

# Northern Tourism Intelligence



## 2014 October 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.

### CONTENTS

1. Innovation
2. Trends
3. Competition
4. Political and economic context
5. Analysis

## Innovation

### See the northern lights from the comfort of your room

The Krystall hotel, an unusual snowflake-shaped building floating in the fjords of the Arctic Circle near Tromsø, Norway, will open in 2017. The property will be built on a concrete base tethered to the fjords but free to move six to ten feet from its centre point without guests being aware of it. This five-star hotel, completely self-supporting and self-sustainable, will have a spa and wellness centre. Far away from any light pollution, it will offer guests stunning views of the northern lights through a glass roof.



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### Discover Yellowknife on foot

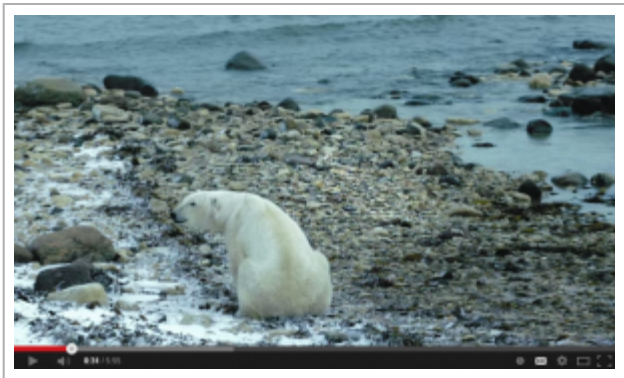
The [Yellowknife Old Town Soundwalk](#) application offers a one- to two-hour guided tour of the four distinct neighborhoods of the Old Town through history and music. Each tour includes audio clips, text to read and a map highlighting the main points of interest.



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### Video - a powerful marketing tool

[Frontiers North Adventures](#), in cooperation with [Polar Bears International](#), filmed the iconic polar bears near Churchill, Manitoba, using a Google Street View camera mounted on a Tundra Buggy. Viewed more than 380,000 times, the video provides the destination with great visibility.



Source: YouTube <https://www.youtube.com/watch?v=QYhoz54hpc8#t=18>



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### Cruises to discover Aboriginal culture



Canada's North is one of the best cruise destinations for the discovery of Aboriginal peoples. Passengers on a Northwest Passage cruise can attend a presentation at the Nattinnak Cultural Centre in Mittimatalik (Pond Inlet). Departing from Labrador, weekly cruises on ship M/V Northern Ranger stop at five Nunatsiavut communities, where passengers can learn about Inuit life. The cruises can also be combined with a stay at the Torngat Mountains National Park's base camp, where the program includes talks by Inuit elders.



### Investing in research to improve the customer experience

To reduce its dependence on generators at one of its backcountry [ecolodges](#), [Alaska Wildland Adventures](#) invested in the construction of a hydroelectric system that harnesses the energy of a nearby creek and stores it to power the main lodge and laundry facilities. This totally silent system allows customers to truly appreciate the quiet beauty of the surrounding wilderness.



### Educational tourism in northern Québec and Labrador

Last July, 87 students—including two Québec university students—attended the [Students on Ice](#) Arctic Expedition 2014, whose aim is to educate and inspire the next generation of polar scientists and environmental leaders. The young people visited part of northern Canada, including Nunavik and Canada's Torngat Mountains National Park in Labrador, as well as Greenland. The trip allowed them to discover Inuit culture and various northern issues while becoming aware of the magnificence of the landscapes.

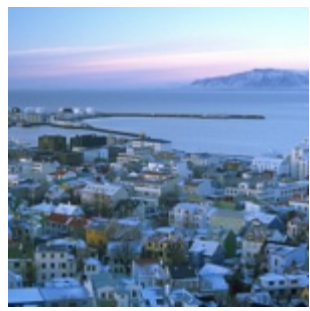


## Trends



### The North is attracting Indians

Indians are eager to escape the sweltering heat of their homeland and travel to cooler climes. According to a



report by SkyScanner, Iceland and Greenland, which are among Indian travellers' most popular search destinations on the Web, have been recording a 210% year-on-year growth in searches.



## Scandinavia in the sights of American travelers

The four Scandinavian countries—Denmark, Finland, Sweden and Norway—are reporting record growth in the number of American visitors, with Norway leading the pack. In fact, interest in Norway has tripled since November 2013. Improvement in air routes by Finnair, SAS and Norwegian Air, a low-cost carrier, is also fueling this success.

Here are some facts about American tourists and their travel behavior in Scandinavia:

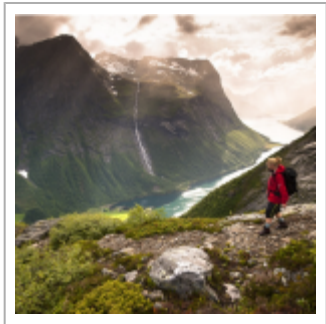
- Most American visitors are well-educated baby boomers, couples ages 50 and up
- Families and young travelers are increasingly attracted to the region
- Young and old are drawn to the culture, Nordic cuisine based on local produce, the design and the vibrant atmosphere of the Scandinavian capitals of Copenhagen, Stockholm, Helsinki and Oslo
- More than two-thirds book their trip through travel agents
- They visit several countries in a single trip using a network of planes, trains, ferries and cruise ships
- They travel more and more all year round, although summer remains the main season; spring and autumn are gaining in popularity, while winter is recording strong growth given the keen interest in observing the northern lights and in visiting Lapland (Sami culture, reindeer and igloos)
- Relatively high prices are no longer a deterrent
- In Norway, the [Hurtigruten](#) line's 12-day cruise, which calls at 34 of the country's ports, is very popular. The line's U.S. traffic grew 20% in 2012–2013 and 30% in 2013–2014.



Source: [Hurtigruten](#)



## Competition



### New partnership for Norway

The [Adventure Travel Trade Association](#) (ATTA) has signed a three-year partnership with the Norwegian Centre of Expertise (NCE) Tourism and Fjord Norway. Sixty Norwegian tourism businesses—adventure tour operators, destination marketing organizations, transportation companies, hotels, technology providers and educational institutions—have therefore joined the ATTA. This partnership, which brings together stakeholders from the public and private sectors, includes the participation of Norwegian businesses in various ATTA programs such as [AdventureConnect](#), [AdventureWeek](#), and [AdventureEDU](#). The new members have already been trained through a special webinar.



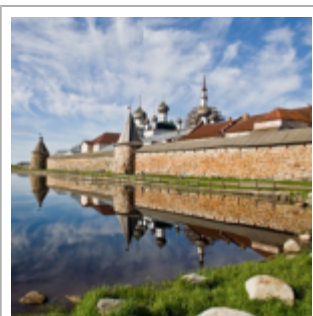
### A 38th national park for Finland

The Southern Konnevesi National Park, located on the border of the Central Finland and Northern Savo regions, will cover an area of 1544 hectares including coastal areas and an archipelago, navigation channels, old-growth forests, and herb-rich forests typical of the Northern Savo region. The area is particularly rich in endangered species. Metsähallitus, which administers all national parks in Finland, will develop the new park in cooperation with local operators. In 2013, the impact of national parks on the regional economy was 115.5 million euros and 1484 person-years. On average, every euro invested by the State in any of the national parks injects ten euros into the regional economy.





## Political and economic context



### Development in Russia

Two towns in the region of Arkhangelsk, in northwestern Russia, will benefit from the program "[Development of domestic and inbound tourism in the Russian Federation 2011–2018](#)". In the first town, Kotlas, a cultural park with a pedestrian boulevard, dinosaur park, art gallery, bike trails, zoo and water park will be created. Two modern hotels, a business centre, a football field and sports courts should also be built. In the second, Solvychevodsk, a tourism complex, guesthouse network, hotels and restaurants will be constructed.



### Partnership agreement between the governments of Canada and Yukon

The Canadian Northern Economic Development Agency (CanNor) and the Yukon Government will each invest \$1.8 million over two years (\$3.6 million in total) in a marketing initiative to promote local tourism and increase economic opportunities for Northerners. The marketing initiative will take an integrated approach and includes a diverse set of marketing tools including new television commercials that will be strategically broadcasted in the Canadian market.

Yukon has enjoyed a steady growth in visitor numbers of approximately three percent per year since 2004. This increase in the number of tourists is mainly due to visitors from Yukon and from other Canadian provinces and territories.



### The Government of Canada supports strong and diversified cultural industries in Yukon

The Canadian Northern Economic Development Agency (CanNor) is providing funding of \$230,000 over two years to help plan and organize the Adäka Cultural Festival, which showcases and encourages the development of Yukon's distinctive First Nations arts and culture. The Government of Canada is also providing funding of \$100,000 through Canadian Heritage and the Canada Council for the Arts, while the Government of Yukon is providing over \$90,000 in funding. The Adäka Cultural Festival is a seven-day, multi-disciplinary event that features traditional

and contemporary music, dance, drumming, visual arts and crafts, storytelling, interpretive programming, artist workshops, and a marketplace.



## Analysis



### Appealing and Distinctive Products in the North

Nordic destinations are increasingly popular. In Europe, the Scandinavian countries expect growth of 1 to 4% in the number of travellers in 2014, while Alaska hosted a record number of 1.96 million visitors from May 2013 to April 2014. The tourism industry has developed recreational activities based on local assets. However, Nordic destinations are complex environments (restricted capacity, fragile ecosystems, integration of the local population) that limit tourist numbers. In fact, their affluent customers are seeking unique experiences. Tour operators are therefore offering distinctive and personalized stays based on the quality of the destination's natural resources, its rich wildlife and the unique way of life of local populations.

[Read more \(in French\).](#)



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