

Window on Northern Tourism Newsletter
March 2017

PRODUCTS AND SERVICES

Canadian culinary experience north of the 58th parallel

To commemorate Canada's 150th birthday, three renowned chefs joined forces at the Prince of Wales Fort National Historic Site to create a unique culinary experience inspired by the location. Created in partnership with Frontiers North Adventures, the RAW:churchill event, which ran from March 4 to 11, gave visitors the opportunity to enjoy a world-class meal underneath the Northern Lights from the comfort of a glass-roofed, "pop-up" restaurant. Click on the video link below for an overview of the experience and location.



Video: <https://www.youtube.com/watch?v=8ID7poxl3jE>

Source: [Adventure Travel News](#)

Bear viewing camp in Alaska

Great Alaska Adventures offers multi-day safaris where adventure tourists can track and view brown bears. Accessible only by bush plane or boat, the Great Alaska BearCamp® is a remote, permanent encampment at the entrance of Lake Clark National Park and Preserve. Guests and staff lodge in comfortable, extreme weather cabin/tents. The territory is home to some 70 brown bears.

The Great Alaska BearCamp is included in a number of the company's safaris. Groups of four or six guests usually fly into the camp for a one- or two-night stay and experience guided bear viewings several times a day.

Source: [Adventure Travel News](#)

STRATEGIES AND MANAGEMENT

Federal government invests in Yukon tourism

The Canadian Northern Economic Development Agency (CanNor) is investing almost \$3 million to boost the Yukon tourism industry. The Yukon First Nations Culture and Tourism Association will benefit from \$1 million over three years to help connect First Nations artisans with business development and tourism opportunities. A strategy to support the marketing of Yukon as a destination and to promote business development opportunities is already planned. Funding of \$1,800,000 over two years will support the Yukon Now tourism marketing campaign, which will use a set of strategic marketing tools, including six television commercials produced to promote Yukon as a popular destination for travelers from around the world.

Source: [Government of Canada](#)

MARKETING

New Web site inspires explorers

Newfoundland and Labrador Tourism recently launched a new Web site designed to immerse Internet users in the unique atmosphere of the region. The site's home page is a full-screen photograph of a starry night sky with constellations made up of several theme elements linking to other, well-illustrated pages. Each theme page includes a narrated video clip. While some descriptive text appears on the pages, the site's main purpose is to inspire through stunning visuals, while the destination's official Web site is designed to inform. The site's tone is aptly set by one of Newfoundland and Labrador Tourism's famous catch phrases: "There's off the beaten path, and then there's this place."

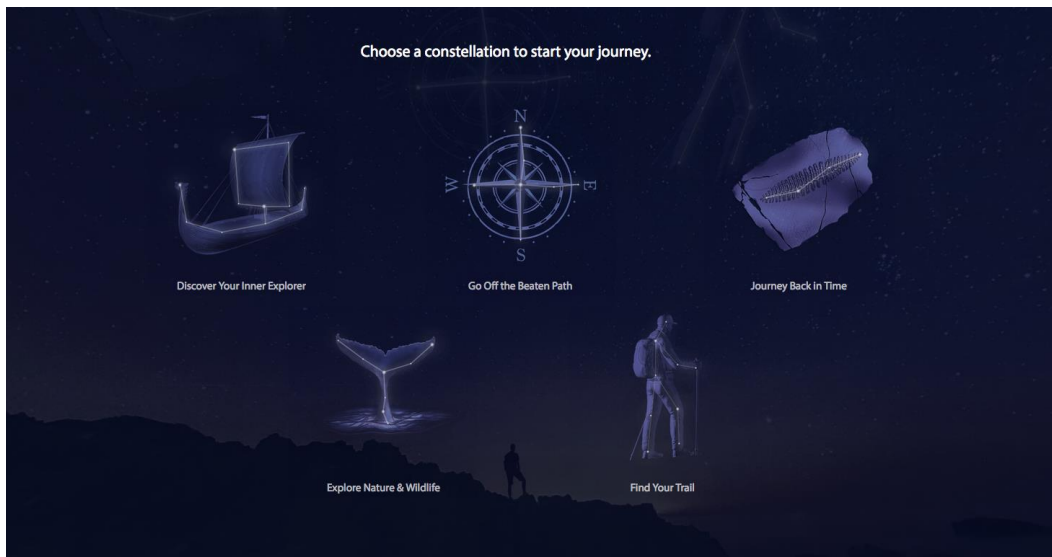
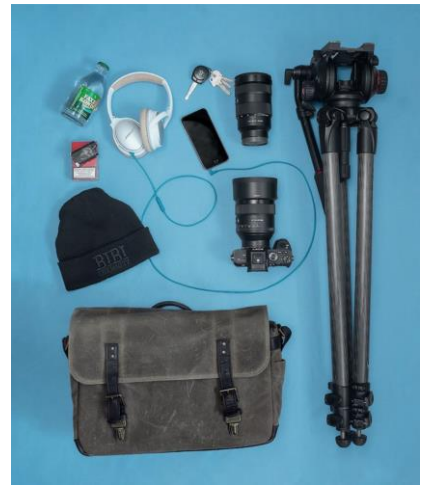
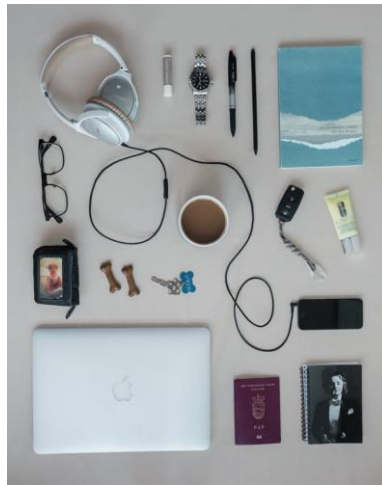


Image: [explorerswanted.ca](#)

Source: [explorerswanted.ca](#)

Greenland demystified

With a view to demystifying the day-to-day life of Greenlanders and breaking the stereotype often associated with people who live in far-away regions, the government agency responsible for tourism, Visit Greenland, and two photographers teamed up to launch the What's in my bag — The Greenland Edition campaign. The concept aims to highlight the people of Greenland, particularly those who live in the country's capital, Nuuk, and to photograph the objects they use on a daily basis. The idea is to show that Greenlanders are not that different from other people and are as individually diverse as in the rest of the world. For example, the images below show the objects chosen as part of the campaign by a student, a writer and a filmmaker. The photographs are shared on Visit Greenland's social media sites.



Photos: [Rebecca Gustafsson - Visit Greenland](#)

Source: [Visit Greenland](#)

RESULTS AND PERFORMANCE

National park in Northern Finland – a cut above

Lapland's Pallas-Yllästunturi National Park, the oldest and most popular national park in Finland, is a finalist in the 2017 Tourism for Tomorrow Awards competition. The park's management works in collaboration with local authorities, regional tour operators, the local reindeer herders' association and the Sámi people to balance the needs of conservation and local development.

Some 150 organizations work directly or indirectly with the park to provide a service that allows hikers to find their luggage waiting for them at their next destination. This promotes longer visits to the park and ensures better distribution of visitors and their spending in the region.

Source: [WTTC](#)