stop service from Portland to Reykjavik in 2015

Iceland air will operate two non-stop flights a week from Portland, Oregon to Reykjavik, Iceland beginning May 19, 2015 and continuing through October 20, 2015. The new route makes Portland Icelandair's third gateway in the Pacific Northwest region of North America after Seattle and Vancouver, and Finnair's 14th destination in the United States and Canada. As part of Icelandair's continued cooperation with Alaska Airlines, European travelers will now be able to connect to Phoenix, Los Angeles, Las Vegas, San Francisco, Oakland, San Jose, Hawaii and Alaska through the Portland hub.



Innovation

## A breathtaking experience in the Canadian Rockies

The [Glacier Skywalk](#) is an all-new tourist attraction being offered in Jasper National Park, Alberta. The Skywalk features a cliff-edge, transparent walkway suspended 280 metres over the Sunwapta Valley, leading to a glass-floored observation platform where visitors are treated to spectacular views of the glaciers.



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## First air-and-rail connection from Helsinki to St. Petersburg

Finnish airline Finnair now offers combined air-and-rail tickets to provide visitors with a new and innovative way of traveling between the Finnish capital region and the old city of the Tsars and exploring both northern gateways. The carrier operates five daily flights from Paris-Charles de Gaulle to Helsinki, and four high-speed Allegro trains leave Helsinki for St. Petersburg every day. This allows tourists the option of staying in Helsinki for a few days before boarding their train to St. Petersburg.



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## New mobile app to track the Northern Lights

Innovation Norway has launched a new mobile app called Norway Lights, which informs users about the aurora borealis and predicts their chances of seeing it. The app is free to download and is available in nine Norwegian cities on both the Android and iOS platforms. It also provides other helpful tips such as local accommodation options, maps and travel information. The Norway Lights app shows how a less well-known holiday destination can stand out and attract visitors in a unique way. It also reflects Innovation Norway's focus on nature and natural

phenomena. Despite the fact that Norway's digital approach is still underdeveloped, major efforts have been made to generate a strong brand image.

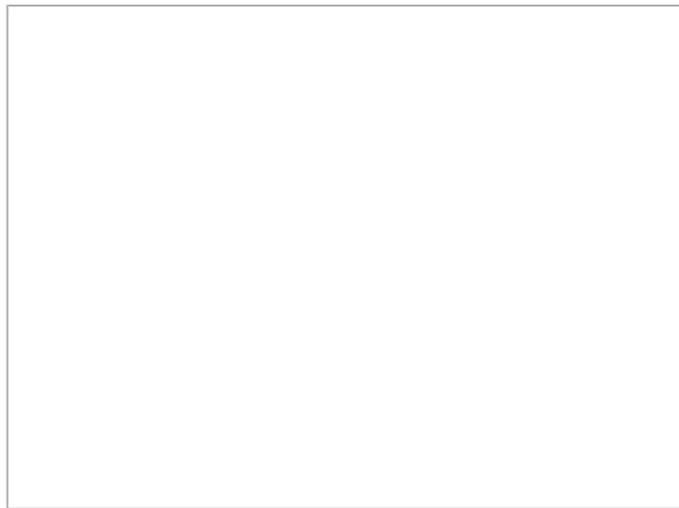


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## Trends

### Tourism booming in Northern Norway

According to the Confederation of Norwegian Enterprise, 3.3 million overnight stays were recorded in the country's three northernmost counties in 2014, which is 10% more than in 2013 and represents a 3% increase for Norway as a whole. This is partly due to the higher number of foreign visitors to Norway in both winter and summer (13% more than in 2013). The number of people taking cruises has also increased by 43% since 2010.



Source: [visitnorway.com](http://visitnorway.com)



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