

Newsletter n°8 – June 2013

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.

NEWS

The Sverdlovsk region in Russia turns to mineralogical tourism

Several activity suppliers offer "treasure hunt" type packages in mines of the Sverdlovsk region in Russia. For example, company Ural Expeditions and Tours offers a 7- to 10-day [Mineralogical Safari](#) to discover precious and semi-precious stones. Mine tours allow visitors to learn about the geological and mineralogical history of the area and to play the role of a miner for a few moments. However, for real finds, the treasures must be turned over to the State. Authorities believe that the region could distinguish itself through mineralogical tourism.



Source: Sverdlovsk in Russia. [Wikimedia Commons](#)

New high-tech gateway to Finland's parks

Access to Finland's 37 national parks is now facilitated by the new Nature Centre Haltia. This interpretation centre will open its doors in summer 2013 in Helsinki and promises a high-tech experience. In fact, the exhibition hall will have a huge map of the country on the floor, surrounded by ten high-definition plasma screens. Visitor movements will be tracked by a camera system. As they move around, seasonal images of the parks will appear on the screens. Haltia's mission is to inspire and educate school groups as well as tourists. In addition to informing visitors about the entire park system, the centre will offer gear rental to get out in any weather. Using solar and geothermal energy, Haltia will be 75% self-sufficient in terms of heating, 100% for air conditioning. [Click here to view the Haltia website.](#)

SUMMARY

NEWS	1
ACTIVITIES	3
MARKETS	4
SUPPORTING COMMUNITIES	5
PICTURING THE NORTH	5
INTERVIEWS	6
NEW PUBLICATIONS	7
CALENDAR	8
REFERENCES	9



Source: [National Parks Traveler](#)

CONTACT :

Tourisme Québec
bureau 400
900, boul. René-Lévesque Est,
Québec (Québec) G1R 2B5
tourisme.nord@tourisme.gouv.qc.ca
www.tourisme.gouv.qc.ca

Northern Tourism Intelligence



Arctic countries will be more attractive in the context of global warming



Source: Jean Lemire, 2003

A study published in 2012 by the University of Sussex, UK, concludes that tourist arrivals may increase in Arctic countries in the context of global warming. Currently, the highest tourism volumes are in Canada and Scandinavia.

In a context of global warming, future scenarios (2085) project a significant increase in tourism demand in several regions of Russia. This could be explained by its proximity to the growing markets of South and East Asia and some improvement in its climate. In general, the scenarios do not predict a redistribution of tourists within the Arctic, but an increase in tourist volume. A number of limits apply to the projections from these scenarios, such as that the

supply of tourism facilities (transportation, hotels, etc.) will follow demand. Notwithstanding these limits, the Arctic regions will certainly attract more tourists in the future

Winter tourists are gaining ground

“Winter tourists spend three times more money than summer tourists,” says Morten Torp, a tour operator in Norway. The Arctic countries are active in terms of tourism and promote winter tourism as an alternative to summer visits. According to Mr. Torp, “Hotels in Northern Norway now have a higher number of filled beds in winter time than in summer.” He believes that this is due to the destination’s unique mix of winter and ocean. “Only the Barents region, Alaska and Iceland are competing for tourists looking for experiences like these.” One company in Northern Norway currently taking advantage of these opportunities is [Boreal Yachting](#), which offers combinations such as downhill skiing and sailing, from March to May. Iceland has seen a big increase in winter tourism with specialized northern lights trips.

A new Arctic tourism centre in Naryan-Mar, Russia

Naryan-Mar is the administrative centre of the Nenets autonomous district (okrug) in the Arkhangelsk region (oblast) of Russia (see picture). The Nenets are an indigenous people who mainly make a living from reindeer herding and fishing. The inauguration of the Arctic tourism centre is planned for 2013. Its goal will be to collect information on tourism opportunities in the region.



Source : Wikipedia



ACTIVITIES

A family soars in Nunavut

In spring 2012, a family of seven went on a magical adventure: flying over the glaciers of Nunavut in a hot air balloon. They were accompanied by a team of experts, including eight Inuit guides. Patience is required for this type of adventure because the weather must be perfect and plans can change in an instant. According to Davidson, a member of the expedition and experienced hot air balloonist, the activity is gaining ground all over the world. "It's an economical way to see a place in a completely unique way." Unlike helicopters, hot air balloons can get into some remote and untouched areas since they can be easily assembled in small spaces. Mr. Davidson hopes that the sport becomes a tourism staple in Canada's Arctic. "The abundance of ice and land provides ideal landing opportunities, and the views are unparalleled."



Source: Jennifer Stewart. "Finding Air: An Arctic Ballooning Adventure, *Canada's Arctic Journal*", November/December 2012.

Two packages for wildlife enthusiasts in Newfoundland and Labrador

Newfoundland and Labrador Tourism has two special packages for fans:

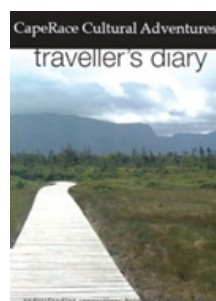
- A week in Saint John's for whale enthusiasts and seabird watchers; valid in July 2013, starting at \$3,050 per person. Transportation to destination not included.
- An excursion to the most southerly Inuit community in Canada – kayaking, camping and whale and seabird watching in Rigolet; valid in August 2013, starting at \$850 per person. Transportation to destination not included.

Multi-region "Eco-Culture Experience"

[CapeRace](#) offers a self-drive (car or van) self-guided family experience, with unlimited mileage and a customized travel guide. This 7- or 10-day "Eco-Culture" discovery package has been available for 9 years, and includes the exclusive use of three recently restored coastal homes in Newfoundland and Labrador. The longest stay costs \$2,390 per adult with special prices for groups. This itinerary starts in Saint John's and ends in Bonavista.



Source: [CapeRace](#)





MARKETS

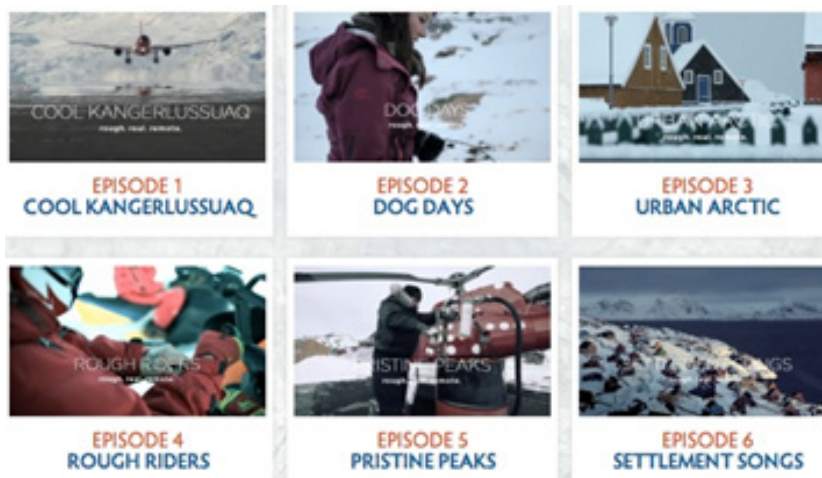
Greenland is back with a second series of adventure video clips

[Destination Arctic Circle](#), a tourism region in the western part of Greenland, is releasing a new series of five video clips for its Rough.Real.Remote. campaign. It will feature three friends on a summer adventure: hiking, cycling on glaciers, river fishing, kayaking in fjords, staying in the city and the backcountry. The first video (below) shows a bike ride on the ice cap. Click on the picture to watch the video.



Source: YouTube. [Biking on the Greenlandic Ice Cap - Rough.Real.Remote.](#)

The first series of six episodes featured winter activities in the region (heli-skiing, dog sledding, traditional hunting with Inuit, urban culture). Click on the picture to watch the episodes.



Source: Destination Arctic Circle. "[Rough.Real.Remote.](#)"



SUPPORTING COMMUNITIES

Investment in Francophone markets in Western Canada

NORTHWEST TERRITORIES (NWT). CanNor's investment of \$350,000 will support the Conseil de développement économique des Territoires du Nord-Ouest (CDETNO) as it promotes awareness of and investment in emerging economic opportunities in the Northwest Territories. Outreach activities will raise awareness, in markets such as Québec and France, of economic opportunities in key sectors such as mining, oil and gas, and tourism and will connect Francophone communities to northern businesses. [Read the backgrounder.](#)

YUKON. \$108,300 will be used for development of bilingual tourism marketing products and services with L'Association Franco-Yukonnaise (AFY). The AFY thus hopes to meet increasing demand from the Francophone market and local industry players. It also intends to develop a Home Stay program, which will be offered to tour operators, travel wholesalers and agencies looking for a personalized product for small groups visiting the Yukon. [Read the backgrounder.](#)

These investments are made possible through CanNor's Strategic Investments in Northern Economic Development (SINED) program, which focuses on long-term economic growth, economic diversification and capacity-building across the North.

PICTURING THE NORTH

Outdoor and multimedia exhibition in a Sami museum

Siida, the Sami culture and nature museum, in Inari, Finland, will begin exhibiting nature-inspired sculptures by self-taught local artists to visitors before they even enter the building. Also, a new project called Open-Air Museum Now! aims to modernise the traditional open-air museum and highlight its history, after fifty years of existence, through an interactive and multimedia website. The project makes use of the possibilities of mobile technology and social media in collecting and sharing the oral knowledge and archival contents connected with the open-air museum.



Source: SIIDA. "[Outsider Art From Lapland](#)"

Northern Tourism Intelligence



Newfoundland and Labrador's 2013 promotional videos

The destination management organization has posted new promotional videos focusing on conversation and the many dialects of Newfoundland and Labrador, as well its traditional trades (boat building, berry picking). Click on the picture to watch the video.



source : [YouTube](#)

Surfing the Arctic

Surfers riding Arctic waves in Scandinavia.



Source: MSN Local Edition. "[Surfing The Arctic](#)"

INTERVIEW WITH AN EXPERT/TOURISM STAKEHOLDER

Experiential travel and baby boomers will drive sales in 2013

Knowing about changing client tastes in terms of travel is essential to the success of tourism development. Travel Market Report spoke with six major tour operators ([Abercrombie & Kent](#), [Collette Vacations](#), [Insight Vacations](#), [Globus](#), [Trafalgar Tours](#), [Classic Vacations](#)) about the opportunities and challenges for 2013. They are present in several Northern markets (Alaska, Arctic, Norway, etc.). A strengthening economy and the growing popularity

Northern Tourism Intelligence



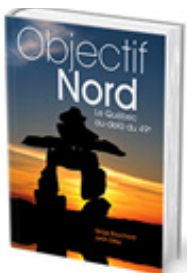
of experiential travel should provide opportunities in the tour sector, favoring tour firms and travel sellers. Marc Kazlauskas, president of Insight Vacations, said, "I'm seeing clients booking earlier for 2013 than over the last five years." Here are some excerpts:

- "For 2013 we're doing all we can to reach out to baby boomers. They are beginning to retire and there are enough that have the kind of income and free time to travel. On top of that, the economy is coming back. Because of the broad age span of the boomers, those born between 1946 and 1964, their interests vary from multigenerational travel to ultra-luxury trips whether in groups or FIT's." – Phil Otterson, president, Abercrombie & Kent USA.
- "Travelers have a desire for authentic experiences. They face a lot of complexity in terms of finding these experiences, putting them together and finding value. Tour operators and agents are good at taking the complexity out of the equation, finding the value and pointing travelers in the right direction. So these are good opportunities for them." – Scott Nisbet, CEO, Globus Family of Brands.
- "Clients want immersion into the culture. They want to meet the locals even if they don't speak English. They want to see the sights, but they also want to see the real destination. We've added flexibility in our itineraries that gives them this choice. It makes them more appreciative of what they have seen and of what they have." – Dan Sullivan, president and CEO, Collette Vacations.
- "The smarter hotels are focusing on added value, offering a fourth or fifth night free, daily continental breakfast and features like a bottle of wine on arrival." – Greg Bernd, co-president, Classic Vacation.

To read the whole article: [Travel Market Report](#)

NEW PUBLICATIONS

Objectif Nord, le Québec au-delà du 49e



This book includes more than 100 breathtaking pictures taken by three outstanding photographers: Mathieu Dupuis, Heiko Wittenborn and Mario Faubert. Written by Jean Desy and Serge Bouchard, with copy in English and French, "this is a book of impressions, reflections, poetry and epic voyages between James Bay, Labrador, the Middle North Shore backcountry and the coast of Ungava Bay. It is shaped by the territory north of the 49th parallel, with its inhabitants, peoples and ways of recounting, conceiving and understanding the world." The book is also accompanied by a series of four TV episodes broadcast on Télé-Québec. It also has its [website and mobile application](#).



New report: Innovation Communities: Trust, Mutual Learning and Action

Innovation Communities (InnoComms) are groups of people who meet regularly to learn from each other about the challenges of managing innovation and entrepreneurship. The communities build networks of colleagues from various industries and cultures to inspire each other and foster change and innovation. The report, published by Nordic Innovation, presents the emerging concept of InnoComms, how they differ from other networks and how they can support regional development. It also reveals examples of best practices. Click to [download the report](#).

EVENT MONITORING - 2013 CALENDAR

JUNE

- Marine and Coastal Tourism in Northern Territories, Its Riches and Threats
Akureyri, Iceland
Organized by the UArctic Thematic Network on Coastal and Marine Issues
June 18–19, 2013
<http://www.uarctic.org/SingleNewsArticle.aspx?m=83&amid=14795>
- International Tourist Forum in Arkhangelsk (ITFA) 2013
« Nordic Vector in Tourism Development »
Arkhangelsk, Russie
June 18–19, 2013
<http://forum.pomorland.info/en/programma/>

SEPTEMBER

- Community Tourism Conference 2013
“Communities as a part of sustainable rural tourism – success factor or inevitable burden”
Rovaniemi et Pyhä, Finland - September 11 to 13, 2013
Kotka, Finland
September 10–11, 2013
<http://www.seprat.net/?lang=fi&id=594>
- Protecting the Sacred: Recognition of Sacred Sites of Indigenous Peoples for Sustaining Nature and Culture in Northern and Arctic Regions
Rovaniemi and Pyhä, Finland
September 11 to 13, 2013
http://www.arcticcentre.org/InEnglish/RESEARCH/The_Northern_Institute_for_Environmental_and_Minority_Law/University_of_the_Arctic_Thematic_Network_on_Arctic_Law/Sacred_Sites_Conference_2013.iw3
- Nordic Symposium in Tourism and Hospitality Research: “Innovation and value creation in experience-based tourism”
Bodø & Lofoten Islands
September 24 to 27, 2013
<http://www.uin.no/omuin/fakulteter/hhb/omhhb/konferanser/Nordictourism2013/Pages/default.aspx>



REFERENCES

NEWS

- Anna Dorozhkina. [Sverdlovsk Region Will Offer Mineralogical Tourism](#), April 30, 2013.
- Randy Johnson. [National Parks Traveler, Parks Beyond Borders: High-Tech Visitor Center Will Earn Finland's National Parks International Exposure](#), December 16, 2012.
- Richard S.J. Tol. and Sharon Walsh. [Climate Change and Tourism in the Arctic Circle](#), Economics Department Working Paper Series, University of Sussex, No 52-2012, Brighton, United Kingdom.
- Arctic Portal. [Winter tourists spend more](#), January 9, 2013.
- Morten Brugård. [Winter Tourism Surge](#), Barents Observer, January 7, 2013.
- [Boreal Yachting](#)
- Russia I-C. [The Centre Of Arctic Tourism Will Open In Naryan-Mar](#), February 22, 2013.

ACTIVITIES

- Jennifer Stewart. [Finding Air: An Arctic Ballooning Adventure, Canada's Arctic Journal](#), November/December 2012.
- Newfoundland and Labrador. [Special offers](#)
- [CapeRace](#)

MARKETS

- [Destination Arctic Circle](#)
- YouTube. [Biking on the Greenlandic Ice Cap - Rough.Real.Remote.](#)

SUPPORTING COMMUNITIES

- Canadian Northern Economic Development Agency. [Harper Government Invests in Economic Opportunities Outreach](#), February 19, 2013.
- Canadian Northern Economic Development Agency. [Harper Government Supports Business Development in Yukon](#), April 10, 2013.

Northern Tourism Intelligence



PICTURING THE NORTH

- SIIDA. [Outsider Art From Lapland](#)
- SIIDA. [Funding to Sami Museum Siida's Retro Museum Project](#), April 12, 2013.
- YouTube. [Conversation, Newfoundland and Labrador Tourism](#), January 2, 2013.
- MSN Local Edition. [Surfing the arctic](#).

INTERVIEW WITH AN EXPERT/STAKEHOLDER

- Robin Amster. [Tour outlook 2013: boomers, experiential travel will drive sales, Travel Market Report](#), January 7, 2013.

NEW PUBLICATIONS

- Éditions Sylvain Harvey. [Objectif Nord, le Québec au-delà du 49e](#)
- Telequebec.tv. [Objectif Nord](#)
- Norden Nordic Innovation. [Innovation Communities: Trust, mutual learning and action](#), January 9, 2013.

En collaboration avec

