

Northern Tourism Intelligence



2015 August 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.

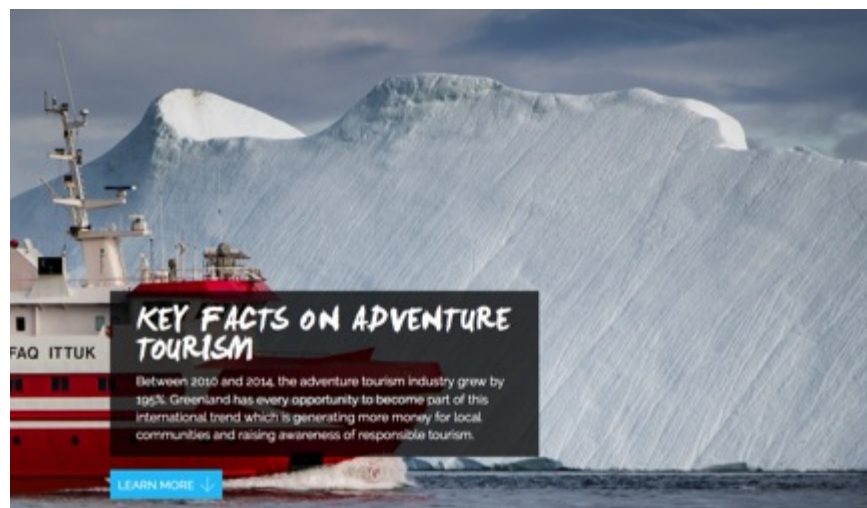
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Innovation

[A new development tool for tourism in Greenland](#)

Destination management organization Visit Greenland recently launched the [Adventure Travel in Greenland](#) platform to provide entrepreneurs in adventure tourism, key players in the country's tourism industry, with an implementation tool. The portal features articles putting figures on the importance of adventure tourism, but also providing relevant information about the market and human resources or presenting inspiring case studies in this field. The content comes mainly from the Adventure Travel Trade Association and the World Tourism Organization.



Source: [Greenland Corporate Website](#)



[Iceland: the world's largest man-made ice cave opens to visitors](#)

Located in the western part of the Long Glacier area, 1,260 metres above sea level, the cave extends deep beneath the glacier giving visitors the opportunity to take in the magnitude of this centuries-old glacial formation. The chain of tunnels and caves stretches 500 metres into the ice. The entrepreneurs behind the project invested US\$2.5 million over 4 years to complete the construction. A "chapel" is available as a venue for weddings.



Source: [edition.cnn.com](#)



Political and economic context

[Canada and the Northwest Territories are investing](#)

More than \$8 million will be invested in the Northwest Territories to expand business capacity, create jobs and enable communities to seize economic opportunities. More specifically, these funds will be used to expand local information technology infrastructure, develop a forestry-derived biomass renewable energy sector, revitalize downtown Yellowknife, expand the Gaia Integrative Centre (clinic and health centre), and attract investment and expand local entrepreneurship. The federal government is investing \$4,634,000, and the proponents and the Northwest Territories are injecting \$3,891,750.



Competition

[An Airbus A320 to improve service for the Faroe Islands](#)

Carrier Atlantic Airways has ordered an Airbus 320 for delivery in late 2016, to tap into the growing passenger market between Copenhagen and the Faroe Islands. The company, based at Vagar Airport in the Faroe Islands, wants to expand air service in the region and increase its capacity. The 168-seat aircraft will have built-in Required Navigation Performance (RNP 0.1) capability, allowing it to fly precisely along predefined routes using state-of-the-art on-board navigation systems.



[Newfoundland and Labrador: on track for 2020](#)

In 2009, the provincial tourism industry association, Hospitality Newfoundland and Labrador, established goals for 2020. They included achieving \$1.6 billion in tourism revenue annually. At the halfway point to 2020, revenue estimates are at \$1.1 billion. Carol-Ann Gilliard, CEO of Hospitality Newfoundland and Labrador, says that visitors from outside Newfoundland and Labrador are injecting \$492 million every year and that their numbers have increased by 22% in the past five years. According to Gilliard, one of the strengths of the region is the warmth and quality of interactions between residents and travelers.



Trends

[Iceland's tourism continues to grow thanks to an increase in the](#)

[number of flights.](#)

Last year, Iceland received 970,000 visitors, an increase of 24% over the previous year. The US market is the country's largest (in number of visitors). In May 2015, it grew by 76% compared to the same period the previous year. The main reason for this huge increase is the addition of flights and airlines. In May 2014, Icelandair was the only airline offering flights between Keflavik Airport and US destinations. In May 2015, not only did this carrier increase its flights, but Delta and WOW air (Iceland's low-cost carrier) also added flights between Iceland and the US. Previously, Delta only started its season in Iceland in June. The number of flights between the two countries rose by 47% compared to May 2014.



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