

Newsletter n°9 – October 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

Polar Bear Expedition: Ice trekking and wildlife photography

📍 Pond Inlet, Canada 🚰 Max. 6 🕒 Snow expeditions



In mid-April, an arctic wildlife photography expedition travels by snowmobile and dog sled with Inuit guides across the magnificent Canadian Arctic.

A partir de:
22000 USD per person ➡

New website for thrill seekers

Online sales site Adrenaline-Hunter.com was launched on May 17 by two French extreme sport and adventure travel enthusiasts. Activities available to thrill seekers are sorted into five categories or "universes": air, snow, land, water and crazy (unique expeditions).

The model is designed to optimize the autonomy of participating companies through the creation of a free listing; they can also integrate their cancellation policy. The site managers receive a 10% commission for every booking. In the interests of safety, professional profiles and related certifications are checked by the Adrenaline-Hunter team before a listing goes online. Above is an example of an expedition to Pond Inlet, Nunavut.

Source: Adrenaline-Hunter

North Iceland in third place among top European destinations

North Iceland has been named as one of the best places to visit by travel guide publisher Lonely Planet. Geysers, lava fields, impressive waterfalls and Iceland's second city Akureyri were cited by the publisher. The chance of spotting the Northern Lights was also noted as being higher than further north in Scandinavia. Direct flights to Akureyri are available from Europe and the United States.

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Fly and Bike in Northern Norway

Airline Wideroe recently introduced a new concept, setting up an airport-based bike rental network. Without wasting time, travelers can start exploring the destination and visiting local sites and attractions as soon as they arrive. Six regional airports in Northern Norway currently offer this option.

Source : Wideroe. [Fly and Bike](#)



Construction of Iqaluit airport to begin in 2014

A consortium of several firms under the name Arctic Infrastructure Partners has been selected to build and operate the new airport in Nunavut. The investment will take the form of a public-private partnership totalling \$300 million, including \$77 million of federal government funding. In the coming weeks, the consortium should sign a 30-year contract with the government. Construction is expected to begin in spring 2014 and should end in 2017. This may be the largest project in Iqaluit's history.

\$59 million for northern lights tourism in North Norway



The northern lights are a flagship product for the northern part of Norway. The North Norway Tourism Board estimates that a tourist spends an average of CAD\$377 (2,200 NOK) a day during the winter (October to March). In total, 50% of tourists are travelling in the region to see the northern lights, which is equivalent to 156,615 overnight stays for a total value of CAD\$59 million. Today, the Asian market comprises 5% of tourists and the Board anticipates a significant increase in the coming years.

In 2012, the region had total growth of 10.8% from international markets, compared to an increase of 3% for the rest of the country.

Source: Northern Lights plus Tromsø. Photo: Bjørn Jørgensen, from article [400 millioner på nordlysturisme](#)

Nordic countries increasingly accessible

As northern regions develop, new direct flights promote their accessibility. Here are just a few:

- FINNAIR / [Helsinki \(Finland\) to Tromsø \(North Norway\)](#)
3 direct flights a week from January to March 2014
From US\$300/return trip from January to March 2014
Goal: attract more Asians. Finnair has more than 250 direct flights between Helsinki and seven Asian countries

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- ICELANDAIR / [Anchorage \(Alaska\) – Reykjavik \(Iceland\)](#)
2 direct flights per week from May to September
From US\$584/return trip, direct flight from May to September
From US\$1,148/return trip starting in October, one stopover minimum
Possibility of booking 7 different 3- to 13-night packages
- NORWEGIAN / [New York \(US\) – Oslo \(Norway\)](#)
3 direct flights per week starting in May
From US\$727/return trip, direct flight

ACTIVITIES

Relax in the icy water

Arctic icebreaker Sampo will take passengers on a cruise to the Gulf of Bothnia in the Baltic Sea, between the Finnish and Swedish coasts. The trip includes an unusual activity: a dip among the ice floes! Not to worry, the neoprene wetsuit provides buoyancy and insulation from the cold of the water... and ice.



Source : The Official Travel Site of Finland. [The Myghty Sampo](#)

Free bicycles for tourists in Yellowknife

Marketing firm Outcrop Communications provides free bicycles to tourists visiting Yellowknife—city map included. The bikes are available at the Visitor Centre until September. This initiative allows tourists to discover city attractions using green transportation.

Sami cultural park in Norway

A Sami culinary, multimedia and cultural immersion is offered to visitors at Sápmi Park in Karasjok. This town of 3,000 people in Arctic Norway is 90% Sami. As part of their discovery of Sami customs, visitors can throw a lasso, feed reindeer or visit traditional dwellings (tents and huts). They can also buy handicrafts at the shop, watch a 3D movie on Sami beliefs (in 8 languages) and experience the typical mountain decor and cuisine of restaurant Storgammen (see also: [la pertinence touristique d'une culture culinaire nordique](#))(English version: Nordic Culinary Culture and Tourism (available on request)).

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Source : [Sápmi Park](#)

A few northern summer festivals and events

- [Alianait Arts Festival](#) (Iqaluit) – from June 28 to July 1 - this cultural event has existed since 2005 and is expanding every year. This year, it featured singers, musicians and other artists from Canada's three northern territories and from Greenland. More than 5,000 people attended in 2013.



Source : Alianait Arts Festival 2010 @Ed Maruyama ,
from article [Canadian festival welcomes artists from across the North](#)

- [The Canadian North Great Northern Arts Festival](#) (Inuvik, Northwest Territories) - July 12 to 21 - for its 25th anniversary, the Festival featured 120 Northern artists and performers and a wide range of art forms—from dancing to Inuit games to an Arctic fashion show—but especially more than 65 2- to 8-hour workshops with artists and artisans.
- [Riddu Riddu](#) (Olmáivaggi, Norway) - from July 10 to 14 - over the past 20 years, this Sami cultural and musical event has become one of the most important Aboriginal festivals in Europe. Concerts, seminars, literature programs for young people, workshops and exhibitions are a few of the festival's activities. Two campgrounds are available, one for more festive participants and one for families.

Facebook. Riddu Riddu. Photo credit @ Ørjan Bertelsen



- [Arctic Race of Norway](#) (Bodø/Lofoten/Harstad, Norway) - from August 8 to 11- First edition of the Arctic Race of Norway bike race in the Lofoten and Vestarålen Islands.

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Some summer packages in northern destinations

Canada

- [Frontiers North's Big Five Safari](#) - Manitoba - Moose, black bear, beluga, polar bear and bison watching - August - 8 days - CAD\$5 649 - Departure from Winnipeg
- [Walrus discovery](#) - Diving, walrus watching - September - 8 days - CAD\$12,000 - Departure from Coral Harbour
- [Chercheur en Basse-Côte-Nord](#) (researcher on the lower north shore of the St-Laurent) - Québec - Marine mammal watching - July to September - 8 days - €1,990 - Departure from Sept-Îles or Gaspé

Alaska and Groenland

- [Alaska Photo Journey](#) - Fairbanks to Anchorage, Alaska - Photography, national parks, wildlife watching, cruise/canoe excursions, lodge - July - 8 days - US\$4,595 - Departure from Fairbanks
- [Alaska Inside Passage – Ultra Adventure](#) - Southeast Alaska - Bird and wildlife watching, culture, cruise, hiking, kayaking, snorkeling, yoga - May to August - 22 days - US\$8,195 to \$16,495 - Departure from Juneau, Alaska
- [Spitzberg, Groenland, Islande – Ocean Nova](#) (Spitzberg, Greenland and Iceland on the Ocean Nova) - Greenland Sea - Polar cruise - Svalbard, Northeast Greenland, Iceland - August - 15 days - €6,550 to 7,550 - Departure from Paris
- [Exploration en kayak de la baie de Disko](#) (Kayak exploration of Disko Bay) - Disko Bay, Greenland - Kayaking and hiking - July-August - 17 days - €3,695 - Departure from Paris

Sweden and Finland

- [Montagnes des fils du Soleil et du Vent](#) (Mountains of the sons of the sun and wind) - Swedish Lapland - Mountain hiking, discovering Sami culture - July to September - 8 days - €1,990 - Departure from Kiruna, Sweden
- [Ours et rivières de Finlande](#) (Bears and rivers of Finland) - Finnish Lapland - Canoe trip, national parks, brown bear watching, fishing and trapping - August - September - 11 days - €1,695 to 1,995 - Departure from Paris
- [Rendez-vous nature](#) (nature rendezvous) - Paljakka Regional Park, Finland - Staying at an inn, hiking in the primeval forest, canoeing - August to October - 8 days - €1,470 to 1,795 - Departure from Paris

MARKETS

Five-year Tourism Strategy for Nunavut

Nunavut is trying to attract more leisure and business tourists in the coming years by restructuring its tourism industry. The overall strategy targets sustainable growth by creating quality products and services, training and educating tourism operators, supporting community tourism business development and a supportive legislative environment. Specifically, this would result in several actions, including:

- Developing new tourism legislation
- Establishing working groups at the strategic level
- Developing a management plan for cruise ships and yachts
- Investing in parks, conservation areas and historic sites

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- Conducting an inventory of the skills required in the tourism industry to identify the gap between current skills and actual needs
- Offering a tourism program at Nunavut Arctic College

According to the report, the authorities are forecasting a 23% increase in revenue generated by tourism over the next five years for a total of \$49 million by 2018.

Download the whole document: [Tunngasaiji: A Tourism Strategy for Nunavummiut](#)

SUPPORTING COMMUNITIES

Sápmi Experience, recognizing quality

The VisitSápmi tourism organization offers its members the opportunity to obtain the Sápmi Experience quality certification. To be eligible, a business must demonstrate that it promotes sustainable practices, has a safety plan, operates in an ethical manner and contributes to local development. To date, at least 20 companies are in the process of certification.

For more information: [Sápmi Experience](#)



PICTURING THE NORTH

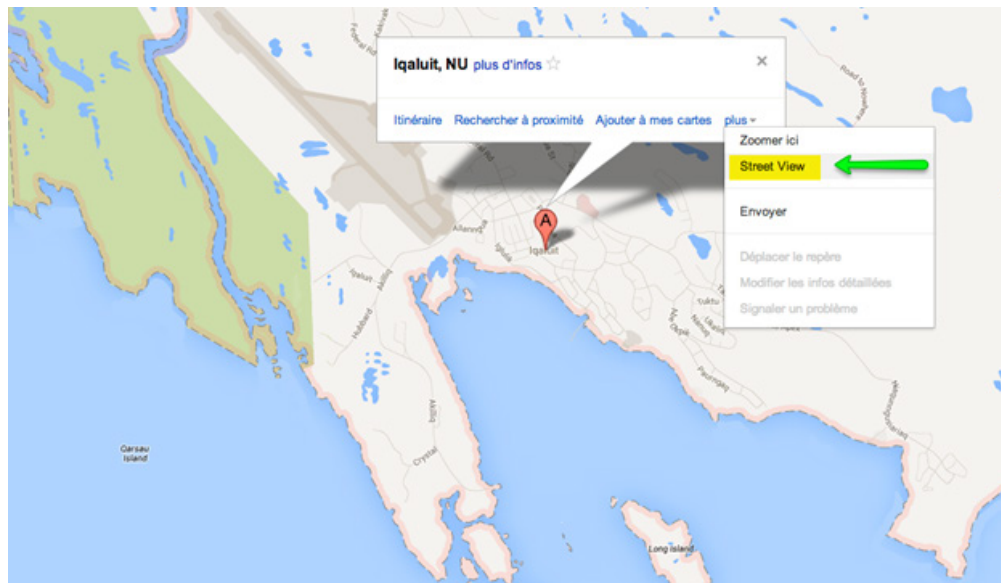
Google Street View goes dogsledding in Nunavut



Source : : Map Data @ 2013 Google

Google Maps, in partnership with Nunavut Tunngavik Inc., has integrated various views of streets, snowmobile and dog sledding trails, as well as the insides of some buildings, to its maps. To do this, a Google Street View camera operator visited the region in winter 2013. 360° panoramas are available on Google Maps by selecting Street View (see below). Select tourism boards, non-profits, and organizations can now borrow Google Street View's Trekker equipment to help collect imagery of remote and unique places.

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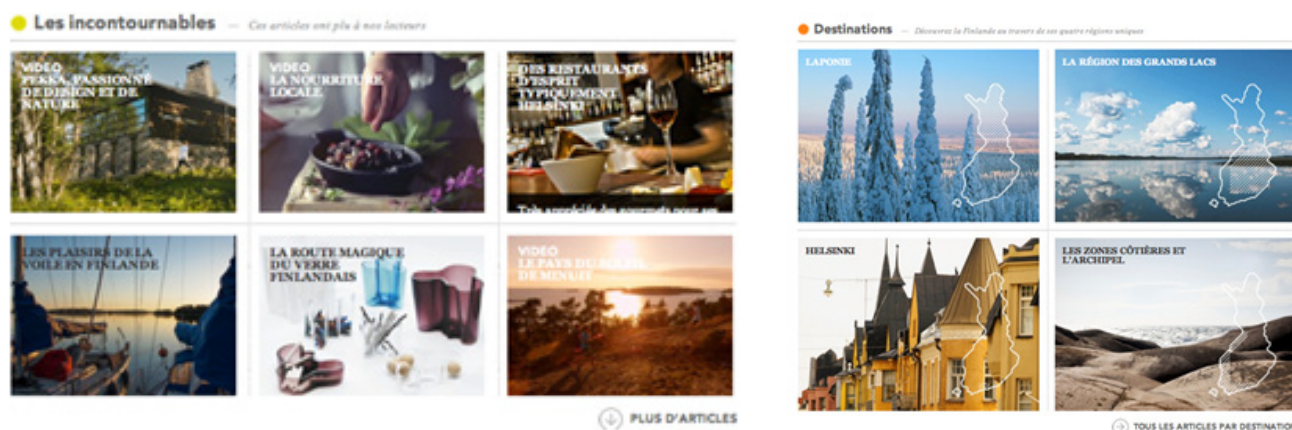


Source : Map Data @ 2013 Google ([Happy Nunavut day](#))

Websites for all devices

Tourist destination websites are increasingly designed to adjust automatically to all devices (computers, mobile phones, tablets, TV, etc.). These “responsive web design” sites allow optimal viewing of all content.

For example, the [Finnish Tourist Board](#) has opted for simple ergonomics divided by theme:



Source : [VisitFinland.com](#)

Click [here](#) to see other examples of destination websites designed to be responsive to various formats and screen resolutions.



INTERVIEW WITH AN EXPERT/ TOURISM STAKEHOLDER

An adventure specialist speaks about the importance of sustainable northern tourism

As part of Tourism Week in June, John Gunter, General Manager of Frontiers North Adventures, gave the presentation Invest Yourself in Polar Bears at the TEDxWinnipeg event. He addressed several timely topics for the North including the snowmelt and its impact on polar bears and the need to establish a dialogue with customers on northern issues. Click on the image to watch the video.

Source : YouTube. [Invest Yourself in Polar Bears: John Gunter et TEDxWinnipeg](#)



NEW PUBLICATIONS

First strategic plan for the Euro-Arctic Barents region



The Barents region has published its first interregional tourism action plan, which covers Finnish and Swedish Lapland, North Norway and the Arkhangelsk and Murmansk regions of Russia. The plan is based on extensive research, consultation with experts and 71 interviews with SMBs in the regions. The action plan focuses on five key areas: cooperation, education and knowledge, accessibility and transport infrastructure, product development and local identity.

Read the report:

<http://matkailu.luc.fi/loader.aspx?id=62669934-2ddd-4c26-a3d3-88df8bd9525c>.

Source : Arctic Centre, University of Lapland, tiré de [Indigee.org](#)

Developing a certification for nordic tourist destinations

In September 2012, an expert workshop on sustainable certification of destinations was held in Stockholm. According to the experts, Nordic countries that belong to the Nordic Council of Ministries (Denmark, Finland, Iceland, Norway, Sweden, Faroe Islands, Greenland and Åland) should develop a common system for sustainability certification of tourist destinations.

Document download page: <http://www.norden.org/en/publications/publikationer/2013-530>

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A profile of US anglers fishing in Manitoba

This report provides a profile of the anglers and their trip characteristics.

Document download page: http://attraction.ttracanada.ca/our-american-anglers-a-profile-of-us-anglers-fishing-in-manitoba/#.Ueb_nOC-Rk

Overview of the Finnish and Norwegian tourism industries

Research and Markets recently published profiles and tourism forecasts for Finland and Norway. To read summaries of these documents, click on the links below and see the description tab:

[Travel and Tourism in Finland to 2017](#)

[Travel and Tourism in Norway to 2017](#)

EVENT MONITORING - 2013 CALENDAR

OCTOBER

- Adventure Travel World Tourism Summit
Namibie, Kenya
October 26 to 31, 2013
<http://www.adventuretravel.biz/connect/summit/>

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News

- All About Shipping.co.uk. [Adrenaline-hunter.com, a new website paving the way to extreme sports in the online tourism industry](#), June 11, 2013
- IceNews. [North Iceland named as Top 10 European Destination for 2013 by Lonely Planet](#), June 28, 2013
- Wideroe. [Fly and Bike](#)
- Nunatsiaq Online. [Nunavut picks group for 30-year, \\$300-million Iqaluit airport scheme](#), July 4, 2013
- Wilh Dallawara, Werner. [400 millioner på nordlysturisme](#), translated by Google translate, July 12, 2013
- Northern Norway. [Nye direkteruter tar Asia til Nord-Norge](#), translated by Google translate, July 9, 2013
- [FINNAIR](#)
- Iceland naturally. [Icelandair Announces New Service from Anchorage to Iceland](#), May 15, 2013
- Visit Norway. [Fly nonstop to Norway with Norwegian](#), May 24, 2013

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Activities

- The Official Travel Site of Finland. [The Mighty Sampo](#)
- E-NWT. [Northwest Territories Tourism Newsletter](#), July 2013
- [Sápmi Park](#)
- [Alianait Arts Festival](#)
- Eye on the Arctic. [Canadian festival welcomes artists from across the North](#), June 28, 2013
- Nunatsiaq Online. [Alianait festival to keep this year's winning formula](#), July 10, 2013
- [The Canadian North Great Northern Arts Festival](#)
- [Riddu Riddu](#)
- [Artic Race of Norway](#)

Nordic summer packages:

- Frontiers North Adventures. [Frontiers North's Big Five Safari](#)
- Aquanautes Voyages. [Walrus Discovery](#)
- Grand Nord Grand Large. [Chercheur en Basse-Côte-Nord](#)
- Alaska Wildland Adventures. [Alaska Photo Journey](#)
- Expeditions Trips. [Alaska Inside Passage – Ultra Adventure](#)
- 66° Nord. [Spitzberg, Groenland, Islande – Ocean Nova](#)
- 66° Nord. [Exploration en kayak de la baie de Disko](#)
- Terre des Sames. [Montagnes des fils du Soleil et du Vent](#)
- 66° Nord. [Ours et rivières de Finlande](#)
- Grand Nord Grand Large. [Rendez-vous nature](#)

Markets

- Department of Economic Development and Transportation
[Tunngasaiji: A Tourism Strategy for Nunavummiut, Nunavut, 54 pages](#)

Soutien aux communautés

- VisitSápmi. [Sápmi Experience](#)

La nordicité en images

- Official Google Canada Blog. [Happy Nunavut Day! Snowy Iqaluit comes to Street View](#), July 8, 2013
- Le Weboskop. [Responsive Design: 10 exemples de sites web de destinations touristiques](#), December 18, 2012

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Interview with an expert

- Frontiers North Adventures. [Investing in Canada's tourism future](#), June 13, 2013

New publications

- Barents Nova. [Tourism action plan for the Barents Region](#), April 24, 2013
- Norden. [Sustainability certification of Nordic tourist destinations](#)
- Gaunt Rick. [Our American Anglers: A profile of US anglers fishing in Manitoba](#), Attraction, TTRA Canada Chapter, May 15, 2013
- [Travel and Tourism in Finland to 2017](#)
- [Travel and Tourism in Norway to 2017](#)

In collaboration with

