

# Newsletter n°6 – November 2012

## Northern Tourism Intelligence



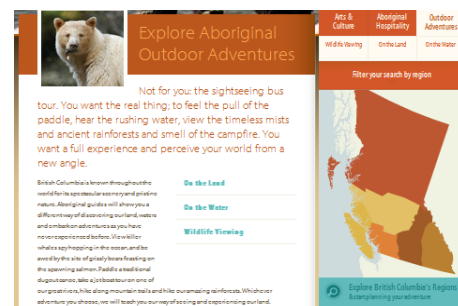
Tourisme Québec, in cooperation with the Tourism Intelligence Network of the Transat Chair in Tourism, publishes this trend watch newsletter to support the development of northern tourism in line with Québec's tourism industry development plan and the Québec Tourism Strategy North of the 49th Parallel.

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

### New website for BC's Aboriginal Tourism Association

The Aboriginal Tourism Association of British Columbia is a non-profit organization that is committed to growing and promoting a sustainable, culturally rich Aboriginal tourism industry. The association has a new website that includes a detailed map, itineraries, brochures and a travel-planning tool. The site is divided into three major themes: Arts & Culture, Aboriginal Hospitality and Outdoor Adventures. A blog also contains short videos featuring stories told by British Columbia's First Nations and Métis.



Source : [Aboriginal Tourism Association of BC](http://Aboriginal Tourism Association of BC)

### World Indigenous Tourism Alliance joins Adventure Travel Trade Association

The Adventure Travel Trade Association announced last August that five new members (including the World Indigenous Tourism Alliance - WINTA) had joined its Association Partnership Program bringing the network to 36 associations on six continents. With the presence of WINTA, the Adventure Travel Trade Association gains deeper connections and expertise within the Indigenous tourism community, while actively supporting the Alliance's aspirations to share traditional experiences and universal Indigenous values, to address the need for balance and harmony both between different peoples and between people and the environment.

### Over 30 new routes planned in Russia–Scandinavia

Norway, Denmark and Sweden are working on a new bilateral agreement with Russia, to replace a document signed in 1956. The agreement will pave the way for more than 30 new scheduled routes to the east.

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## CONTACT :

Tourisme Québec  
bureau 400  
900, boul. René-Lévesque Est,  
Québec (Québec) G1R 2B5  
[tourisme.nord49@tourisme.gouv.qc.ca](mailto:tourisme.nord49@tourisme.gouv.qc.ca)  
[www.tourisme.gouv.qc.ca](http://www.tourisme.gouv.qc.ca)

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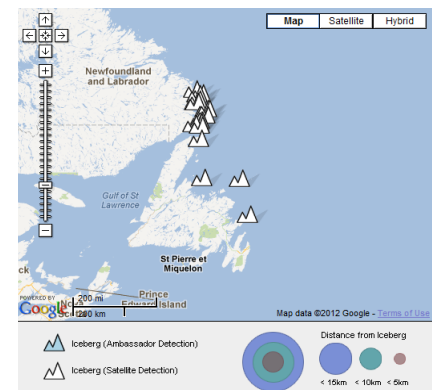
## Green innovation in tourism can trigger major economic, social and environmental benefits (Rio+20 finding)

The "Green Innovation in Tourism" event brought together 300 experts from international organisations, United Nations agencies and the public and private sector. They outlined how green innovation in tourism can drive sustainable development. Presentations demonstrated that an increased focus on sustainability, particularly through green innovation, can lead to more jobs and reduce environmental impacts, cutting costs and increasing competitive advantages for companies and destinations.

Obstacles to innovation remain, including lack of awareness among tourists, many of whom are unwilling to pay a premium price for a sustainable holiday experience; business information gaps on the perceived investment costs; limited access to finance by micro- and medium-sized businesses; and lack of policy integration across key sectors, such as tourism, transport, energy and environment.

## Locating icebergs in the North Atlantic

IcebergFinder.com shows the location of icebergs off the coast of Newfoundland and Labrador. This site hosted by Newfoundland & Labrador Tourism, combines the results of visual sightings and satellite detection. A team of berg-spotters made up of Newfoundland and Labrador Tourism staff and tourism operators, led by the province's Visitor Information Centres, locate and plot icebergs, while some of the icebergs are spotted from space, using the Canadian Space Agency's satellite-based synthetic aperture radar. The IcebergFinder.com website also gives visitors the opportunity to report iceberg sightings near the coast online (Twitter, Facebook, email), and share photos and videos. This tracking tool is particularly useful for people interested in getting a good look at some icebergs.



Source : [www.icebergfinder.com](http://www.icebergfinder.com)

## Can tourism save Deline?

Deline is a predominantly aboriginal community of 552 people located in the Northwest Territories. Despite the energy and mining boom in Canada's Arctic, many aboriginal communities in the North are still struggling economically. In Deline, the cost of living is among the highest in the country and the average annual salary is among the lowest. To revive its economy, the community is counting on tourism built around aboriginal traditions and lands. The project faces logistical challenges: the community is isolated; it's a fly-in community with exorbitant ticket rates; and its winter ice-road is only open for three weeks a year. Still, Theresa Bitzer, Business Manager of the Deline Land Corporation, believes tourism would have both economic and social benefits in the community. The Northwest Territories Department of Industry, Tourism and Investment also considers it vital to encourage tourism in Aboriginal communities like Deline.

Long-term benefits can result from creating a sustainable, tourism-based economy. Helping southern visitors to discover the local lifestyle also encourages young people to learn traditional skills and knowledge. At a recent traditional skills workshop for youth, the community wildlife officer explained that the traditional hunting and trapping skills they learned could help them to become guides, or sell furs and hides.

# Northern Tourism Intelligence



## ACTIVITIES

### Cruising around Iceland

In 2013, National Geographic Expeditions will offer an expedition that will circle Iceland in just over a week. This ten-day expedition for up to 148 passengers starts at \$7,999 per person. Passengers will experience walking on lava fields and ice sheets, visiting hot springs and waterfalls, birding in the Arctic Circle, kayaking into fjords and serene bays, hiking along remote stretches of the coast, and much more.



Source : [National Geographic Expeditions](#)

### Racing 160 km on skis north of the Arctic Circle



Source : [Greenland Tourism](#)

This 160-km ski race, in Greenland's wild countryside, brings together avid ski enthusiasts and ordinary athletes, and promises a great personal challenge in a unique setting. There is a new route every year leading through long stretches of valleys between breathtaking mountains and over long hills with tough climbs and tricky descents. During the three-day race, competitors face tough conditions—harsh weather, sun reflecting off the snow and frost. To ensure skier safety, there are stations with liquid and fruit along the route. Officials follow the race and supervise participants from snowmobiles and dog sleds.

## The five best things to do in Iceland according to The Huffington Post

Lee Abbamonte of The Huffington Post recommends the Icelandic Travel Market in downtown Reykjavik as a great place to book your travel itinerary. His article describes the five best places to visit on a road trip in Iceland:

- 1-Gullfoss Falls: A few hours from the capital of Reykjavik, this waterfall is one of the best in the world according to the author.
- 2-Pingvellir National Park: Iceland's first national park, designated as a UNESCO World Heritage Site, has spectacular scenery.
- 3-Langjökull Glacier: It is in the middle of Iceland. You can drive your jeep onto the glacier itself and go as far as the temperamental weather will allow. Dog sledding is also an option.
- 4-The South Coast: There isn't too much to see and do but there is an amazing amount of nature and views.
- 5-The Blue Lagoon: This geothermal spa has become the iconic symbol of Iceland to many tourists.



Source : [www.gullfoss.org](http://www.gullfoss.org)



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## Dogsledding in Finland

The 66e Nord agency offers an eight-day "Safari Husky" dogsledding package in Finland for €1890. At the heart of the Hossa regional park, 200 km of trails surround Lapp huts (traditional log shelters) that add to the charm of this winter wonderland. This package allows visitors to discover the life of trappers and to snowshoe between dogsled trips.

## MARKETS

### Spending by foreign tourists in Russia could double by 2016

A study commissioned by Hilton Worldwide reveals that foreign tourist spending in Russia could double to reach \$15.3 billion by 2016 if infrastructure improvements are implemented. Without these basic changes by the government, inbound tourism will not be able to grow.

### Yukon explores innovative strategies with German and Swiss tourism partners

Tourism and Culture Minister Mike Nixon led a delegation of Yukon government officials travelling to Germany and Switzerland from August 26 to September 2. The group will discuss strategic, tourism initiatives with their partners in the Yukon Territory's largest and most significant overseas tourism markets.

The delegation also met with German air carrier Condor Airlines, which provides non-stop weekly flights from Frankfurt to Whitehorse during the summer season. Condor recently released its 2013 schedule, which shows two additional flights, or 540 more seats.

The German-speaking European market contributes about \$16 to \$17 million to the Yukon economy every year.

### Yukon visitor study

The Government of Yukon is embarking on a year-round comprehensive visitor study to learn more about visitors to the territory. Yukon's tourism sector provides significant jobs and economic stimulus. This information will give the government a better understanding of who its visitors are and will assist Yukon's tourism sector in developing marketing strategies and making investment decisions. Visitors travelling within the territory are being asked to take part in a comprehensive visitor study that will cover several topics including visitor spending, activities, modes of transportation and accommodation.

Funding for the two-year study is provided by Yukon government's Departments of Tourism and Culture (\$262,500) and Economic Development (\$30,000) and the federal government through the Canadian Northern Economic Development Agency (CanNor) from its Strategic Investments in Northern Economic Development (SINED) Program (\$292,500) for a total of \$585,000. The project is a collaborative effort between government and industry. It is designed to provide accurate, up-to-date statistical information and data on the number of tourists and their expenditures when they visit Yukon.



## Supporting communities

### A new funding program in the Northwest Territories

Developed in 2012, the Community Tourism Infrastructure Contribution Program provides funding to community governments and non-governmental organizations to support new and innovative tourism infrastructure projects in and around their communities. [See the guidelines here.](#)

### Mi'kmaq of Nova Scotia and Parks Canada sign an arrangement for 3 sites

The Mi'kmaq of Nova Scotia now have entry without charge to three national parks (Kejimikujik National Park/ National Historic Site, Cape Breton Highlands National Park and the Fortress of Louisbourg National Historic Site). This arrangement will result in the establishment of advisory committees to plan and manage areas of common interest in these three national parks.

### Funding for Indigenous projects in Australia

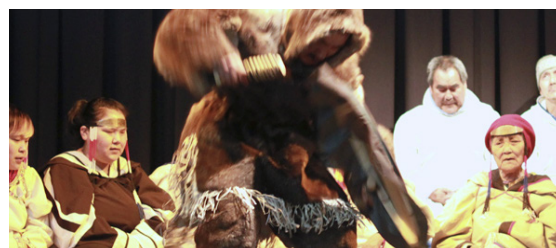
Funding will be provided for a new study to investigate international market opportunities for Indigenous tourism in Australia. It will focus particularly on creating a travelling performance space for indigenous music and culture. The study will also investigate the feasibility of creating a network linking festivals with Indigenous performers and the world music scene.

Also, in the Gold Coast region of the state of Queensland, a showcase of Aboriginal culture and Australian wildlife will be established through a \$1 million Strategic Tourism Investment Grant. The Dreamworld Park will receive this grant to help convert its existing Wildlife Experience into the new Australian Aboriginal Wildlife Experience.

### Ecotourism and culture in Arviat, Nunavut: a development model

The Arviat Community Ecotourism Initiative was initiated in 2008 (see «[Arviat Community Ecotourism Initiative: Creating a Local Tourism Economy and Pride in Culture in a Remote Inuit Community](#)»). It is a grassroots project involving many individuals and several small businesses, with the vision of establishing a sustainable community-based tourism enterprise.

There has been substantial progress in development of this project. The community has been provided with training in many areas, including basic hospitality, cooking and caring for visitors, small business start-up and entrepreneurship, historical interpretation, cultural performance staging, eco-guiding and outfitting on the land, marine and commercial boating skills, tourism marketing, and receptive tourism operations. The ecotourism initiative gives the Inuit community a way to share its culture with pride. A first familiarization tour of Arviat for operator-partners was held in 2011.



Source : [Arviat, Nunavut](#)



## Picturing the north

### Wildlife of Norway & Finland



Award winning wildlife photographer Vincent Munier took his camera on assignment to Norway & Finland, capturing the creatures of the Nordic forest in all its glory. According to him, photography can be a powerful weapon in the battle for nature conservation. Click on the image to view his video.

## Refuge du Goûter

Along the route up Mont-Blanc, perched on a cliff more than 3,800 metres above sea level, is the mountain refuge for climbers and adventurers, which sleeps 100 people. It took six years of study and three years of work to build the refuge. The materials and energy used (solar energy, triple glazing, heat recovery ventilation, snow melter) reflect eco-friendly choices.



Source : [marcelgreen.com](http://marcelgreen.com)

## A stormy day in Newfoundland and Labrador



Just 24 hours after this photo was posted on the official Facebook page of Newfoundland and Labrador Tourism, more than 600 people had "liked" it, 219 others had shared it with their friends and 122 had left a comment. It just goes to show that, no matter the weather, nature pictures are popular and widely shared on the web.

Source : Page officielle de Newfoundland Labrador Canada, Facebook





## Interview with a tourism stakeholder/expert Nutti Sámi Siida interviewed by VisitSápmi

In this interview, Nils Torbjorn Nutti, owner of a reindeer farm, says that most visitors, in both winter and summer, are from abroad and want to know more about nature and Sami culture. In winter, visitors can experience the cold, quiet, darkness and the northern lights. Visitors learn wilderness survival and can ride in sleighs drawn by reindeer. Most people choose the one-day reindeer experience, but a one-week safari that features the traditional nomadic lifestyle of the Sami is also an option. In summer, the focus is on tours of the open-air museum and hiking is an activity that the whole family can enjoy.



## The Local Adventurer: Conversation with Trish Sare of BikeHike Adventures

BikeHike Adventures is a Canadian company based in Vancouver that offers travel experiences, based on adventure and culture, that involve the local community. The interview with Trish Sare, founder and director of the company, gives an overview of the challenges facing small operators.

BikeHike's goal is to introduce active travellers to authentic cultures. According to Trish Sare, there is a thin line between healthy cultural interaction and the detrimental cultural erosion that is becoming synonymous with mainstream tourism. More and more, clients are asking for western-run upscale accommodation and dining arrangements, while BikeHike's tours are designed to be just the opposite, with travellers staying in family run hotels and dining with the locals. Unlike larger tour operators, small businesses like BikeHike have the advantage of providing more customer service and a greater level of personalization. [Read the whole interview](#)

## Event monitoring - 2013 calendar

FÉVRIER	AFOA's NATIONAL CONFERENCES - The National Forum for Excellence and Innovation in Aboriginal Finance and Management TORONTO February 12 to 14, 2013 <a href="http://www.afoa.ca/afoa/conferences_f.asp">www.afoa.ca/afoa/conferences_f.asp</a>
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