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

**2022-2023**

# Tourism Act Annual Report



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## Director's Message

I am pleased to present the Tourism Report for the 2022-2023 fiscal year from the Tourism and Cultural Industries Division (TCI) within the Government of Nunavut's Department of Economic Development and Transportation. This document shows the division's training program delivery, workshop delivery, data collection, marketing initiatives and programs, and general tourism development initiatives for 2022-23.

### 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:

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

## 1. 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 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 wilderness accommodations, 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 that 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 2022-2023, the Department could not inspect licensed tourism operators due to departmental staffing vacancies, and changes in staffing in other regulatory agencies. No fines or formal warnings were issued under the Tourism Act and Regulations.

## LICENCED TOURISM OPERATORS IN 2022

In 2022, the Department's tourism database recorded 73 different operations licensed or regulated under the Act. 25 of them were Outfitters land-based, 19 were Cruise Ship operators, and 29 were Tourist Establishments.

Table 1.1 Licensed Tourism Operators

Land-Based Outfitters		
A Wilder Experience	Outfitter	Pangnirtung, Qikiqtarjuaq
Amittuq Adventures	Outfitter	Hall Beach
Arctic Kingdom	Outfitter	Pangnirtung, Pond Inlet, Qikiqtarjuaq, Kimmirut, Igloolik, Resolute Bay, Iqaluit, Grise Fiord, Arctic Bay, Clyde River
Arctic Weber Watch Lodge	Outfitter	Resolute Bay, Clyde River
Ausuittuq Adventures	Outfitter	Grise Fiord
Baffin Safari	Outfitter	Pond Inlet
Bathurst Inlet Developments (1984) LTD	Outfitter	Cambridge Bay
Black Feather	Outfitter	Kugluktuk, Pangnirtung, Pond Inlet, Kimmirut, Resolute Bay, Grise Fiord
Henik Lake Adventures	Outfitter	Arviat
Igloo Tourism and Outfitting	Outfitter	Igloolik
Inukpak Outfitting	Outfitter	Pangnirtung, Qikiqtarjuaq, Kimmirut, Iqaluit
Jackpine Paddle	Outfitter	Kugluktuk
Kilabuk Services	Outfitter	Pangnirtung
Kool Runnings Inc.	Outfitter	Iqaluit
Nahanni Wilderness Adventures	Outfitter	Kugluktuk, Baker Lake
NorthWinds Arctic Adventures Limited	Outfitter	Iqaluit
Nunavut Experience Outfitting	Outfitter	Qikiqtarjuaq
PEO Services	Outfitter	Pangnirtung
Pirursiak Arctic Tours	Outfitter	Hall Beach
Plummers Arctic Lodges	Outfitter	Kugluktuk
Polar Ice Adventures Outfitting	Outfitter	Resolute, Resolute Bay
Polar Outfitting	Outfitter	Iqaluit
Tagak Outfitting Services	Outfitter	Pond Inlet
Tikippugut	Outfitter	Iqaluit
Wanapitei Canoe and Northern Outdoor Expeditions INC.	Outfitter	Kugluktuk, Baker Lake
Cruise Ship Operators		
Hanseatic Inspiration, Hapag Lloyd	Cruise Ship	Pond Inlet, Clyde River
Hanseatic Nature, Hapag Lloyd	Cruise Ship	Cambridge Bay, Pond Inlet
LAustral, Ponant	Cruise Ship	Pond Inlet
Le Boreal, Ponant	Cruise Ship	Pond Inlet
Le Commandant Charot, Compagnie du Ponant	Cruise Ship	Kimmirut, Igloolik, Resolute Bay, Iqaluit, Cape Dorset

Le Commandant Charot, Compagnie du Ponant	Cruise Ship	Kimmirut, Igloolik, Resolute Bay, Iqaluit, Cape Dorset
MS Fram, Hurtigruten	Cruise Ship	Cambridge Bay, Gjoa Haven, Pond Inlet
MV Greg Mortimer, Aurora Expeditions	Cruise Ship	Cambridge Bay, Pond Inlet, Qikiqtarjuaq
MV L Austral, Abercrombie & Kent	Cruise Ship	Gjoa Haven, Pond Inlet
NG Explorer, Lindblad Expeditions	Cruise Ship	Pangnirtung
NG Resolution, Lindblad Expeditions	Cruise Ship	Cambridge Bay, Gjoa Haven, Pond Inlet
NG, Endurance, Lindblad Expeditions	Cruise Ship	Cambridge Bay, Gjoa Haven, Pond Inlet
Ocean Endeavour, Adventure Canada	Cruise Ship	Gjoa Haven, Kugluktuk, Pond Inlet, Kimmirut, Resolute Bay, Iqaluit, Grise Fiord, Cape Dorset
Roald Amundsen, Hurtigruten	Cruise Ship	Cambridge Bay, Gjoa Haven, Pond Inlet
Scenic Eclipse, Scenic Cruises	Cruise Ship	Cambridge Bay, Gjoa Haven, Pond Inlet
Seabourn Quest, Seabourn Cruise Line	Cruise Ship	Pond Inlet
Silver Wind, Silversea Cruises	Cruise Ship	Cambridge Bay, Gjoa Haven, Pond Inlet, Resolute Bay, Iqaluit
Swan Hellenic	Cruise Ship	Pond Inlet, Iqaluit
Ultramarine, Quark Expeditions	Cruise Ship	Pond Inlet, Qikiqtarjuaq, Resolute Bay, Arctic Bay
<b>Tourist Establishments</b>		
Aqsarniit Hotel and Conference Centre	Tourist Establishment	Iqaluit
Arctic Haven Wilderness Lodge - Outpost Cabin	Tourist Establishment	Arviat
B and B 360	Tourist Establishment	Rankin Inlet
Bathurst Inlet Lodge Ltd. - Bathurst Inlet	Tourist Establishment	Cambridge Bay
Bathurst Inlet-Fishing Creek Outpost Camp	Tourist Establishment	Cambridge Bay
Bathurst Inlet-Pellat Lake Outpost Camp	Tourist Establishment	Cambridge Bay
Coppermine Inn	Tourist Establishment	Kugluktuk
Dorset Suites, Huit Huit Tours Ltd	Tourist Establishment	Cape Dorset
Enokhok Inn and Suites Cambridge Bay	Tourist Establishment	Cambridge Bay
Enokhok Inn and Suites Kugluktuk	Tourist Establishment	Kugluktuk
Frobisher Inn	Tourist Establishment	Iqaluit
Henik Lake Adventures - Baralzon Lake Camp	Tourist Establishment	Arviat
Henik Lake Adventures - Edehon Lake Camp	Tourist Establishment	Arviat
Henik Lake Adventures - Henik Lake Camp	Tourist Establishment	Arviat
Henik Lake Adventures - Kuugluk Bear Camp	Tourist Establishment	Arviat
Illu Inc.	Tourist Establishment	Cambridge Bay

Inukshuk Constructions LTD.	Tourist Establishment	Rankin Inlet
Katimavik Suites – Arviat	Tourist Establishment	Arviat
Katimavik Suites - Rankin Inlet	Tourist Establishment	Rankin Inlet
LRT Construction and Lodging	Tourist Establishment	Igloolik
Naujaaraaluit Hotel	Tourist Establishment	Clyde River
Nunavut Excavating	Tourist Establishment	Rankin Inlet
Plummers Arctic Lodges	Tourist Establishment	Rankin Inlet
Polar Lodge	Tourist Establishment	Cape Dorset
TBG	Tourist Establishment	Cambridge Bay
TBG	Tourist Establishment	Rankin Inlet
TBG	Tourist Establishment	Rankin Inlet
TBG	Tourist Establishment	Iqaluit
Tower Arctic Ltd.	Tourist Establishment	Iqaluit

## TOURISM SECTOR TRAINING

In 2022-23 several training programs were successfully provided around the territory. These training programs were funded by EDT and delivered by Travel Nunavut.

Table 1.2 Delivered Training Programs

Training Program	Community	Inuit	Non-Inuit	Male	Female	Total
Customer Service	Iqaluit, Pang, Arctic Bay, Clyde River, Igloolik, Sanirajak ,Naujaat, Baker Lake, Gjoa Haven, Cam Bay	21		17	4	21
Professionalism Workshop.	Iqaluit, Qik, Pang, Arctic Bay, Clyde River, Igloolik, Sanirajak ,Naujaat, Baker Lake, Gjoa Haven, Cam Bay	40	10	45	5	50
Marketing workshops	Iqaluit, Pang, Arctic Bay, Clyde River, Igloolik, Sanirajak ,Naujaat, Baker Lake, Kugluktuk, Gjoa Haven, Cam Bay	22	2	20	4	24
Financial Training	Online	4		2	2	4
Legal service	Online	3		2	1	3
Advanced Wilderness First Aid	Iqaluit	8		6	2	8
Advanced Wilderness First Aid	Rankin Inlet	4		3	1	4

Cruise Ready! Community Preparedness Workshop.	Resolute		4	3	1	4
Cruise Ready! Community Preparedness Workshop.	Pond Inlet	18			18	18
<b>Total</b>		120	16	98	38	136

## 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 reinitiated its vessels' sailings in 2022, after two consecutive years that did not occur due to COVID. Twelve cruise operators were licensed with destination to Nunavut. The Economic Benefit the cruise industry brought to the territory for this season was **\$794,094**. This value includes salaries of Inuit on board and fees to Hamlets.

Table 1.3 Cruise Ships Economic Benefits

Community	Planned Number of Ship Visits	Economic Development Benefit	
		Pre-trip Estimate (\$ value)	Post-trip Actual (\$ value)
<b>Total</b>	<b>55</b>	<b>\$729,263.60</b>	<b>\$794,094.00</b>
Arctic Bay	2	\$5,500	\$3,850
Cambridge Bay	9	\$124,487	\$158,390
Cape Dorset	1	\$5,500	\$8,626
Clyde River	1	\$27,505	\$19,719
Coral Harbor	1	\$5,500	\$3,491
Gjoa Haven	8	\$157,520	\$145,122
Grise Fiord	2	\$11,000	\$7,480
Igloolik	0	\$0	\$0
Iqaluit	4	\$54,069	\$98,244
Kimmirut	1	\$5,500	\$5,700
Kugaaruk	0	\$0	\$0
Kugluktuk	1	\$14,650	\$21,425
Pangnirtung	1	\$4,400	\$6,435
Pond Inlet	17	\$269,882	\$278,611
Qikiqtarjuaq	3	\$19,250	\$9,350
Resolute	4	\$16,500	\$23,562
Taloyoak	0	\$8,000	\$4,090

## Cruise Ready!

Communities have varying degrees of preparedness and appetite for cruise visits. Cruise Ready! is designed to meet needs all along 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.

## Nalunaiqsijit: Inuit Cruise Training Initiative

This 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 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 2022 the program was not delivered due to lockdowns and new COVID outbreaks.

## 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](mailto:CruiseNunavut@gov.nu.ca), to provide Nunavummiut with information on the territory's marine tourism operations. The CruiseNunavut website was supposed to 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. Because the enabling of external pages has not been authorized, this could not be done, but efforts have been made to include the website in the new GN website.

## 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.

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.



## 2022-2023 Funding

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.

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.

Table 1.4 2022-2023 CTCI Funding Program

Applications Received in 2022–2023						
Schedule	Kivalliq	Kitikmeot	North Baffin	South Baffin	Headquarters*	Total
<b>A-1</b>	54	44	11	18	0	<b>127</b>
<b>A</b>	0	3	3	9	0	<b>15</b>
<b>B</b>	0	1	1	3	6	<b>11</b>
<b>C</b>	0	0	0	1	1	<b>2</b>
<b>Total</b>	<b>54</b>	<b>48</b>	<b>15</b>	<b>31</b>	<b>7</b>	<b>155</b>

Amount of Funds Requested 2022–2023						
Schedule	Kivalliq	Kitikmeot	North Baffin	South Baffin	Headquarters	Total
<b>A-1</b>	\$177,900.43	\$114,919.32	\$35,407.50	\$69,988.29	\$0	<b>\$398,216</b>
<b>A</b>	\$0	\$10,297.71	\$79,678.05	\$185,434.52	\$0	<b>\$275,410</b>
<b>B</b>	\$0	\$4,237.50	\$28,350.00	\$93,760.87	\$495,273.97	<b>\$621,622</b>
<b>C</b>	\$0	\$0	\$0	\$25,939.40	\$100,000	<b>\$125,939</b>
<b>Total</b>	<b>\$177,900</b>	<b>\$129,455</b>	<b>\$143,436</b>	<b>\$375,123</b>	<b>\$595,274</b>	<b>\$1,421,188</b>

Amount of Funds Committed 2022–2023						
Schedule	Kivalliq	Kitikmeot	North Baffin	South Baffin	Headquarters	Total
<b>A-1</b>	\$65,590.53	\$75,578.71	\$26,959.26	\$54,639.16	\$0	<b>\$222,768</b>
<b>A</b>	\$0	\$10,297.71	\$59,460.00	\$170,434.52	\$0	<b>\$240,192</b>
<b>B</b>	\$0	\$4,237.50	\$0	\$31,500.00	\$337,150.45	<b>\$372,888</b>
<b>C</b>	\$0	\$0	\$0	\$0	\$100,000	<b>\$100,000</b>
<b>Total</b>	<b>\$65,591</b>	<b>\$90,114</b>	<b>\$86,419</b>	<b>\$256,574</b>	<b>\$437,150</b>	<b>\$935,848</b>

This year there was a low rate of applicants compared to previous years as people were looking for sources of income other than the tourism business due to COVID.

## 2. Tourism and Cultural Industries Pre-Employment Training

Most training programs offered by the EDT-TCI primarily target individuals and businesses who are already active or are entering the arts and tourism sectors. Many Nunavummiut are not aware of the opportunities that exist in these fields.

In response, the GN 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 children and youth
- Nunavummiut with transferable skills who may be interested in the career and business opportunities available 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 work that is self-directed, creative, and takes place outdoors

The modules have two components, a short, compelling, well-produced film and optional “Teacher’s Guides” with 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 are successfully working in specific areas of these sectors. In 2022-23 films on filmmaker and writer Roselyn Akulukjuk and photographer Niore Ikkulukjuak were produced. To date, five films have been produced which also include artist Natasha Alakkarialuk, dogsledder Syzula Ikkidluak, and marine outfitter Ted Irniq. We anticipate releasing these films in 2024-25 alongside 1-2 additional films that will be produced in 2023-24.

The delivery options for the TCI modules are vast with widespread applicability. The films can independently be shared widely through GN communications assets including Destination Nunavut and official GN 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 together, the films and “Teacher’s Guides,” which were developed in alignment with the Nunavut curriculum are accessible

and convenient. They do not need to be delivered by certified instructors. GN Staff, municipal officials, Nunavut Arctic College, and primary and secondary school instructors can all easily integrate the TCI Modules into their classrooms on an as-needed basis. Importantly, the embedding of the modules within primary, secondary, or NAC programs demonstrates the applicability of skills learned across these curriculums to work in the arts and tourism sectors.

### 3. Visitor Experience

#### **Unikkaarvik Visitor Centre, Iqaluit**

In Iqaluit, the Unikkaarvik Visitor Centre saw a total of 4,268 visitors in 2022/2023. 2,108 from Nunavut and 2,160 who were from out of territory, either domestically or from abroad including a few cruise ships. Regular programming at the centre included hosting weekly movie screenings for the Aukausisarvik Mental Health Treatment Centre and guided tours for local schools.

Unikkaarvik hosted many special events throughout the year which included: a meet and greet event for the Inuit Heritage Trust, the Minister of Transport Canada announcement event, and a scavenger hunt with the Nunavut Arctic College. The centre continued to partner with other groups to provide excellent programming such as the Culture and Heritage Inuit Qaujimajatuqangit Storytime with Elisha Kilabuk. Guided tours were provided to 207 people from many groups including Parks Canada, Nakasuk School, Aqsarniit Middle School, daycares, day camps, and the Nunavut Arctic College. Unikkaarvik continues to stay on the Community Clean Up committee for Iqaluit and Nunavut and provides space for the distribution of supplies and the barbecue afterward. This year the clean-up saw roughly 500 people take part in cleaning the city. The centre hosted the Friends of the Iqaluit Library Book Sale once this year attracting 100 people. Overall, Unikkaarvik had 1,101 patrons attend these events and tours.

Unikkaarvik received 365 cruise ship passengers in 2022 from 3 ships.

#### **Kivalliq Regional Visitor Centre, Rankin Inlet**

The Kivalliq Regional Visitor Centre had a total of 619 visitors in 2022/2023. 349 from Nunavut and 270 who were from out of territory, either domestic or from abroad. They also hosted many events including the opening of the Parks Canada Ukkusiksalik exhibit, Kivalliq Trade Show workshops, and tours for Oceans North and Agnico Eagle. These events attracted 64 patrons.

#### **Arctic Coast Visitor Centre, Cambridge Bay**

The Arctic Coast Visitor Centre had a total of 1,701 visitors in 2022/2023. 567 from Nunavut and 1,134 from out of territory, either domestic or from abroad. The large majority of these visitors were on the cruise ships that came to Cambridge Bay in the summer. Cruise ship traffic amounted to 1,134 visitors to the centre in 2022.

#### **Angmarlik Visitor Centre, Pangnirtung**

The Arngmarlik Visitor Centre had 795 visitors in 2022/2023. 654 were from Nunavut and 141 were from out of territory and abroad. No cruise ship passengers visited the centre. The Elder's program was held bi-weekly for most of the year.

#### Visitor Centre and Heritage Centre Training

In 2017, the government took over responsibility from Nunavut Tourism for running the Visitor Centres in Iqaluit, Pangnirtung, Rankin Inlet, and Cambridge Bay. Combined, the staff sits at 6 and 67% Inuit Employment.

In the past, visitor centre staff have participated in the training. The division continues to offer professional development and training opportunities to regional visitor centre staff, including Project management, Cultural heritage interpretation and Records management.

#### 4. Destination Nunavut 2022-2023

Destination Nunavut (DN) had some operational challenges due to labor shortages, which resulted in the Government contracting Travel Nunavut to undertake the Destination Marketing Organization (DMO) responsibilities for the year. Travel Nunavut was pleased to undertake the role as they had done in the past (1999-2015). Travel Nunavut and the Government of Nunavut – Economic Development and Transportation worked closely to achieve significant milestones despite challenges posed by the operational changes.

DN's target market remained the same. However, the focus was on domestic and international markets as most countries had reopened, and travellers were eager to travel. Travel Nunavut also ensured travellers, whether leisure, medical, business, or other, were provided with up-to-date travel information, and Nunavut remained at the top of travellers' minds. Paid media investments were streamlined to support one destination landing page and social accounts to eliminate market confusion and heighten the user experience.

#### CHANNEL PERFORMANCE SUMMARY

##### Website:

Destination Nunavut's website continued to reap the benefits of organic traffic from optimized pages and new content published in 2021-2022. However, visitors were diverted to the Travel Nunavut website, which decreased engagement, reach, and profile visits on Facebook and Instagram. The diversion resulted in a 78% increase in Travel Nunavut's organic search, session duration, and bounce rate improvement by 84%.

Table 4.1 Website Traffic Based on Acquisition

Channel	Users (22/23)	New Users	Sessions	Engaged sessions	Bounce Rate
Organic Search	18,510	18,342	22,320	15,558	30.3%
Direct	5,663	5,649	6,770	3,702	45.3%
Referral	599	565	752	540	28.2%
Paid Search	522	499	768	145	81.1%
Paid Social	176	176	242	24	90.1%

Organic Social	153	142	173	88	49.1%
Unassigned	126	8	127	8	93.7%
Display	10	9	25	2	92%
<b>TOTAL</b>	<b>26K</b>	<b>25K</b>	<b>32K</b>	<b>20K</b>	<b>36.3%</b>

Table 4.2 Top Cities by Users

Cities	Users (22/23)
Toronto	2,400
(not set)*	2,300
Ottawa	961
Calgary	911
Montreal	686
Winnipeg	685
Edmonton	529
Iqaluit	380
London, Ontario	368

DN's top cities for website traffic were Toronto, Ottawa, Calgary, Montreal, and Winnipeg. Toronto had the most users, with 2.4K, while Ottawa had 961.

Table 4.3 Most Viewed Pages & Screens

Landing Page	Views	Users	Views per user
Home Page   Destination Nunavut	10,439	6,404	1.63
13 Facts about Nunavut	10,402	6,910	1.51
Plan Your Trip	5,819	2,135	2.73
Experiences	2,570	1,764	1.46
Destinations	1,971	1,394	1.41
About Nunavut	1,623	921	1.76
5 Things to do in Rankin Inlet	1,390	826	1.68

Country Food You Must Try in Nunavut	1,176	866	1.36
<b>TOTAL</b>	<b>66,195</b>	<b>25,531</b>	<b>2.59</b>

The 'Country Food' story grew in ranking and is among the top 8 pages to bring organic search traffic to the Destination Nunavut website.

Table 4.4 Destination Nunavut Social Media (Organic)

Social Media Channel	Reach	Profile Visits	Follower Growth	Engagement	Engagement Rate
Facebook	1,562,807	4,690	334	N/A	N/A
Instagram	167,968	4,421	1,253	N/A	N/A

The results show that Destination Nunavut's digital channels were underperforming as they were paused, and most traffic was being directed to Travel Nunavut's digital channels. Below are the marketing goals and results of how Travel Nunavut worked hard to maintain and increase awareness of Nunavut.

Table 4.5 Summary of marketing goals

Tactic	KPI	2022-2023 Results
<b>Display</b>	Increase the Click through rate by 45% <b>2022-2023 - 1.50% (Goal)</b>	<b>CTR 0.88%</b>
<b>Paid Search</b>	Increase the Click-through rate by 22%. <b>2022-2023 - 5% (Goal)</b>	<b>CTR 8.93%</b>
<b>Paid Social</b>	Increase the Click through rate by 42% <b>2022-2023 - 0.90% (Goal)</b>  <b>Achieve CPC of \$0.65</b>	<b>CTR</b>  <b>0.92%</b>  <b>CPC \$0.35</b>
<b>Organic Social</b>	Increase following by 4% across all platforms for a total of 8K Instagram followers & 14.5K Facebook followers	<b>CTR 7.55%</b>
<b>TikTok</b>	Create a new marketing channel for quality traffic	<b>COMPLETE</b>

Destination Nunavut is happy to report that the collaborative efforts of Destination Nunavut and Travel Nunavut achieved their marketing goals.

### Media and Trade Shows

In its acting capacity as the DMO, Travel Nunavut participated in Destination Canada and Indigenous Tourism Association of Canada joint marketing campaigns, coordinated partnerships, and attended marketplaces, tourism shows, and tradeshow such as Rendez Vous Canada (RVC) and Canada Europe showcase. The goals were to maintain and increase awareness of Nunavut's unique experiences, products, and services.

Table 4.6 Events TN attended in its DMO acting capacity:

Event	Location and Dates
Rendezvous Canada,	Quebec City, May -June 2022
Canada Showcase Europe 2022	London, England - November 2022
Montreal Outdoor Adventure Show	March,2022
Toronto Outdoor Adventure Show	February,2022
Kivalliq Trade Show	September,2022

### Challenges Faced

Despite the successes, Destination Nunavut encountered several challenges, including:

**Brand positioning:** The partnership/collaboration between Destination Nunavut and Travel Nunavut created confusion in the tourism industry. Various stakeholders did not know or understand Travel Nunavut's new role, which affected the Spirit of the Arctic Brand's position in the market. The pause and diversion of digital channels also confused the market.

**Competition:** Destination Nunavut's positioning wasn't competitive in the global tourism market, and the operational changes gave Destination Nunavut's competitors a competitive advantage as most of the known digital channels were not functional.



## Outlook

Looking ahead, Destination Nunavut remains committed to:

### **Promoting Sustainable Tourism**

Destination Nunavut remains committed to promoting sustainable tourism practices by working collaboratively with various stakeholders and embracing sustainable marketing practices that aim to preserve Nunavut's unique beauty so future generations can enjoy it.

### **Diversifying Markets**

Destination Nunavut plans to diversify its markets, which is essential. The plan will help reduce dependence on traditional markets and expand the reach of Nunavut's tourism offerings. In the past, Destination Nunavut implemented various strategies to attract travellers from new and emerging markets.

### **Enhancing Visitor Experience**

Destination Nunavut aims to continue creating memorable and rewarding experiences for travellers, cultivate positive perceptions of Nunavut, and foster long-term relationships with travellers that drive repeat visitation and advocacy. With increased coordinated efforts and partnerships, Destination Nunavut will remain dedicated to delivering exceptional traveller experiences that showcase the best of what Nunavut offers.

### **Adapting to Change**

Adapting to change is imperative for Destination Nunavut to remain resilient, responsive, and competitive in the ever-evolving tourism industry. In 2022-2023, we plan on implementing proactive strategies to navigate change and capitalize on emerging opportunities effectively. We will embrace change as this will assist us in being well-positioned to navigate uncertainty, allow us to seize opportunities, and drive innovation.

## Conclusion

In conclusion, Destination Nunavut is proud of its achievements in 2022-2023 and remains optimistic about the future of Nunavut as a leading tourist destination.