

**Northern Tourism Bulletin  
April 2017**

**PRODUCTS AND SERVICES**

**Enjoying the southern lights from an airplane**

An Air New Zealand Boeing 767 took off in March on a mission to catch the southern lights. The 130 passengers, all seated at a window, were treated to a breathtaking five-hour celestial light show during the eight-hour flight. This was the first ever commercial flight to take passengers to see the southern lights, also called the Aurora Australis. Check out the video below for a glimpse of what they saw.



Video: [YouTube](#)

Source: [Geo](#)

**A new luxury hotel on the shores of Iceland's Blue Lagoon**

Starting in the fall of 2017, Iceland's celebrated Blue Lagoon will have a new deluxe hotel to welcome an affluent clientele. All of [Moss Hotel](#)'s 62 rooms boast stunning views of the Blue lagoon. In addition to well-being activities, the hotel offers a restaurant featuring Icelandic cuisine, a wine cellar deep in centuries-old lava and a subterranean spa.

Source: [J'ai mon voyage](#)

**Snow Festival: bringing people together in Nunavik**

The Nunavik Tourism Association in Northern Québec promotes sustainable adventure tourism highlighting Inuit traditions. The Snow Festival is a good example, with its many competitions, including ice sculpture, igloo building, tool making, throat singing and dog sled races. The festival takes place in the village of Puvirnituq, home to 1,824 residents. The village population doubles during the week of the festival, however, with festival-goers from all 14 villages in Nunavik. At the close the festival, a feast is served, right on the ice, featuring arctic char, raw caribou and fried bannock.

Source: [L'Actualité](#)

## MARKETING

### Finland: the purest air, land and water in the world

A video broadcast by a Finland government agency promoting Finnish food products doesn't show a single one of them! What is shown is that despite a long winter, Finland produces food in the purest environment in the entire world, nothing less. That's a strong branding strategy at a time when culinary tourism is exploding and awareness of the sourcing and composition of what we eat is becoming widespread.



Video: [YouTube](#)

## RESULTS AND PERFORMANCE

### Managing tourist flow in Iceland

Tourism continues to grow in Iceland: with 490,000 visitors in 2010, and 1.8 million in 2016, Iceland is expecting some 2.3 million tourists in 2017. Travellers are attracted by Iceland's wild, untouched nature, but the very popularity of the destination could affect its image. One of the challenges is to manage the influx of tourists. Among the options suggested by Iceland's tourism minister are a tourist tax and adding more direct flights to Akureyri, the country's second largest city. Iceland's tourism boards have also developed marketing campaigns to promote the lesser-known regions of Iceland.

Source: [Adweek](#)

### Norway encourages visitors to enjoy *slow travel*

Since the release of the animated feature film *Frozen*, whose setting was inspired by Norway's fjords, hordes of tourists have been flocking to Norway, especially from the United States. Cruise ships carry some 700,000 sightseers annually through the country's UNESCO-protected fjords, flooding villages that often have no more than 200 inhabitants. To encourage more sustainable tourism, Norway is promoting "slow tourism," which involves adopting the pace of life of Norwegians. The [Slow TV series](#), available on Netflix and YouTube, is one such example, where viewers get a chance to watch Norwegians engaging in traditional activities.

Source: <https://www.treehugger.com/travel/norway-wants-tourists-slow-down-and-travel-more-sustainably.html>