

Northern Tourism Intelligence



2014 July 9th 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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Innovation



Huskies replace taxis in Norway

The [Kirkeness Snowhotel](#) has an original way of welcoming its guests. For 372 USD, customers can opt for a dog sled service that will take them from the airport to the hotel. Suitable clothing is provided for this unusual 45-minute ride.



Unlimited travel with Explore Norway

In summer 2014, airline Widerøe is offering the Explore Norway Ticket, providing unlimited flights to more than 40 airports in Norway for two weeks. The company has divided the country into three zones. Travellers can buy a ticket covering one, two or all three zones; prices range from 485 to 690 USD. Each additional week costs



A new luxury base camp will be on offer in 2015 on the east coast of Greenland, a remote area near the ice sheet and Sermilik fjord, inhabited by a few Inuit communities. The camp accommodates a maximum of 12 people, two per cabin. Natural Habitat Adventures offers this exclusive nine-day package starting at 8,995 USD. The tour starts in Keflavik, Iceland, continuing in Greenland with glacier observation and whale watching, hiking, sea kayaking and meeting the locals.



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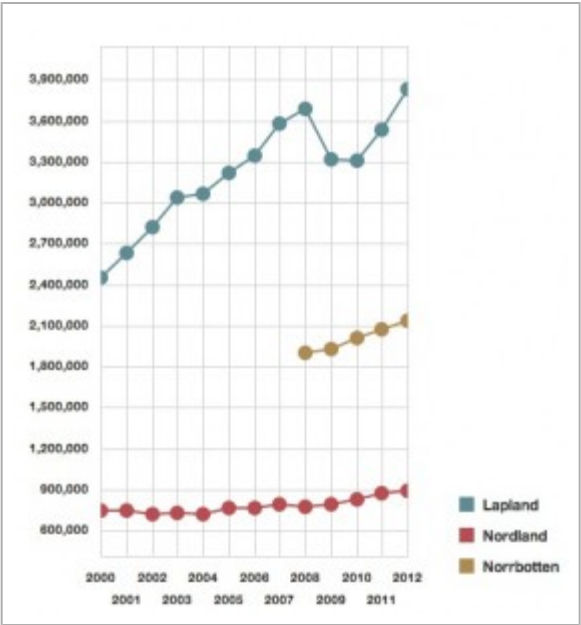
design. Its free exhibition, Luonnos, displays the work of twelve local designers inspired by Lapland. The exhibition is presented in partnership with [Haltia – The Finnish Nature Centre](#). Forty-five minutes from the airport, this multimedia museum enables visitors to discover Finnish nature from north to south.



Trends

Popularity of nordic Scandinavian destinations

Finnish Lapland is the most popular destination in the Barents Euro-Arctic region. It reported a total of 3.83 million overnight stays in 2012, compared with 2.13 million for the Norrbotten region in Sweden and 890,000 for Nordland in Norway. To adequately serve this growing clientele, the northernmost airport in Finland is getting a 13-million-euro facelift by 2015. In 2013, 146,000 passengers travelled via this airport, an increase of 15% compared with 2012.



Trends for wealthy travellers

According to a Google study, affluent travellers give priority to the experience at the destination, especially activities related to their interests. They prefer to pay for a day of activities rather than a room upgrade. For inspiration, 75% of these travellers search the Internet or consider the advice of friends or family. Videos posted by destinations are of particular interest to this category of travellers.



Competition



Deline offers packages for small groups

Consulting firm Hotkey Marketing Group, based in Vancouver, helped Northwest Territories destination Deline (600 people) develop its [new image](#), as well as packages for small groups. Deline will welcome its first guests this summer. Its four-night cultural immersion package includes a range of adventure and learning activities with the community, as well as accommodation at the [Grey Goose Lodge](#).



Arviat wins Tourism for Tomorrow Award

Every year, the World Travel and Tourism Council recognizes businesses that protect natural and cultural heritage and improve local livelihoods around the world. [Arviat Community Ecotourism](#) received the "Community Award". Living on Hudson Bay in Nunavut, the Inuit of Arviat have invested in developing sustainable tourism based on traditions, nature and culture. Archaeological tours and nature safaris are offered to tourists. The goal is now to replicate the model in other parts of Nunavut. Photo source: [Visit Arviat](#)



Iceland in figures

Iceland has experienced a tourism boom in the past few years. Here are some highlights from the most recent



statistics published by the Icelandic Tourist Board:

- Tourism accounts for more than the aluminum and fisheries industries in terms of foreign exchange earnings, with a share of 26.8% of the market in 2013.
- The average amount spent by each international tourist was 1,587 CAD, excluding air fares.
- International visitors to Iceland have almost tripled since 2000, with an average annual increase of 8.3%. In 2013, Iceland welcomed 807,300 tourists.
- In 2013, 44.2% of travellers visited Iceland in summer and 26.9% in winter, compared with 49.0% and 21.3% in 2011. The number of winter visitors has tripled since 2003, reaching a peak in the past two years.
- About half of tourists from the United Kingdom travelled to Iceland during the winter, while 61% of central and southern European visitors travelled during the summer in 2013 (see table below).

	Spring		Summer		Autumn		Winter		Total
	No.	%	No.	%	No.	%	No.	%	
Nordic c.	25,378	17.5	57,758	39.8	29,477	20.3	32,503	22.4	145,116
UK	18,253	13.3	27,138	19.8	21,087	15.4	70,630	51.5	137,108
Cent/S-Eur.	19,538	10.0	118,505	60.9	25,260	13.0	31,181	16.0	194,484
N-America	18,716	13.0	65,980	45.9	23,631	16.4	35,355	24.6	143,682
Other	17,528	10.9	75,831	47.2	26,660	16.6	40,607	25.3	160,626
Total	99,413	12.7	345,212	44.2	126,115	16.1	210,276	26.9	781,016



Political and economic context



New polar bear park of concern to the tourism industry

Manitoba is preparing to designate a new polar bear provincial park on Hudson Bay. Some tourism industry stakeholders are concerned that new, inexperienced operators could damage the image that Churchill has built over the years as the world's polar bear destination. The province hired a consultant to determine the number

of observation vehicles (tundra buggies) that should be allowed in the area. Since 1990, 18 permits have been issued. Canada is home to two-thirds of the world's polar bears, currently threatened by melting ice.



Canadian North and First Air are considering a merger

Nunavut's two carriers might merge into a single airline creating new development opportunities across the North, according to the owners. The merger depends on the completion of negotiations and a federal regulatory review. A website has been created to keep the public informed: <http://newnorthernairline.com/fr>



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Cette publication est également disponible en Français sur le site de Tourisme Québec.

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