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Building *Nunavut* Together
Nunavut liuqatigiingniq
Bâtir le *Nunavut* ensemble

2021-2022

Tourism Act Annual Report



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MINISTER'S FOREWORD

COVID-19 has had an unprecedented impact on our tourism sector. Nunavummiut entrepreneurs and business owners who rely on the sector remain important to Nunavut's economy. The industry provides jobs for Nunavummiut of all education levels, promotes small-scale entrepreneurship, and creates sustainable development in many remote communities. The Department of Economic Development and Transportation (EDT) is committed to providing access to funding and training opportunities to outfitters and entrepreneurs across Nunavut.

During the 2021/22 fiscal year, our department made every effort to support tourism sector training programs for Inuit, staff in municipal offices, owners and employees of small and medium-sized tourism businesses, and government employees in the four regional offices. Delivered by Travel Nunavut, a customer service workshop was held in Pangnirtung and Arctic Bay, and 10 digital audits of members' websites and social media were completed. The Department distributed **\$807,624** in 2021-22 through our Community Tourism and Cultural Industries funding program. This funding supported Nunavut-based municipalities, societies, businesses, artists, and artists' organizations.

In the 2019 cruise season prior to COVID-19, Nunavut received 4,219 cruise tourists. Cruise operators spent \$848,394 across seventeen communities to access tours, performances, and logistics support for their passengers. During the 2021 cruise season, cruise ship operators remained shutdown.

Transport Canada (TC) announced that, as of February 28, 2022, the prohibition of cruise ships in Canadian waters was no longer in effect if operators could fully comply with public health requirements. With this news, EDT contacted the communities expecting cruise ships to determine their feelings about cruise ships returning and whether communities would desire our Cruise Ready! Workshops to help prepare communities to maximize the local economic impacts of the visits.

Staff also re-established relationships with the Association of Arctic Expedition Cruise Operators (AECO), with whom we have an MOU to collaborate on the *Cruise Ready!* workshops and the *Nalunaiqsijit: Inuit Cruise Ship Training Initiative*, among other items. We are pleased that some Inuit from previous cohorts of the training program took part in the 2022 sailing season, and plans were established to have another cohort of 12 interns in 2023.

The Department continued to market the territory to high-yield tourists and operate our four visitor centres in Iqaluit, Rankin Inlet, Cambridge Bay, and Pangnirtung. In 2021-22, these visitor centres received **3,617** domestic and international visitors. The numbers slightly increased from the previous year due to visitors and business travellers returning to the territory. We also saw growth in international and domestic travel. There were no cruise ships during this period.

Signs currently point to a successful land-based season for our operators, and that tourism will return stronger than ever as the pandemic recedes into the background.

The Honourable David Akeeagok
Minister, Department of Economic Development and Transportation
Government of Nunavut

DIRECTOR'S MESSAGE

I am pleased to present the Tourism Report for the 2021-2022 fiscal year from the Tourism and Cultural Industries Division (TCI) within the Government of Nunavut's Department of Economic Development and Transportation. The ongoing impact of COVID-19 continued to result in unprecedented interruptions to the division's training program delivery, workshop delivery, data collection, marketing initiatives and programs, and general tourism development initiatives for 2021. Still, that impact decreased as we moved into 2022.

DIVISIONAL OVERVIEW

The division was created in 2010 to centralize the territory's tourism governance and development efforts. The division is composed of four separate sections:

- Destination Nunavut, the territory's destination marketing organization.
- Visitor Experience, responsible for the management of visitor centres across Nunavut.
- Tourism Development, responsible for training, program development and funding support for tourism businesses and organizations; and
- Cultural Industries, which provides direct program support for artists and arts organizations.

2021-2022 HIGHLIGHTS

The COVID-19 pandemic devastated our tourism sector. The 2021 cruise season did not occur following the 2020 closure. Most land-based operators cancelled or deferred their bookings to 2022 or later. Many hotels, bed and breakfasts, and other accommodations saw a significant reduction in occupancy rates. All federal parks were closed. In a survey conducted by Travel Nunavut in mid-2020, 84% of businesses said they would require government support to survive, and 31% of companies had already temporarily closed.

In response, the Division developed a Tourism Recovery and Resiliency Plan, revived the Tourism Task Force, and created a Nunavut Cruise Working Group. It had updated the Community Tourism and Cultural Industries funding program to provide faster relief. Also, it promoted relief through the Small Business Support Program and at the Travel Nunavut AGM.

TOURISM INDUSTRY HIGHLIGHTS

The past decade (2010-2019) saw unprecedented growth in the tourism industry in Canada. The tourism economy in Nunavut also experienced significant growth during this period. 2019, pre-COVID, was the best year for the tourism industry in Canada.

Six different subsectors make up the Nunavut tourism industry. These include:

- National and Territorial Parks
- Cruise Tourism
- Business Travel
- Adventure/Sports Tourism
- Eco-Tourism
- Indigenous/Cultural Tourism

COVID-19 has significantly impacted each of these subsectors as operators and businesses could not survive indefinitely without the support of outside travellers. EDT responded by

maintaining an online media presence, streamlining our funding programs, and continuing to engage with and support all affected stakeholders.

The sector will recover, and TCI continues to accelerate progress towards the sustainable development of Nunavut's tourism sector, working closely with our territorial, national, and international partners to find innovative ways to increase the value of tourism in Nunavut through 2021 and beyond.

DAVID BOYLE
Director, Tourism and Cultural Industries

TOURISM DEVELOPMENT SECTION

THE NUNAVUT TOURISM ACT

The Department regulates tourism businesses under the authority of Nunavut's *Tourism Act* and regulations. Under this legislation, the Department's designated Tourism Officers issue Outfitter Licenses and Tourist Establishment Licenses annually to operators that meet eligibility requirements to operate a tourism business in Nunavut. This includes hotels, lodges, bed and breakfasts, outpost camps, outfitters, and cruise ships. For an up-to-date list of tourism businesses, please visit <https://www.gov.nu.ca/edt/operators>.

MONITORING AND COMPLIANCE

The Department ensures continuous monitoring of tourism activities and compliance with applicable legislation through:

- an annual license application review process that includes an assessment of each operator's proposed tourism activities, locations, qualifications and compliance with all applicable laws and regulations, such as the *Nunavut Building Code Act*, *Nunavut Fire Safety Act*, *Nunavut Public Health Act*, *Nunavut Wildlife Act*, *Nunavut Environmental Protection Act*, and *Workers' Compensation Act*.
- direct collaboration and regular interaction with regulatory agencies which also enforce Acts and regulations that affect tourism operators, such as the NWT & Nunavut Workers' Safety and Compensation Commission, Nunavut Department of Environment, Nunavut Department of Health, Nunavut Department of Community and Government Services, regional Inuit organizations, Transport Canada, municipalities, Nunavut Impact Review Board, and Nunavut Water Board.
- regular and ongoing interaction and dialogue between designated Tourism Officers and operators.
- inspections (often in collaboration with regulatory agencies mentioned above).

In 2019-2020 and 2020-2021, the Department could not inspect licensed tourism operators due to limited budgets, departmental staffing vacancies, changes in staffing in other regulatory agencies and COVID-19-related travel restrictions. Further to this, no formal investigations into potential infractions were conducted, and, as a result, no fines or formal warnings were issued under the *Tourism Act* and Regulations.

LICENCED TOURISM OPERATORS IN 2021

In 2019, the Department's tourism database listed 111 separate tourism operations licensed or regulated under the *Tourism Act*. In 2021, the Department's tourism database recorded 59 different operations licensed or regulated under the Act. This low number demonstrates the devastating impact of the pandemic.

Table 1.1. Licensed Tourism Operators

Outfitters	
Arctic Bay Adventures	Arctic Bay
Arctic Haven Wilderness Lodge	Arviat
Arctic Kingdom	Pangnirtung, Pond Inlet, Qikiqtarjuaq, Kimmirut, Igloolik, Resolute Bay, Iqaluit, Grise Fiord, Arctic Bay
Arctic Watch Lodge	Resolute Bay, Clyde River

Atii Tourism	Pond Inlet
Bathurst Inlet Developments (1984) LTD	Cambridge Bay, Kugluktuk
Bathurst Inlet Lodge LTD.	Cambridge Bay, Kugluktuk
Hakongak Outfitting	Cambridge Bay
Henik Lake Adventures	Arviat
Igloo Tourism and Outfitting	Iglolik
Inukpak Outfitting	Iqaluit
Jackpine Paddle	Kugluktuk
Kilabuk Services	Pangnirtung
Kool Runnings Inc.	Iqaluit
NorthWinds Arctic Adventures Limited	Iqaluit
PEO Services	Pangnirtung
Plummers Arctic Lodges	Kugluktuk
Polar Outfitting	Iqaluit
Tikippugut	Iqaluit
Wanapitei Canoe and Northern Outdoor Expeditions INC.	Kugluktuk, Baker Lake
Tourist Establishments	
Aqsarniit Hotel and Conference Centre	Iqaluit
Arctic Haven Wilderness Lodge - Outpost Cabin	Arviat
B and B 360	Rankin Inlet
Bathurst Inlet Lodge Ltd.	Cambridge Bay
Bathurst Inlet-Burnside River Outpost Camp	Cambridge Bay
Bathurst Inlet-Char Lake Outpost Camp	Cambridge Bay
Bathurst Inlet-Contwoyto Lake Outpost Camp	Cambridge Bay
Bathurst Inlet-Fishing Creek Outpost Camp	Cambridge Bay
Bathurst Inlet-Pellat Lake Outpost Camp	Cambridge Bay
Bathurst Inlet-Wilberforce Falls Outpost Camp	Cambridge Bay
CAP Enterprises Ltd	Gjoa Haven
Coppermine Inn	Kugluktuk
Dorset Suites, Huit Huit Tours Ltd	Cape Dorset
Enokhok Inn and Suites Cambridge Bay	Cambridge Bay
Enokhok Inn and Suites Kugluktuk	Kugluktuk
Frobisher Inn	Iqaluit
Hakongak Outfitting	Cambridge Bay
Henik Lake Adventures - Baralzon Lake Camp	Arviat
Henik Lake Adventures - Edehon Lake Camp	Arviat
Henik Lake Adventures - Henik Lake Camp	Arviat
Henik Lake Adventures - Kuugluk Bear Camp	Arviat
Henik Lake Adventures - Nueltin Lake Camp	Arviat
Illu Inc.	Cambridge Bay

Inukshuk Constructions LTD.	Rankin Inlet
Katimavik Suites - Arviat	Arviat
Katimavik Suites - Rankin Inlet	Rankin Inlet
LRT Construction and Lodging	Iglolik
Naujaaraaluit Hotel	Clyde River
Pangnirtung Fjordview Bed & Breakfast	Pangnirtung
Plummers Arctic Lodges	Kugluktuk
Polar Motel	Cape Dorset
Qillaq Lodge	Cambridge Bay
RANNVAs Bed and Breakfast	Iqaluit
TBG	Cambridge Bay
TBG	Iqaluit
TBG	Rankin Inlet
Tower Arctic Ltd.	Iqaluit
Ungaluk Suites	Iqaluit
Yaras Bed and Breakfast	Rankin Inlet

TOURISM SECTOR TRAINING

Under Sivummuqaqpaliajjutivut,

Nunavut's economy is continuing to diversify, and Nunavummiut have increasing choices in employment. Despite these opportunities, the territory relies on imported labour and many Inuit are dependent on social assistance or under-employed. Improved access to local skills training and postsecondary education will enable self-reliance and employment.

...with a specific priority being: "Putting our communities first by offering local skills and trades training that will reduce our dependence on imported labour and support employment for people with disabilities."

TCI continued to encourage Nunavummiut to participate in tourism-related opportunities by ensuring access to a comprehensive training regime which included hospitality and business skills, on-the-land guiding, cruise expedition team training, survival and risk management skills, and cultural interpretation skills.

While tourism is an industry driven by private sector development, it requires government support to flourish. This is particularly true with a destination such as Nunavut, which faces many structural challenges. Among these challenges is the need for a suitable labour pool interested and trained in different elements of the tourism sector. Tourism industry opportunities are only possible with a collection of trained, certified employees. Training has long been a recognized need for the tourism sector in Nunavut.

In 2016, the Tourism and Cultural Industries Division conducted a training needs assessment of tourism businesses in the territory. 70% of respondents stated that tourism training was "essential" for the growth of the tourism industry in Nunavut, with a further 17% stating it was "necessary" and 13% saying that it was "somewhat necessary." No operators believed that training delivery targets were currently being met.

When tourism operators were asked about the barriers to employees receiving training, they indicated:

- a) high costs, and
- b) a need for more training opportunities in the territory.

The division cancelled or deferred most of its training programs for 2021-2022 as the pandemic was still hitting the territory. Through a partnership agreement with Travel Nunavut, we delivered the training workshops outlined in the following table.

Table 1.2. Delivered Training Programs

Training Program	Community	Inuit	Non - Inuit	Male	Female	Total
Customer Service (online delivery)	Iqaluit, Pangnirtung, Arctic Bay, Clyde River, Igloolik, Sanirajak, Naujaat, Baker Lake, Gjoa Haven, Cambridge Bay	30	5	16	19	35
Professionalism (hybrid delivery)	Pan-Nunavut	35	3	18	20	38
Marketing (hybrid delivery)	Pangnirtung, Qikiqtarjuaq, Iqaluit, Gjoa Haven, Arctic Bay, Resolute Bay, Baker Lake, Rankin Inlet, Naujaat, Cambridge Bay	56	15	26	45	71
Financial Literacy (hybrid delivery)	Igloolik, Arctic Bay, Sanirajak	5	0	2	3	5
Legal regulations (online)	Pan-Nunavut	7	1	3	5	8

CRUISE SECTOR

Expedition cruise ships usually visit Nunavut between July and October. These vessels hire Inuit expedition team members and lecturers onboard and contract tours, performances, and other services from communities and local businesses. The expedition cruise season did not occur in 2021, resulting in lost employment and income opportunities for Nunavummiut.

To remain viable, the industry adopted best practices to maintain a safe operating environment for passengers and the communities they visit; however, the Federal Government decided against opening Canadian waters to cruise ship visits. Considering Transport Canada's announcement to cancel the season through February 2022, the Division focused on developing Operational Guidelines for 2022 that adequately addressed public health and safety concerns. A

task force was put in place at the beginning of 2021 to connect cruise operators with communities and assess under what conditions they would be open to receiving cruise ships.

Nunavut Cruise Working Group

The working group's mandate was to "[e]nsure a safe and sustainable restart of expedition cruise operations in Nunavut from 2021."

The Nunavut Cruise Working Group had the following objectives:

- Ensure broad involvement and collaboration with relevant stakeholders
- Ensure regard for local communities and industry needs and concerns
- Work with communities, where requested, to prepare to receive expedition cruise vessels in 2022
- Educate and build community awareness on COVID-19 mitigation measures for Arctic cruise operations
- Educate and build community awareness on expedition cruise tourism, sustainability, and community engagement
- Work with Transport Canada to create a safe operating environment for communities and cruise passengers in 2022

Participating organizations included the Government of Nunavut, Qikiqtani Inuit Association, Transport Canada, the Association of Arctic Expedition Cruise Operators, the Canadian Border Services Agency, and the municipalities of Cambridge Bay, Pond Inlet, and Resolute Bay.

Transport Canada Interim Orders

The Transport Canada Interim Orders for 2021 expressed the following:

- *Adventure-seeking pleasure craft are still prohibited from entering Arctic waters.*
- *Passenger vessels carrying more than 12 people are still prohibited from entering Arctic coastal waters, including Nunatsiavut, Nunavik, and the Labrador Coast.*
- *Cruise vessels carrying more than 100 people are still prohibited from operating in Canadian waters.*

The following is stated,

"These measures will not affect the pleasure craft used by local Arctic residents.

With these prohibitions in place, public health authorities can continue focusing on the most pressing issues, including the vaccine rollout and new COVID-19 variants.

To limit the spread of COVID-19, the Government of Canada advises Canadian citizens and permanent residents to avoid all travel on cruise ships outside Canada until further notice.

Essential passenger vessels, such as ferries and water taxis, should follow local public health guidance and protocols and mitigation measures to reduce the spread of COVID-19 and prevent future outbreaks. These could include reducing the number of passengers, ensuring physical distancing, wearing masks, and enhancing cleaning and hygiene measures.

Cruise vessels in Canadian waters pose a risk to our healthcare systems. The Government of Canada will continue to evaluate the situation and make necessary changes to ensure all

Canadians' health and safety. Should the COVID-19 pandemic sufficiently improve to allow the resumption of these activities, the Minister of Transport can rescind the Interim Orders.”

Nunavut Marine Tourism Management Plan 2022-2027

The new Nunavut Marine Tourism Management Plan (NMTMP) was drafted in 2021-22. Nunavut's expedition cruise sector is vital to the territory's tourism mix. These vessels visit Nunavut communities during the territory's short summer months, hiring Inuit expedition crew members and spending money on tours, performances, and other services across the region. Expedition cruise tourism encourages cultural exchange and learning, providing Nunavummiut with supplementary income and full-time employment opportunities. The visits of the *Crystal Serenity* in 2016 and 2017 brought global attention to Nunavut's marine tourism sector and was a catalyst for the Government of Nunavut to consolidate its marine governance efforts in the territory. Before the introduction of the first NMTMP, the industry lacked focused oversight and struggled to reflect the values and wishes of Nunavummiut.

Stakeholders widely recognize the Government of Nunavut as the focal point for marine tourism management in Nunavut waters. This is best illustrated by the Memorandum of Understanding (MOU) signed between the Government of Nunavut and the Association of Expedition Cruise Operators (AECO) signed in April 2019. This MOU helped enable the continued strategic development of this tourism subsector for the benefit of Nunavummiut. The new NMTMP builds upon this strong foundation.

COVID-19 rapidly shifted the reality of Nunavut's tourism industry, particularly cruise tourism. The most significant impact being the cancellation of Nunavut's expedition cruise seasons in 2020 and 2021. The new NMTMP will continue to guide the Government of Nunavut's development efforts by emphasizing increased employment of Inuit in the sector.

The NMTMP 2022-2027 is built around three flagship departmental initiatives. These programs are:

- *Cruise Ready!* a cruise ship preparedness workshop
- *Nalunaiqsijit: Inuit Cruise Training Initiative*
- *CruiseNunavut*, an information portal for communities and industry

In addition to these programs, there are several ongoing management considerations. These include developing the natural linkages between the three flagship programs, reinforcing the Government of Nunavut's involvement in federally funded marine monitoring and route mapping programs, and integrating better cultural tourism supports for artists, carvers, performers, and other community members who benefit from passenger spending.

The final section of NMTMP 2022-2027 is devoted to an aspirational future state of the marine tourism industry in Nunavut, taking a long-term view that stretches beyond the immediate future. This section demonstrates how each component of the NMTMP works together to drive toward holistic development and long-term objectives.

NMTMP 2022-2027 encourages a sustainable marine tourism sector for the territory that provides employment opportunities for individuals in remote communities and opens international career paths for Inuit.

Cruise Ready!

Communities have varying degrees of preparedness and appetite for cruise visits. *Cruise Ready!* is designed to meet needs at all ends of the readiness spectrum. The annual roll-out of *Cruise Ready!* workshops are a mixture of first-time community requests for support and shorter refresher workshops for communities familiar with cruise visits.

Each *Cruise Ready!* workshop is tailored to be as community-specific as possible, based on a needs-based consultation with municipal officials before the visit. A comprehensive facilitator's manual is available for leading the workshop.

Representatives from the marine tourism industry are active participants and enthusiastic partners in workshop delivery. This enthusiasm increases buy-in from community members, improves overall community member participation, and reinforces the utility of all workshop components.

Nalunaiqsijit: Inuit Cruise Training Initiative

In Inuktitut, nalunaiqsijit means “to make it clear, to have no doubts,” or “informers, connectors.” The program began as a partnership between the Government of Nunavut, Parks Canada, and Adventure Canada. Curriculum development involved the Government of Nunavut, Adventure Canada, and the Nunavut Fisheries & Marine Training Consortium (NFMTC). The Government of Nunavut and NFMTC provide ongoing funding and logistics support to the program. The AECO assists with internship placements on board expedition vessels. The program occurs in three distinct phases, which allow trainees to progress comfortably through the program's relatively steep learning curve.

This opportunity-based program enables Inuit to work as expedition team staff members on board marine tourism vessels - not only in Nunavut waters but worldwide. These jobs include zodiac driving, polar bear monitoring, presentation delivery, guiding during on-the-land hikes, and other miscellaneous duties on board the vessel.

Each year, up to 12 Inuit participate in the program. There is a significant degree of industry buy-in to the program, with cruise operators guaranteeing internship positions on board their ships each year that the program runs. These internships take place in and beyond Nunavut. In 2019-2020, two graduates of the program completed their internships in Antarctica. This program was paused in 2020-2021 and 2021-2022 due to the cancellation of the respective cruise seasons.

CruiseNunavut

CruiseNunavut fosters sustainable development of the marine tourism industry in Nunavut by simplifying communication and information sharing between communities and marine tourism operators. *CruiseNunavut* began in 2016 as an email address, CruiseNunavut@gov.nu.ca, to provide Nunavummiut with information on the territory's marine tourism operations. As a natural progression from email communication, a *CruiseNunavut* website will be launched in 2023. This is a vital next step in the formalization of the Government of Nunavut's capacity to manage marine tourism within the territory.

The *CruiseNunavut* website aims to represent the needs and interests of all stakeholders of Nunavut's marine tourism industry and streamline operations by providing a platform for

2021-2022 Funding

developing and disseminating information about programs, initiatives, and governance measures.

COMMUNITY TOURISM AND CULTURAL INDUSTRIES PROGRAM

The Community Tourism and Cultural Industries (CTCI) program encourages diverse and sustainable economic growth through responsible development of the tourism sector and cultural industries. It promotes and supports economic development initiatives that build on and add value to identified areas of potential, including the arts and tourism sectors, and reinforces sustainable economic development for communities that showcase the strength and richness of Nunavut's natural wonders, wildlife, and people. This program is based on the following Inuit Societal Values and guiding principles:

- *Pijitsirniq*: (serving and providing for family and community) Self-reliance of individuals, families, and communities are enhanced by the development of the applicant's talents and skills. A sustainable community tourism and cultural industries sector is one that respects the environment and motivates youth – the future generation – to become involved.
- *Pilimmaksarniq/Pijariuqsarniq*: (development of skills through observation, mentoring, practice, and effort) Applicants are empowered to develop their skills through practice, effort, and action.
- *Piliriqatigiinniq/Ikajugtigiinniq*: (working together for a common cause) The growth of the community tourism and cultural industries sector depends on a shared mission and commitment between the Department and stakeholders in the industry.
- *Aajiiqatigiinniq*: (decision making through discussion and consensus) Funding must complement existing funding structures and deliver effective support to the community tourism and cultural industries sector. The results of community tourism and cultural industries funding must be measured and reported to support future decision-making discussions.

Funding is available to Nunavut-based municipalities, societies, businesses, artists, and artists' organizations. Applications are directed to regional offices, and the emphasis is on projects at the community level. The program has three separate schedules:

- **Getting Started, Creation and Training Schedule (Schedule A)** supports the government's commitments to tourism and cultural industries-related education and training in keeping with the guiding principle of *Pilimmaksarniq/Pijariuqsarniq* (development of skills through practice, effort, and action). This schedule supports small businesses, individuals, organizations, and municipalities seeking to build upon or enhance their service delivery capacity or hone their artistic ability.
- **Product Development and Marketing Schedule (Schedule B)** supports the Department's commitment to developing Nunavut's arts, culture, and tourism Sectors. This schedule aids Nunavut small businesses, organizations, individuals, and municipalities that have identified promising product and marketing opportunities.
- **Infrastructure Improvements Schedule (Schedule C)** supports infrastructure development and will add value to the cultural and tourism sectors. Funding is targeted towards small businesses, artist studios, municipalities, and other organizations and will support community visitor centre improvements and the installation of public art displays.

Applications Received

Kivalliq	Kitikmeot	North Baffin	South Baffin	Headquarters	Total
99	75	39	48	9	270

Amounts Committed

Kivalliq	Kitikmeot	North Baffin	South Baffin	Headquarters	Total
\$205,967	\$122,099	\$59,664	\$186,533	\$233,360	\$807,624

Applications received in 2021-2022 were mostly projects from artists.

ARTS AND TOURISM PRE-EMPLOYMENT TRAINING

Most training programs offered by the Government of Nunavut primarily target individuals and businesses already active in the arts and tourism sectors. However, many Nunavummiut are not aware of the opportunities in these fields. In response, the Government of Nunavut is developing a suite of stand-alone training modules to promote greater awareness of careers in the arts and tourism sector. The learner profile and target audience for this initiative are:

- Nunavummiut between 15-30
- Nunavummiut, with transferable skills, who may be interested in career and business opportunities in the arts and tourism sector
- Nunavummiut, who are interested in work that supports and promotes traditional knowledge, language, and culture
- Nunavummiut who are interested in self-directed, creative work that takes place outdoors

The modules have two components, a short, compelling, well-produced film and optional supplementary learning supports (activities, worksheets, assignments). The modules function as a learning tool and promotional pre-employment primer to peak interest amongst Nunavummiut who may be interested in working in arts or tourism. The films convey information through Pilimmaksarniq/Pijariuqsarniq (learning through observation) by following Nunavummiut who successfully work in specific areas of these sectors. In 2021-22, films on dogsledder Syzula Ikkidluak, marine outfitter Ted Irniq, and artist Natasha Alakkarialuk were produced.

The delivery options for the TCI modules are vast, with widespread applicability. The films can independently be shared widely through Government of Nunavut communications assets, including Destination Nunavut and official social media accounts. Through these platforms, they may also serve a secondary purpose as destination marketing.

In addition, the modules have been prepared to integrate into specific delivery settings. When paired, the films and learning supports are self-explanatory and do not need to be delivered by certified instructors. Government of Nunavut staff, municipal officials, Nunavut Arctic College

(NAC) and high school instructors can all easily integrate the TCI Modules into their curriculum as needed. Importantly, embedding the modules within the high school or NAC programs demonstrates the applicability of skills learned in these educational settings to work in the arts and tourism sectors.

VISITOR EXPERIENCE SECTION

In 2021-2022, we had 3,617 visitors to the four visitor centres operated by the Government of Nunavut. Those four visitor centres are the Unikkaarvik Visitor Centre in Iqaluit, the Kivalliq Regional Visitor Centre in Rankin Inlet, the Angmarlik Visitor Centre in Pangnirtung and the Arctic Coast Visitor Centre in Cambridge Bay. Of 3,617 visitors, 2,932 were from Nunavut, and at least 685 were from out of the territory. The numbers slightly increased from the previous year due to visitors and business travellers starting to come back into the territory. We also saw growth in international and domestic travel. There were no cruise ships during this period. International and North American numbers could only be broken down for the Unikkaarvik Visitor Centre in Iqaluit.

At the **Unikkaarvik Visitor Centre in Iqaluit**, there were 1,163 visitors. Of those, 565 were from Nunavut, 439 were from elsewhere in Canada, 23 were international, 68 were from the United States, and 68 were of unknown origin. 64 of these visitors were Francophones. There were numerous events and programs held at Unikkaarvik. The Isaacie Group Home visited for documentaries on five occasions, with an average of six people visiting per session and 31 patrons over the five visits. Akausisarvik visited twice, with a total of 13 patrons attending over the two sessions. There were a few tours of the centre, including the Qajuqtarvik Food Centre with six people and a class from Nakasuk School with 15 people. In partnership with the Friends of the Iqaluit Library and the Iqaluit Centennial Library, Unikkaarvik hosted a book sale that brought in 95 people. Atiigo Media did a film shoot with five people at Unikkaarvik as well.

The **Kivalliq Regional Visitor Centre** (“KVRC”) saw 1,218 visitors in 2021-2022; 18 were from outside of Nunavut. The KVRC held a tuilik-making workshop with Krista Ulujuk Zawadski and Helen Iguptak with 10 participants. They also had two “Learn To” workshops in partnership with Parks Nunavut; a nivingajuliat/wall hangings workshop with Helen Iguptak and a qiviut workshop with Inuujaq Leslie Fredlund. These two workshops brought in 14 participants. Maybe Somewhere’s retail business operated out of the Kivalliq Regional Visitor Centre during this fiscal year, bringing in many people.

The **Arctic Coast Visitor Centre in Cambridge Bay** had at least 300 visitors come through in the fiscal year.

The **Angmarlik Visitor Centre in Pangnirtung** saw 936 visits in 2021-2022. They ran the elders program throughout the year and provided space for the elders committee to meet four times. Of the 936 visitors, 759 were elders, 69 were visitors to Nunavut, 33 were Nunavut residents, 50 were Nunavut students, and 25 were elders committee attendees.

*Please note that these numbers reflect repeat visitors on different days. If the same visitors return on a new day, they are counted again on that day’s tally sheet. This also includes repeat visits for scheduled programming. For example, the number of total elder visits at Angmarlik is the total attendance of elders to the program over the entire year.

DESTINATION NUNAVUT SECTION

In 2021-2022, Destination Nunavut (DN) maintained awareness of the Nunavut brand across all its marketing channels. With the pandemic still causing uncertainties, DN's strategic approach was to continue growing its digital audience and build awareness of Nunavut as a beautiful destination for travellers.

DN's target audience remained the same. However, focusing on domestic audiences was a priority as most international countries still had travel restrictions. As in the previous year, this strategy pivot was due to the observation that there would be more value in domestic travel upon Nunavut's re-entry into the tourism market than investing in international visitors.

CHANNEL PERFORMANCE SUMMARY

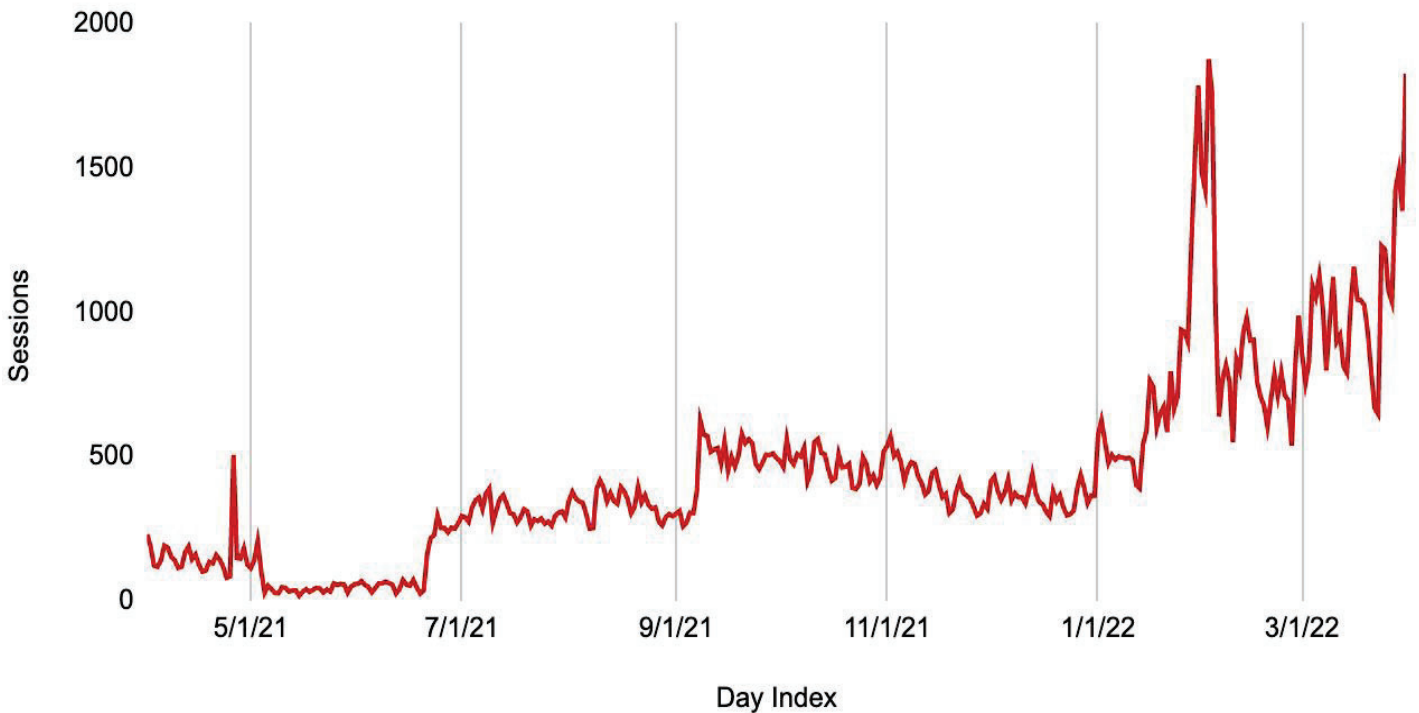
Default Channel Grouping	Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
Social	64,019	55,674	88.99%	1.23	0:00:13
Paid Search	49,240	39,715	79.39%	1.55	0:00:38
Organic Search	17,378	14,692	73.27%	1.84	0:01:20
Direct	16,892	14,875	68.83%	1.99	0:01:13
Organic Social	10,907	9,536	87.30%	1.27	0:00:17
Display	1,094	688	91.68%	1.12	0:00:26
Referral	968	723	51.14%	3.13	0:02:35

April 1, 2021 - March 31, 2022

Destination Nunavut's website contributed the most traffic through social media (Facebook, Instagram). As noted above, users through organic channels were highly engaged on-site and 1.99 pages/session was recorded in 2021-2022.

SESSION PERFORMANCE

Sessions vs. Day Index



Traffic increased steadily in the third quarter and significantly in the fourth quarter, with the highest peak.

DESTINATION NUNAVUT WEBSITE VISITORS BY AGE GROUP

Audience Demographics Age April 1, 2021 - March 31, 2022

There was an increase in traffic coming from users aged 65+. However, 55-64 were highly active and recorded as the highest users but with the lowest time spent on the page. Ages 25-34 had the lowest number of visitors, but it was noted as the group with the longest time spent. Age groups 55-64 and 65+ had the highest bounce rates and many visitors, demonstrating that DN's work was successfully reaching and connecting with their target audience.

In 2021-2022, a total of 160,537 sessions were generated. The most sessions were developed in March 2022, with 31,979 sessions, followed by January, which recorded 22,586 sessions.

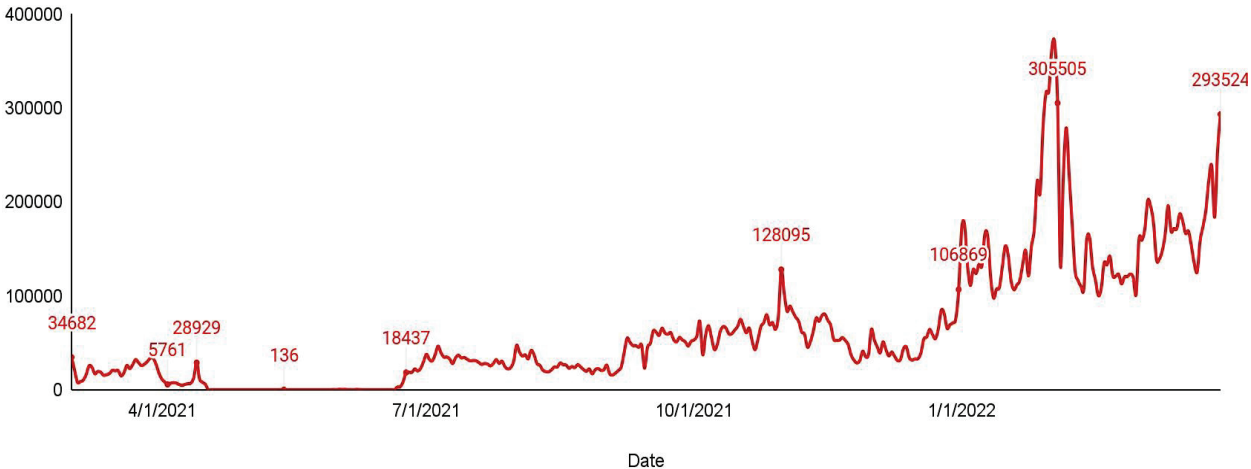
Age	Sessions	Bounce Rate	Avg. Session Duration
18-24	5,294	78.03%	0:00:51
25-34	7,742	74.92%	0:00:55
35-44	8,225	82.16%	0:00:36
45-54	8,528	83.26%	0:00:31
55-64	8,634	85.68%	0:00:28
65+	8,244	87.97%	0:00:23

SOCIAL MEDIA

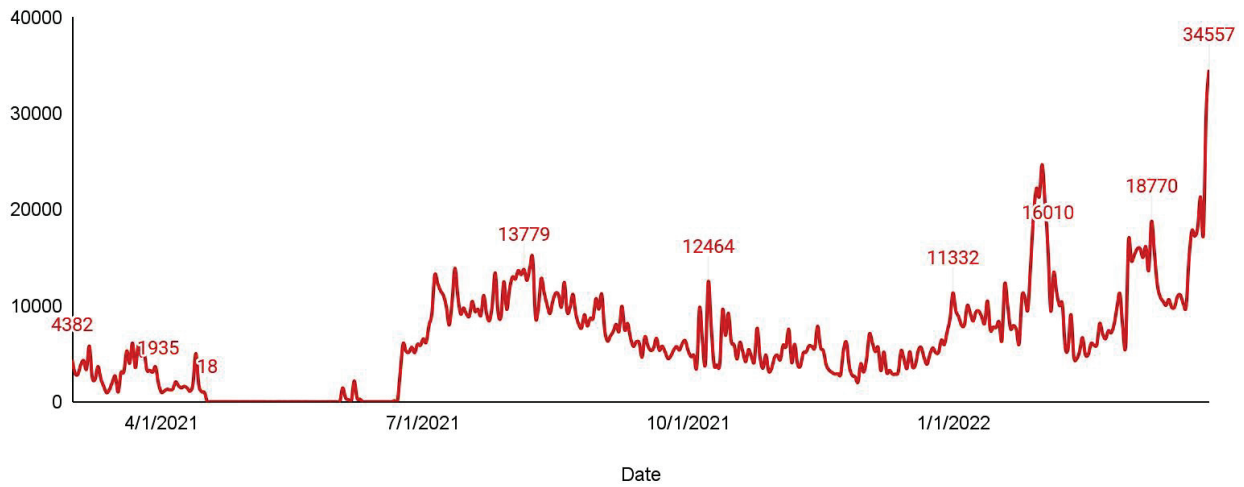
Performance Summary

Social Media Channel	Reach	Profile Visits	Follower Growth	Engagement	Engagement Rate
Facebook	5,476,450	7,564	722	226,072	2.56%
Instagram	1,016,543	15,000	2,813**	32,000***	8.15%

Facebook Reach

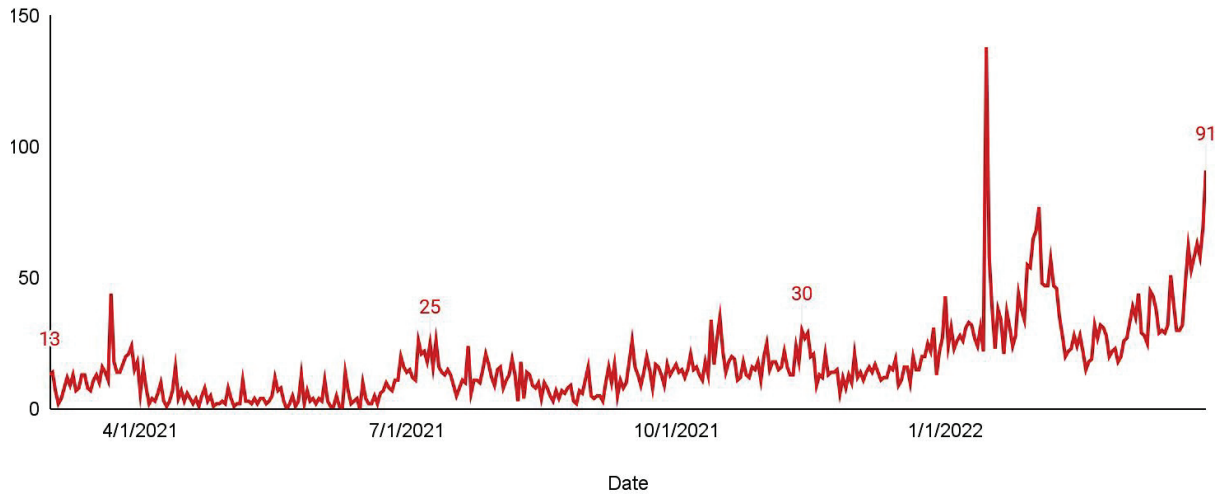


Instagram Profile Visits

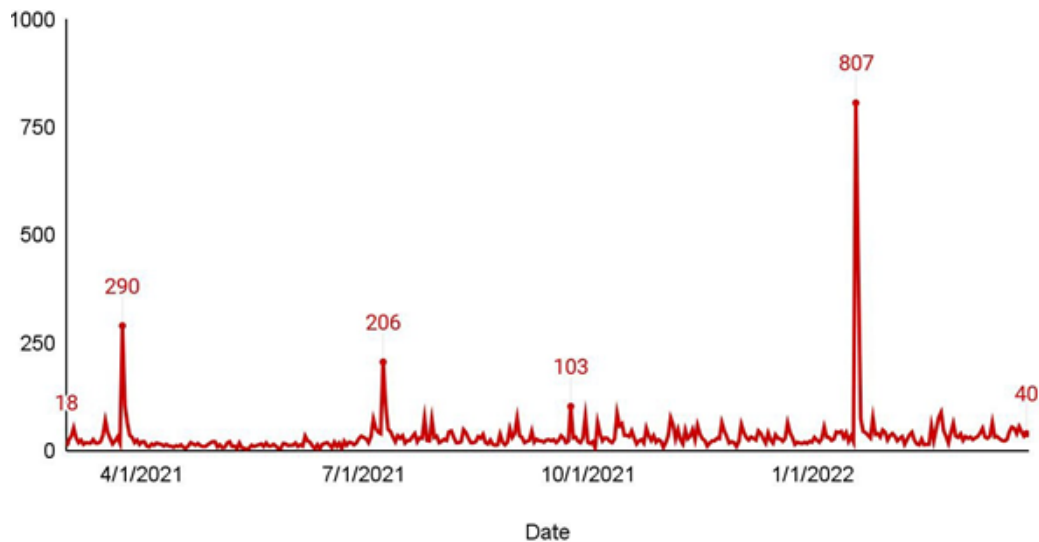


An increase of 36.7% in Instagram reach was reported compared to the previous years. A total of 1,016,543 people were reached in 2021-2022.

Facebook Profile Visits

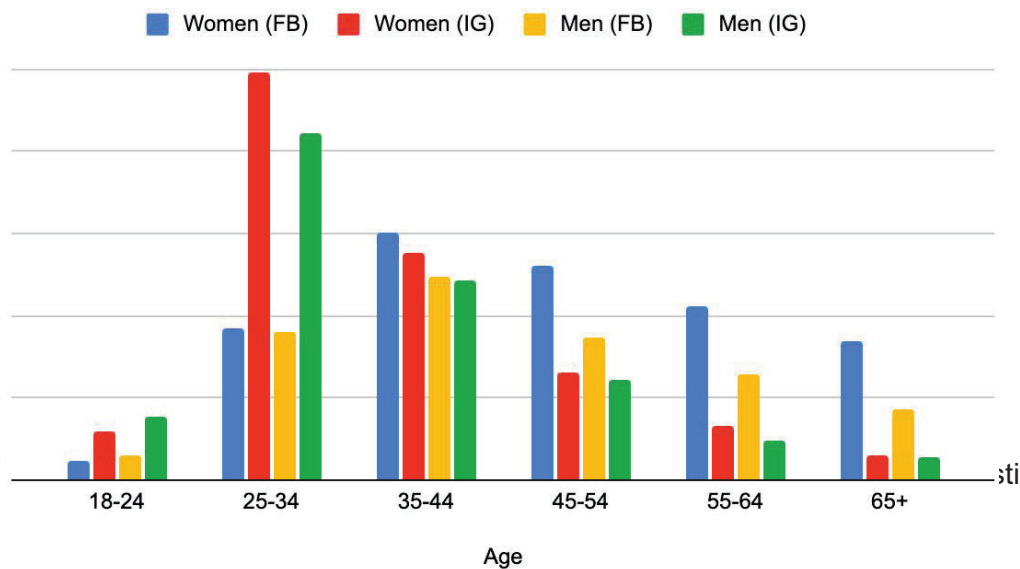


As evidenced by the website visits, the first three quarters were outperformed by the fourth quarter, where Facebook visits were higher. In total, 7,500 profile visits were generated between 2021-22, an increase of 97% compared to the previous year.



Instagram generated 15,000 profile visits—an increase of 40% compared to the previous year. An average of 32 profile daily visits were reported in 2021-2022.

Social Media Audience Breakdown



Destination Nunavut's followers on Facebook tended to skew older, while on Instagram followers skewed younger. The findings were in alignment with the demographics of users present on each platform.

Paid Social Performance

Campaign Name	Clicks	CTR	CPC	Post Comments	Post Shares
DN 2021 - Facebook	173,281	1.22%	\$0.12	1,378	4,488
DN 20211-Instagram	59,432	1.18%	\$0.32	2.85	1,208

DN 20211-Video BN	37,709	2.00%	\$0.37	76	396
DN2021 -Video FR	21,877	1.52%	\$0.50	39	243

Many post shares and comments were seen on Facebook, demonstrating that DN's targeted audience was engaged with the content.

Media and Trade Shows

Event	Location and Dates
Rendezvous Canada, Virtual	Quebec City, May 2021
GoMedia	Cancelled
TIAC Annual Congress	Ottawa, December 2021

Most media and trade shows, conferences, and meetings were cancelled, with a few being held virtually.

CONCLUSION

Early 2020 saw an abrupt halt to tourism worldwide, and Nunavut was no exception. This interruption persisted until travel restrictions were eased in early 2022. All indications suggest that Nunavut's resilient tourism sector will not only recover but grow as it meets the pent-up demand to travel once more. The Division remains committed to support this growth by providing funding support through our Community Tourism and Cultural Industries program and engaging with national and territorial stakeholder organizations to ensure the continuity of our services, training programs, community workshops, and development initiatives.