

# Newsletter n°7 – February 2013

## 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

### World whale and dolphin watch businesses get together (October 2012)

At the "World Whale & Dolphin Watch Operators Conference" held in Brighton in the United Kingdom, the operators shared ideas and best practices. Twelve whale and dolphin watching businesses formed a new alliance to develop a more responsible and sustainable industry. The Conference was held as part of [WhaleFest](#), which offered the public a host of activities across the city.



Source: Travel Mole, [World whale and dolphin watch operators to meet](#)

### Visitors to the Canadian Arctic are fans of cultural experiences

According to a survey of people visiting Nunavut (2011 Visitor Exit Survey), viewing wildlife, meeting the locals and actually experiencing their culture are high on their list of interests. The survey also reveals that almost three quarters of visitors are men between 40 and 65 years of age, in the area mainly for business. Last year, tourism was up by 13%, generating \$40 million in revenue for Nunavut.

### International travel trends

According to a survey of travel agents by Travel Guard, 63% say that their clients are going further afield and considering more exotic and emerging destinations. Nearly one-third of agents note that affordability is the most important factor for clients in selecting a destination for international travel, while 24% mention ease of travel or good tourism infrastructure. The presence of adventure or outdoor activities is an important factor in selecting a destination for 7% of respondents.

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## A marketing partnership between Yukon and Holland America

The Government of Yukon and cruise company Holland America Line signed a three-year \$300,000 marketing agreement to increase the number of cruise visitors to Yukon. Holland America is the largest tourism operator in the territory; it contributes between \$40 million and \$60 million to Yukon's economy.

## Canada ranks 3rd for its potential in adventure tourism

From 2010 to 2011, Canada rose from 4th to 3rd place in the Adventure Tourism Development Index for its adventure tourism potential, right behind Switzerland and New Zealand. Adventure tourism is part of Canada's tourism strategy and "active adventure among awe-inspiring natural wonders" is one of the Canadian Tourism Commission's five Unique Selling Propositions. In 2011, more than a quarter of international visitors visited a national or provincial park on their trip. In terms of natural resources, Canada ranks 1st with its 202,080 km of coastline. The country also stands out in terms of airport infrastructure and workforce education and training.

## Alberta focuses on sport tourism

From December 13 to 16, 2012, Canmore, one of Alberta's mountain towns, welcomed thousands of spectators and visitors to the cross-country World Cup. The province has invested \$220,600 in a sport tourism pilot project to attract new visitors to the region. Alberta also provided \$70,000 to Canmore Business & Tourism to help launch a new "Canmore Nordic Festival" during the World Cup. In addition, \$30,000 has been invested to create a cultural showcase featuring Alberta's Aboriginal performers and local artists.

Sport tourism is one of the fastest growing segments of the Canadian tourism industry, with domestic travellers spending about \$3.6 billion each year. By investing in sport tourism, through the World Cup, Alberta will attract new tourists, position itself as a sport destination, generate new tourism business and increase international recognition.

## Norway opens largest outdoor art gallery

[Artscape Norland](#) is an international project to bring art into nature. There are thirty-three sculptures from eighteen countries in various municipalities of the County of Norland. The project is intended to be "an art gallery without walls or a ceiling, covering an area of 40,000 km2." The rugged landscapes and icy surroundings add a mystical feel to the art on display.



Source : Laura Feinstein, [PSFK](#)

## ACTIVITIES

### A photography course centred on the northern lights and Sami culture

A new tourism product highlights Sami culture and the northern lights through photography. During a five-day course, visitors will be coached by one of Sweden's best nature photographers, Peter Rosen, who has over twenty years of experience and is behind the book "Aurora Borealis in Lapland." The course includes tips on how to improve photography in winter condition.



Source : PETER ROSEN, [Success for Reindeer Lodge](#), Newsletter, décembre 2012

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A few northern winter stays offered by agencies and tour operators

## Norway

Name	Place	Main activities	Duration	Price (departure site)
<a href="#">Magie hivernale des Lofoten</a> (Lofoten winter magic)	The Lofoten Islands	Discover the Lofoten Islands in winter, fish for cod, view the northern lights	7 days	From 1750 € Departure from Paris

## Iceland

Name	Place	Main activities	Duration	Price (departure site)
<a href="#">Magie hivernale en Islande</a> (Winter magic in Iceland)	From Keflavik to Vik	Golden Triangle: Geysir, Gullfoss, Thingvellir; Possibility of swimming in the warm waters of the Blue Lagoon	5 days	From 750 € Departure from Paris

## Finland

Name	Place	Main activities	Duration	Price (departure site)
<a href="#">Réveillon au centre de montagne Kiilopää</a> (Christmas or New Year's eve at the Kiilopää Fell Center)	Lapland	Cross-country skiing and snowshoeing, view the northern lights, dog sledding	8 days, 7 nights	From €1,440 Departure from Paris
<a href="#">Évasion Boréale</a> (Boreal getaway)	Lapland	2 days of skiing with a night in the wilderness, discover the local culture, Lainio Snow Village and Snow Hotel, dog sledding in Lainio	6 days, 5 nights	From €1,650 Departure from Paris
<a href="#">Réveillon givré</a> (Frosty New Year's eve)	From Hossa to Kuusamo	Dog sledding, go ice fishing or visit a reindeer farm, snow scooter, snowshoeing	8 days	From €2,390 Departure from Paris



## Québec

Name	Place	Main activities	Duration	Price (departure site)
<a href="#">Québec, l'aventure trappeur en traîneau à chiens</a> (Québec, Dog sledding trapper adventure)	North of Lac Saint-Jean (Québec)	5 days of dog sledding Various types of bush accommodations (log cabin, prospector's tent, etc.)	9 days	From €2,015 Departure from Paris

## Canadian north

Name	Place	Main activities	Duration	Price (departure site)
<a href="#">Alienait Arts Festival</a>	Iqaluit, (Nunavut)	Music, theater, film, dance, visual arts	8 days, 7 nights	From US\$4,395
<a href="#">Yukon, séjour traîneau à chiens</a> (Yukon, Dog sledding getaway)	Yukon	6 days of dog sledding, stay in a comfortable ranch	9 days	From €3,190 Departure from Paris
<a href="#">Forfait aventure au Yukon</a> (Yukon adventure package)	Yukon	View the northern lights, visit Whitehorse, dog sledding, snowshoeing	4 days	From CAD\$749
<a href="#">Aventure hivernale au Yukon</a> (Yukon winter adventure)	Yukon	Log cabin, snowshoeing, snowmobiling, view the northern lights, cross-country skiing, dog sledding	7 days	From CAD\$1,645
<a href="#">Expédition sur la route de glace, aurores boréales et Grand Nord canadien</a> (Ice road expedition, northern lights and Canada's Far North)	Yukon	Legendary Canadian roads, visit Inuit communities	13 days	From €5,990 Departure from Paris or Brussels
<a href="#">Canadian Arctic Polar Bear Migration</a>	Arviat	Immerse yourself in Inuit culture, observe the annual polar bear migration	4 days	From CAD\$3,599
<a href="#">Churchill Polar Bears</a>	Churchill	Polar bear viewing	2 days	From CAD\$1,699 Departure from Winnipeg



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## Greenland

Name	Place	Main activities	Duration	Price (departure site)
<a href="#">Heart of the Arctic 2013</a>	From Greenland to Québec	Cruise from Kuujuaq, Québec to Greenland, wildlife viewing, cultural presentation in Iqaluit	13 days	From USD\$3,895 without air transportation
<a href="#">Arctic Explorer 2013</a>	Resolute Bay to Kangerlussuaq	Cruise from Resolute Bay to Kangerlussuaq (Greenland), wildlife viewing, cultural presentation	11 days	From USD\$3,995 without air transportation
<a href="#">Raid à ski à Angmassalik</a> (Ski tour of Angmassalik)	Angmassalik Island	10 days of nordic skiing, meet the Inuit hunters of Angmassalik	15 days	From €2,495 Departure from Paris
<a href="#">Into the Northwest Passage 2013</a>	Kangerlussuaq (Greenland) to Kugluktuk (Coppermine River)	Cross the Arctic Circle, cultural presentation in Nunavut, Iceberg viewing	15 days	From USD\$7,195 without air transportation

## Mongolia

Name	Place	Main activities	Duration	Price (departure site)
<a href="#">Mongolie nomade en chiens de traîneau</a> (Dog sledding in Mongolia)	Terelj	7 days of dog sledding, 1 day of snowshoeing, meet Mongolian nomads, sleep in a yurt	11 days	From €2,700 Departure from Paris

## A cruise that includes camping

Many activities, including camping, are possible on the Plancius, which offers Antarctic Peninsula cruises. The expedition that includes a night in a tent will be held on the day with the best weather. A night under the stars is even a possibility. Camping equipment and gear are provided.



## MARKETS

### Iceland is attracting more and more French travellers

Iceland is an increasingly popular destination, with a 16% rise in the number of French visitors since the beginning of 2012. According to Visit Iceland's marketing director, the French appreciate this destination for its intact nature, rugged landscapes and unique culture. Carriers Wow Air and Norwegian Air want to increase flight frequency for winter and summer 2013. Icelandair is planning a 15% increase in flights for the coming year, while Iceland Express has announced a 30% increase in 2012 and that it intends to resume flights to the United States.

According to the Icelandic Tourist Board, 618,901 foreign travellers visited Iceland in 2012, representing an increase of more than 19% compared to the same period the previous year. In November 2012, there was a 60% increase in the number of tourists compared with to 2011. British tourists represent more than 27% of the total number of visitors, followed by Americans (17%), Norwegians (8%), Swedes (6%), Germans (5%), Danes (5%) and the French (4%).

### Newfoundland and Labrador: Market Readiness Subsidy Program

This program is designed to assist tourism stakeholders in enhancing the quality and market readiness of their tourism services, businesses and products to make a positive contribution to the province's image. Several strategies have been identified, including investing in education, training workshops and the study of best practices.

To ensure that the tourism sector has access to training and development programs, the Department of Tourism, Culture and Recreation, under the Product Development Division, is providing a subsidy for costs associated with participation in approved programs.

## SUPPORTING COMMUNITIES

### Arviat, Nunavut – \$100,000 for community support

Arviat in Nunavut has received \$100,000 in federal money through the Canadian Northern Economic Development Agency (CanNor) to develop an ecotourism industry. These funds will be used for:

- training members of the community as a wildlife viewing guides;
- marketing and tourism promotion aimed nationally and abroad; and
- the purchase of a wildlife viewing cabin, which will allow excursions outside the community.



Source : CanNor, [Arviat \(Nunavut\)](#)

### A project to support young entrepreneurs

The aim of the project funded by [Kolarctic ENPI](#) is to support economic and social development of the Barents Euro-Arctic region by facilitating the initiatives of young entrepreneurs. The project includes the creation of a support network that will enhance the development and implementation of innovative ideas in the region. Project activities include the creation of a cross-border business and innovative project development network; the creation of an innovation laboratories network; training and educational seminars; and other activities useful for beginners in international entrepreneurship.



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## Cabin adapted to Arctic conditions

The prototype of a sustainable, lightweight and portable cabin will be presented in three communities in Greenland. The modular unit will be self-sufficient in terms of energy and heating, as well as waste management. It is part of the Clim-ATIC program (2008-2011), which helped finance 60% of pilot projects in five Nordic countries (Greenland, Finland, Norway, Scotland and Sweden). In all, twelve communities partnered with researchers and local authorities to improve their ability to adapt to the impacts of current and future climate change, in terms of transport, risk management, energy and tourism.



Source : Clim-ATIC, [Demonstration adaptation project](#)

## Aboriginal BEST (Business Entrepreneurship Skills Training)

British Columbia's [Aboriginal Business & Entrepreneurship Skills Training \(BEST\)](#) Program is a free training series offered to Aboriginal people of all ages who are interested in becoming self-employed or starting their own business. It includes twelve group or one-on-one business startup coaching sessions. Each session is delivered by small business experts who bring in local Aboriginal business owners and guest speakers.

## Tourism business school in Murmansk, Russia

The 72-hour program will provide information on how to start up a tourism business, the daily routines of a travel manager and the duties and responsibilities of a tour guide. The courses will be bilingual (Russian and English). The educational program targets people who would like to start a tourism business or tourism professionals who want to further develop their knowledge and skills.

## PICTURING THE NORTH

### A pavilion that makes a soundtrack out of recorded footsteps

Entitled "Ekko", Thilo Frank's new installation encourages visitors to navigate a vortex of wooden slats while it creates its own living soundtrack. This permanent public piece is constructed of 200 wooden beams that revolve around a series of axes, challenging the visitor's perception of space.



Source : [Architizer](#)



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The CTC promotes Canada through videos shot by Canadians



source : YouTube. [Canada Shared by Canadians – Keep Exploring](#)

## INTERVIEW WITH AN EXPERT/TOURISM STAKEHOLDER

Adventure Canada is presented by its Marketing and Business Development Director

Clayton Anderson, Director of Marketing and Business Development for Adventure Canada, was interviewed as part of a series of case studies on the Canadian Tourism Commission's Signature Experiences Collection®.

This family business offers visitors the chance to visit exceptional places and communities in Nunavut. The company, which started as a group of friends taking camping and hiking trips to the mid Arctic, has now been around for 25 years and offers ship-based expeditions. Nunavut has very few big travel providers; Adventure Canada was among the first. The company's biggest challenge is the length of the season, since it has to wait for the ice to melt before the first departure. Mr. Anderson noted that the season had lengthened over the past 20 years—a sign of climate change. Ten years ago, it was impossible to get through the Northwest Passage, but today the ice has retreated enough to get through.

Passengers join residents for community barbecues and sit with local artists. The company and staff treasure the Inuit they work with. According to Mr. Anderson, Australia is the biggest market for growth; Australians and Canadians have a lot in common in terms of quality, outlook and pace of life.



Source : [Michelle Valberg - CCT](#)



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## Felix Geithner talks about his company, Arctic Range Adventure

Felix Geithner, Lead Guide, Operations Manager, Marketing Manager and President of [Arctic Range Adventure](#), was interviewed as part of a series of case studies on the Canadian Tourism Commission's Signature Experiences Collection®.

Excerpts from his interview:

- "We are a Yukon-based company that provides unique winter tours and packages for international visitors. For over 25 years, we have used the same high standards to ensure that our focus is to protect the pristine wilderness that the Arctic winter offers, so the beauty of the region remains."
- "Experiential travel is about fundamentally understanding what our visitors feel on an emotional level and bringing that to life, while we simultaneously take care of all the planning, preparations, travel and safety on a practical level."
- "Even in today's new culture of short booking periods, our guests usually book these exotic excursions six months in advance. We do have day programs that cater to a completely different type of traveller, and their booking time is much shorter."
- "Eighty percent of the bookings for the Ice Road to Tuktoyaktuk experience is a result of direct bookings from our clients. The remaining 20% comes from receptive tour operators, particularly in the Asian countries. We take bookings in English, German, and Japanese. The main receptive tour operators we work with are in Asia and Europe including: JTB, J-Pac, Adventure World, and Discover The World."
- (Marketing) "Roughly 82% of our overall business comes from Asia, 7% from Canada, 7% from Europe and 4% from the USA. We work primarily with the travel trade to promote our programs. An emerging market we are interested in is Brazil."
- "We think of the people who are attracted to our tours as "second experience travellers". This does not necessarily mean it is their second time to visit Canada, but rather they are a type of repeat traveller seeking remote experiences around the world and who are willing to step into a new adventure."



Exemple d'expédition :  
la route de glace jusqu'à Tuktoyaktuk

## NEW PUBLICATIONS

### Hunting and fishing data now available

Results of the [U.S. Fish & Wildlife Service's National Survey of Fishing, Hunting and Wildlife Associated Recreation](#) are now available in PDF format.

### Upcoming release of book Sustainable Cultural Tourism, Small-Scale Solutions

The author Susan Guyette, Ph.D., of Micmac-Métis heritage, will be publishing her book in March 2013. The presentation introducing it can be viewed [here](#).

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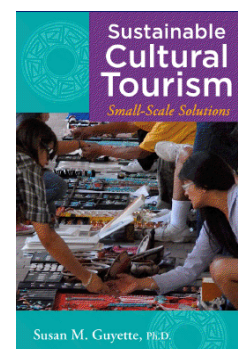


## First edition of the Arctic Yearbook

An online project was set up thanks to the University of the Arctic Thematic Network on Geopolitics and Security, which includes more than 140 universities and organizations, including UQAM. "The yearbook focuses on the geopolitical dynamics of the circumpolar north, regional issues and the links between the North and the rest of the world. This first edition of some 360 pages addresses the strategies and international policies of Arctic and non-Arctic countries. There are also sub-themes dealing with governance, the environment, marine navigation, indigenous peoples and international trade." The [2012 arctic yearbook](#) will be published once a year and can be viewed in pdf.

## A new handbook on cultural and heritage tourism developed in Canada

This handbook, divided into two main parts, was produced to inspire and assist community leaders to realize greater benefits from cultural and heritage tourism. The first part explains why culture and heritage tourism may be important to a community. The second focuses on how to plan and create a stronger cultural/heritage tourism presence in a community. Download the [Cultural & Heritage Tourism handbook](#) in PDF format.



# EVENT MONITORING – CALENDAR – 2013

## APRIL

- International Conference on Sustainable Development ICSD 2013  
Tirana, ALBANIA, or attend virtually, April 19–20, 2013  
<http://ecsdev.org/index.php/conference/iscd-2013>

## SEPTEMBER

- "Protecting the Sacred: Recognition of Sacred Sites of Indigenous Peoples for Sustaining Nature and Culture in Northern and Arctic Regions"  
Rovaniemi and Pyhä, FINLAND, November 11 to 13, 2013  
[http://www.arcticcentre.org/InEnglish/RESEARCH/The\\_Northern\\_Institute\\_for\\_Environmental\\_and\\_Minority\\_Law/University\\_of\\_the\\_Arctic\\_Thematic\\_Network\\_on\\_Arctic\\_Law/Sacred\\_Sites\\_Conference\\_2013.iw3](http://www.arcticcentre.org/InEnglish/RESEARCH/The_Northern_Institute_for_Environmental_and_Minority_Law/University_of_the_Arctic_Thematic_Network_on_Arctic_Law/Sacred_Sites_Conference_2013.iw3)
- Nordic Symposium in Tourism and Hospitality Research: "Innovation and value creation in experience-based tourism"  
Bodø & Lofoten Islands, November 24 to 27, 2013  
<http://www.uin.no/omuin/fakulteter/hhb/omhhb/konferanser/Nordictourism2013/Pages/default.aspx>



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## MARKETS

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