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**To reach us:**

Ministère du Tourisme  
900, boul. René-Lévesque Est, bureau 400  
Québec (Québec) G1R 2B5

TourismeNord49@tourisme.gouv.qc.ca

La Stratégie et le Programme d'aide

**Newsletter**  
**STRATÉGIE49**

Issue 3 – February 2012

**NEWS**

**Best in Travel Readers' Choice Award: and the winner is...**

Iceland! According to Lonely Planet readers, Iceland and its capital, Reykjavík, are top destinations, followed by Italy and India for countries, and Lisbon and Istanbul for cities.



Source: Lemmens, Frans, Europe, Scandinavia, Iceland, Sudurland, Fjallabak Nature Reserve

The reasons given by the readers included legendary nightlife, thermal baths, back-country areas still largely undiscovered by the tourist hordes, volcanoes, glaciers, and northern lights.

**Information on northern lights in the Yukon**

Advertising agency Outcrop Yukon posts short-term northern light forecasts on website [auroraforecast.com](http://auroraforecast.com). Visitors can use them to make plans for a night out. The man who came up with the idea, an associate director at Outcrop, spent years fine-tuning his forecasts while guiding northern light tours.

Québec's Ministère du Tourisme, in cooperation with the Tourism Intelligence Network of the Transat Chair in Tourism, publishes this northern tourism intelligence newsletter to support the implementation of the Québec Tourism Strategy North of the 49th Parallel. The newsletter is intended to inform all the Strategy's 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.



### Arctic Kingdom launching customized explorer-yacht polar expeditions

Exploring the Arctic or even the Antarctic according to the client's convenience and needs; that is what Arctic Kingdom offers in its new explorer-yacht polar expeditions. The company looks after logistics and coordination; it provides equipment and even a helicopter or ATV. Travellers can sail along the coasts of Greenland and Baffin Island and the Northwest Passage, and try some more unusual activities such as diving in Greenland's glacial caves.



Source: <http://arctickingdom.com>

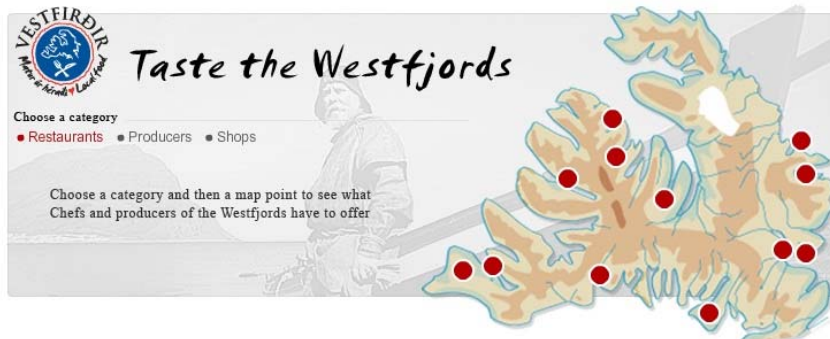
## ACTIVITIES

### Roots, Rants & Roars: a fall celebration of great food

During its last fall [festival](#), the town of Elliston in Newfoundland displayed its regional specialties, especially culinary-wise. One of the activities on the menu: A 5-km gourmet hike with 5 stations manned by Canada's top chefs serving original dishes based on local ingredients.

### Iceland: theme-based tours in the Westfjords

The Westfjords region of Iceland has focused on its heritage, creativity and strengths to create quality tourism products. For example, the Westfjords *Food Trail* combines traditional culture and modernity by offering labelled local products in some restaurants and cafés. Innovation and new production techniques and culinary practices are encouraged.



Source: <http://www.westfjords.is/DiscoverWestfjords/FoodTrail/>

There is also a *Watertrail* featuring Iceland's geothermal springs: steam baths, mineral baths, algae baths and natural pools are among the proposed attractions. The Westfjords region also offers a *Bird Trail*, nature activities and downhill skiing resorts. It is one of the European Destinations of Excellence ([EDEN](#)), a project promoting sustainable tourism development models.

### On the bear trail in Slovakia

Hands Up Holidays, a travel agency providing luxury travel blending sightseeing with volunteerism or philanthropy, is offering an educational stay in Slovakia. The package allows families to help researchers in their daily work to preserve brown bears, among others, while enjoying hiking in the Tatras Mountains. At night, the families stay at an eco-hotel almost entirely powered by renewable energy.

## MARKETS

### Visitor numbers still rising in Iceland: statistics and overview

According to the Icelandic Tourism Research Centre, the number of visitors to Iceland increases 6.6% a year. It rose from approximately 300,000 in 2000 to 459,000 in 2010, which is similar to the annual average increase from 1960 to 2000 (6.4%). The following table shows the number of visitors arriving through Keflavik Airport from 2008 to 2010. The airport accounts for more than 90% of total international arrivals in the country.

#### Visitors through Keflavik airport 2008-2010

*by nationality*

	Number of visitors			Increase/decrease (%)		
	2008	2009	2010	07/08	08/09	09/10
Canada	10,568	11,063	13,447	67.9	4.7	21.5
Denmark	41,026	40,270	38,139	-0.9	-1.8	-5.3
Finland	10,797	11,566	11,012	9.3	7.1	-4.8
France	26,161	28,818	29,255	15.4	10.2	1.5
Germany	45,120	51,879	54,377	11.3	15.0	4.8
Italy	10,116	12,645	9,692	-3.4	25.0	-23.4
Japan	6,732	7,048	5,580	10.4	4.7	-20.8
Netherlands	18,756	19,262	17,281	30.2	2.7	-10.3
Norway	35,122	36,485	35,662	1.0	3.9	-2.3
Spain	10,438	13,771	12,237	10.4	31.9	-11.1
Sweden	32,259	31,421	27,944	-3.3	-2.6	-11.1
Switzerland	7,136	8,646	9,163	3.3	21.2	6.0
United Kingdom	69,982	61,619	60,326	-4.6	-12.0	-2.1
USA	40,495	43,909	51,166	-22.0	8.4	16.5
Other	107,964	86,134	83,971	10.8	-20.2	-2.5
<b>Total</b>	<b>472,672</b>	<b>464,536</b>	<b>459,252</b>	<b>3.0</b>	<b>-1.7</b>	<b>-1.1</b>

Source: Icelandic Tourist Board. [Tourism in Iceland in Figures](#), March 2011.

Of the countries listed, the United Kingdom, Germany and the United States are flourishing international markets for Iceland. Also, according to the 2011 statistics of the Icelandic Tourist Board, the average age of international travellers is 39 years of age in winter and 43 in summer. These tourists travel mainly as couples or with friends. They stay 5.9 nights in winter and 10.4 nights in summer. Natural attractions are a major factor in choosing the destination. In addition, almost 80% planned their own trips.

### **How to optimize business travel to a Northern destination**

Northwest Territories Tourism made a list of interesting activities for business travellers on its website. It also selected the best products or venues for them.

[Click here to see the list](#)

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## **SUPPORTING COMMUNITIES**

### **Tourism Research Australia: impact of mining boom on tourism**

The first phase of a two part study examining the impacts of the mining boom on tourism in Australia was released by the Department of Resources, Energy and Tourism last November. This phase shows that the resources boom is having a positive impact on providers of tourism-related services such as aviation and accommodation.

Western Australia is especially attractive to mining and energy promoters. International business nights in this region went up 15% per year from 2000 to 2010. Workers, domestic and international, currently account for 35% of business nights. The aviation industry is also benefiting from the mining boom. Perth Airport is currently building a new terminal to service this market; it is expected to be in operation by March 2013.

Findings from the Deloitte Access Economics (DAE) Tourism Labour Force Survey in October 2011 confirmed that demand for labour associated with the resource sector is fast outstripping demand for tourism-related labour. From 2000 to 2010, employment in the mining industry grew by 10.6% a year but tourism employment growth was only 2.1% in this region.

The second phase of the study will be published in early 2012 and will provide an economy-wide analysis.

### **Significant investment in Nunavut tourism**

In the fall of 2011, the Canadian Northern Economic Development Agency (CanNor) announced a multi-year investment of \$1.7 million in the Nunavut tourism industry. These funds will be used to promote Nunavut as a world-class tourist destination. Additional contributions will come from Nunavut Tourism, the Government of Nunavut, Parks Canada and Inuit organizations. These investments support the Government's commitments under the Federal Tourism Strategy. The latter aims to inspire the world to explore Canada, make it easier to travel to Canada, encourage development of extraordinary tourism experiences, and foster an exceptional tourism workforce.

## PICTURING THE NORTH

**Breathtaking: Slideshow of Norway's Lofoten Islands**



### **The popularity of Finland's northern lights**

Here is a video from the Finnish Tourist Board that garnered more than one million views on YouTube in only two weeks.



***Greenland – Be a Pioneer !***

Watch one of the destination's promotional videos



**Norway is giving tourists an eyeful**

The Government of Norway initiated a National Tourist Routes project in 2005. These roads will extend from North to South and cross fjords, mountains, forests and villages. Each of the 18 stretches has to meet strict quality standards. They should be completed in 2020. To date, more than one hundred rest areas have been set up. To leave a legacy for future generations, highly innovative architectural structures dot the landscape and serve as lookouts, walkways and rest areas.



For information and pictures see: [National Tourist Routes in Norway](#)

## EVENT MONITORING – 2012 CALENDAR

<b>MARCH</b>	<b>1st Nunavut Tourism Conference</b> <b>Iqaluit, NUNAVUT</b> March 19–23, 2012 <a href="http://www.tourisminnunavut.ca/">http://www.tourisminnunavut.ca/</a>
	<b>Aboriginal Tourism Conference</b> <b>Osoyoos, BRITISH COLUMBIA</b> March 28–30, 2012 <a href="http://www.theeventpros.ca/conferences/Aboriginal-Tourism-in-Osoyoos-2012.html">http://www.theeventpros.ca/conferences/Aboriginal-Tourism-in-Osoyoos-2012.html</a>
<b>APRIL</b>	<b>3rd Conference of the International Polar Tourism Research Network (IPTRN)</b> <b>Nain, NORTHERN LABRADOR</b> April 17–21, 2012 <a href="http://www.uarctic.org/SingleNewsArticle.aspx?m=83&amp;amid=11495">http://www.uarctic.org/SingleNewsArticle.aspx?m=83&amp;amid=11495</a>
	<b>International Polar Year (IPY) 2012 Conference Montreal</b> <i>From Knowledge to Action</i> <b>Montréal, QUÉBEC</b> April 22–27, 2012 <a href="http://www.ipy2012montreal.ca/">http://www.ipy2012montreal.ca/</a>

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[Roots Rants and Roars](#)

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### PICTURING THE NORTH

Flickr. [Lofoten. Places You should visit if You come here.](#)

YouTube. [Unbelievable Northern Lights \(Aurora Borealis\) in Lapland, Finland](#)

YouTube. [Greenland - Be a Pioneer!](#)

[National Tourist Routes in Norway](#)