



# Tourism Act Annual Report

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## Director's Message

I am pleased to present the Tourism Report for the 2023-2024 fiscal year from the Tourism and Cultural Industries Division (TCI) within the Government of Nunavut's Department of Economic Development and Transportation (Now Department of Community services). This document shows the division's training program delivery, workshop delivery, data collection, marketing initiatives and programs, and general tourism development initiatives for 2023-24.

The division is composed of four inter-related 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.

## 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/en/tourism/tourism-establishments-and-outfitters>.

### 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 (Now Transportation and Infrastructure), 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 2023-2024, the Department could not inspect licensed tourism operators due to departmental staffing vacancies, and changes in staffing in other regulatory agencies.

## Licensed Tourism Operators in 2023

In 2023, the Department's tourism database recorded 64 different operations licensed or regulated under the Act. 24 of them were Land-Based outfitters, 22 were Cruise Ship operators, and 18 were Tourist Establishments.

Table 1.1 Licensed Tourism Operators

Land-Based Outfitters		
A Wilder Experience	Outfitter	Pangnirtung, Qikiqtarjuaq
Arctic Kingdom	Outfitter	Pangnirtung, Pond Inlet, Qikiqtarjuaq, Kimmirut, Igloodik, Resolute Bay, Iqaluit, Grise Fiord, Arctic Bay, Clyde River
Arctic Weber Watch Lodge	Outfitter	Resolute Bay, Clyde River
B and J Flyfishing Adventures	Outfitter	Cambridge Bay
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
Canoe North Adventures	Outfitter	Kugluktuk
Central Tourism and Outfitting	Outfitter	Baker Lake
Eagle-Eye Tours	Outfitter	Cambridge Bay, Pond Inlet, Hall Beach
Henik Lake Adventures	Outfitter	Arviat
Inukpak Outfitting	Outfitter	Pangnirtung, Qikiqtarjuaq, Kimmirut, Iqaluit
Jackpine Paddle	Outfitter	Kugluktuk
Karavaniers	Outfitter	Pangnirtung
Kilabuk Services	Outfitter	Pangnirtung
Kivalliq Expediting and Tours Inc.	Outfitter	Chesterfield Inlet, Baker Lake, Rankin Inlet
Kool Runnings Inc.	Outfitter	Iqaluit
Kulukuluk	Outfitter	Iqaluit
NorthWinds Arctic Adventures Limited	Outfitter	Iqaluit
PEO Services	Outfitter	Pangnirtung
Plummers Arctic Lodges	Outfitter	Kugluktuk
Polar Ice Adventures Outfitting	Outfitter	Resolute, Resolute Bay
Tikippugut	Outfitter	Iqaluit
Wiinipaakw Tours Solidarity Cooperative	Outfitter	Sanikiluaq
Cruise Ship Operators		
Hanseatic Inspiration, Hapag Lloyd	Cruise ship	Pond Inlet, Clyde River
Hanseatic Nature, Hapag Lloyd	Cruise ship	Cambridge Bay, Pond Inlet
LAustral, Compagnie du Ponant	Cruise ship	Pond Inlet

Le Boreal, Compagnie du Ponant Ponant	Cruise ship	Pond Inlet
Le Commandant Charot, Compagnie du Ponant	Cruise ship	Kimmirut, Igloolik, Resolute Bay, Iqaluit, Cape Dorset
Fridtjof Nansen, Hurtigruten	Cruise ship	
MS Fram, Hurtigruten	Cruise ship	Cambridge Bay, Gjoa Haven, Pond Inlet
MV Sylvia Earle, Aurora Expeditions	Cruise ship	Cambridge Bay, Pond Inlet, Qikiqtarjuaq
MV The World, Baffin Expedition	Cruise ship	Pangnirtung, Pond Inlet, Grise Fiord
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
Ocean Nova, Grand- Espaces	Cruise ship	Pond Inlet, Qikiqtarjuaq, Iqaluit
Roald Amundsen, Hurtigruten	Cruise ship	Cambridge Bay, Gjoa Haven, Pond Inlet
Scenic Eclipse, Scenic Cruises	Cruise ship	Cambridge Bay, Gjoa Haven, Pond Inlet
Seabourn Venture, Seabourn Cruise Line	Cruise ship	Pond Inlet
Silver Wind, Silversea Cruises	Cruise ship	Cambridge Bay, Gjoa Haven, Pond Inlet, Resolute Bay, Iqaluit
Silver Cloud, Silversea Cruises	Cruise ship	
Siver Endeavour, Silversea Cruises	Cruise ship	
SH Vega, Swan Hellenic	Cruise ship	Pond Inlet, Iqaluit
Ultramarine, Quark Expeditions	Cruise ship	Pond Inlet, Qikiqtarjuaq, Resolute Bay, Arctic Bay
<b>Tourist Establishments</b>		
Arctic Watch Lodge, Weber Arctic Expeditions Ltd.	Tourist Establishment	Sommerset Island
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
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
Katimavik Suites – Arviat	Tourist Establishment	Arviat
Katimavik Suites - Rankin Inlet	Tourist Establishment	Rankin Inlet
Plummers Arctic Lodges	Tourist Establishment	Rankin Inlet
TBG Cambridge Bay	Tourist Establishment	Cambridge Bay
TBG Iqaluit	Tourist Establishment	Rankin Inlet
TBG Rankin Inlet	Tourist Establishment	Rankin Inlet
Tower Arctic Ltd.	Tourist Establishment	Iqaluit
Tukto Lodge – Dubawnt North	Tourist Establishment	Baker Lake
Tukto Lodge – Outlet Bay	Tourist Establishment	Baker Lake
Tukto Lodge – Dubawnt South	Tourist Establishment	Baker Lake

## **Tourism Sector Training**

### ***Inuit Tourism Business Mentorship Program***

In collaboration with the Department, Catalyste+ has implemented and delivered the Inuit Tourism Business Mentorship Program for 2023-24. This new initiative runs annually. The program aims to develop community tourism sectors by directly supporting Inuit businesses that offer tourism and hospitality experiences, products, and services.

The program includes mentorship for five Inuit tourism business owners and operators in Nunavut, facilitated by Catalyste+ volunteer advisors. Each mentorship involves up to 10 days of dedicated project time and includes a combination of three fully virtual and two hybrid (mix of in-person and virtual) mentorships. The program runs from April 2023 to March 2024, with each mentorship lasting 4-6 months.

Tourism operators may choose to focus on one or several of the following areas to develop their business and skills:

- Product development and diversification
- Customer service and hospitality
- Operations management
- HR and hiring strategy
- Market assessment and development
- Pricing strategy
- Finance and basic bookkeeping
- Funding application support
- Managing reservations
- Building partnerships
- Streamlining services
- Business planning
- Policy development - E.g. health and safety policies
- Acquiring permits and complying with regulations

In 2023-2024, five mentorships were successfully completed:

- Coppermine Outfitters in Kugluktuk, training focused on market assessment and development, and customer service and hospitality to expand their business and generate year-round revenue growth.
- Aqqaq's Outfitting in Taloyoak, worked on business planning and financial administration processes, as well as funding application support and acquiring permits and complying with regulations.
- Central Tourism & Outfitting in Baker Lake, training focused on business planning and funding application support.
- Tikippugut Inc. in Iqaluit, focused on financial training, accounting, and auditing.
- Tamarvik Suites in Gjoa Haven, focused on business planning and funding application support to look at a potential property for their business.

### ***Tourism Officer Workshop***

A Tourism Officer Workshop was held in June 2023, organized and delivered by the Tourism and Cultural Industries division. A total of 10 tourism officers from all regions participated in this training, which took place in Iqaluit and lasted 2 full days.

### ***CruiseReady! Workshops***

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. Cruise Ready Workshops were planned to be delivered in Gjoa Haven and Taloyoak this year, but due to the wildfires in Yellowknife they had to be cancelled.

### ***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 2023 the program was successfully completed by 6 participants.

### ***Travel Nunavut Training***

In 2023-24 training programs were also provided to the Travel Nunavut members. These training programs were funded by the department through a core funding partnership and delivered by Travel Nunavut.



Table 1.2 Travel Nunavut Delivered Training

Training Program	Community	Beneficiaries
Customer Service	Online	7 trainees from Kimik Cooperative Hotel in Kimmirut for E-merit Clean it Right training for hotel staff.
Product Development Workshop.	Online	Igloo Tourism & Outfitter Central Tourism and Outfitting Kivalliq Expediting and Tours  A Wilder Experience
Marketing workshops	Online (Webinar)	Igloo Tourism & Outfitter  Central Tourism and Outfitting  Central Arctic Tours
Financial Training	Online	Kivalliq Wildlife Adventures  Central Arctic Tours
Business Essential	Online	Igloo Tourism & Outfitter  Central Tourism and Outfitting  Beasley Brothers Inc.
Human Resources	Online	Arctic Bay Adventures

### Cruise Sector

Expedition cruise ships visit Nunavut between the months of 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. In 2023, 13 cruise operators were licensed with destination to Nunavut. The Economic Benefits the cruise industry brought to the territory for this season was **\$1,181,970** This value includes salaries of Inuit on board and fees to Hamlets.

Table 1.3 Cruise Ships Economic Benefits

Community	Number of Ship Visits	Economic Impact
<b>Total</b>	<b>59</b>	<b>\$1,181,970</b>
Arctic Bay	3	\$38,345
Cambridge Bay	8	\$181,347
Cape Dorset		\$0
Clyde River		\$0
Coral Harbor	1	\$12,045
Gjoa Haven	11	\$226,215
Grise Fiord	2	\$36,553
Igloolik		\$0
Iqaluit	4	\$92,797
Kimmirut	2	\$13,156
Kugaaruk		\$0
Kugluktuk	1	\$36,300
Pangnirtung	2	\$11,473
Pond Inlet	16	\$424,845
Qikiqtarjuaq	3	\$12,573
Resolute	6	\$96,321

### ***Cruise Nunavut***

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 as well as Cruise Operators with information on the territory's marine tourism operations.

### **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. Please see the Cultural Industries Section for funding in the Arts sector that are related to tourism.

### ***2023-2024 Funding***

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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 2023-2024 CTCI Funding Program

Applications Received in 2023–2024						
Schedule	Kivalliq	Kitikmeot	North Baffin	South Baffin	Headquarters*	Total
A-1	54	60	2	25	0	141
A	4	2	1	9	4	20
B	1	2	3	9	10	25
C	0	0	0	1	1	2
Total	59	64	6	44	15	188

Amount of Funds Requested 2023–2024						
Schedule	Kivalliq	Kitikmeot	North Baffin	South Baffin	Headquarters	Total
A-1	\$168,810	\$160,285	\$7,719	\$80,065	\$0	\$416,879
A	\$80,639	\$19,110	\$35,000	\$221,522	\$235,788	\$592,059
B	\$40,089	\$101,566	\$87,810	\$221,210	\$633,401	\$1,084,076
C	\$0	\$0	\$0	\$25,000	\$25,000	\$50,000
Total	\$289,538	\$280,961	\$130,529	\$547,797	\$894,189	\$2,143,014

Amount of Funds Committed 2023–2024						
Schedule	Kivalliq	Kitikmeot	North Baffin	South Baffin	Headquarters	Total
A-1	\$99,429	\$112,744	\$4,179	\$58,136	\$0	<b>\$274,488</b>
A	\$56,952	\$16,000	\$0	\$60,393	\$137,388	<b>\$270,733</b>
B	\$40,089	\$39,640	\$8,064	\$118,209	\$363,212	<b>\$569,214</b>
C	\$0	\$0	\$0	\$25,000	\$25,000	<b>\$50,000</b>
<b>Total</b>	<b>\$196,470</b>	<b>\$168,384</b>	<b>\$12,243</b>	<b>\$261,738</b>	<b>\$525,600</b>	<b>\$1,164,435</b>

## Cultural Industries Section

The Department funded several projects which dually support both the tourism and cultural industries sectors. Funding was provided to an initiative which works with Inuit elders to restore and colourize historical photographs for use in community spaces in Rankin Inlet and Iqaluit. Funding was also provided to the Hamlet of Kimmirut to purchase artworks from local artists for display when the community's new airport terminal building finishes construction. The Department continues to provide core funding for the annual Alianait Arts Festival, the largest arts festival in the territory, which showcases the circumpolar world's best artists, musicians, circus acrobats, dancers, storytellers, actors, and filmmakers.

## Destination Nunavut Section

In the 2023-2024 fiscal year, Destination Nunavut resumed its marketing responsibilities, promoting Nunavut as a tourist destination on the global platform. Travel Nunavut, which had previously managed Destination Management Organization duties, reverted to its role as the Nunavut Trade Association. Destination Nunavut focused on rebuilding the Spirit of the Arctic brand, advocated for sustainable tourism, and positioned Nunavut as a unique travel destination through innovative marketing strategies.

During this period, Destination Nunavut increased visitor numbers through strategic marketing campaigns and strengthened alliances with local communities and international stakeholders. Destination Nunavut promotions showcased Nunavut's unmatched experiences, from the iconic floe edge to the rich traditions of Inuit culture.

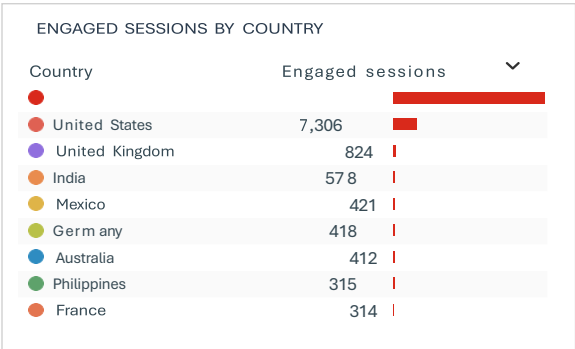
Destination Nunavut's target markets remained consistent, focusing on domestic and international audiences. The markets are Canada, the US and Europe. Destination Nunavut and Travel Nunavut also collaborated closely to provide leisure, medical, business, and other travellers with up-to-date travel information, keeping Nunavut at the forefront of their travel considerations.

### Digital channel performance summary

#### Website

In 2023-2024, the Destination Nunavut website experienced substantial growth. User numbers increased by 315%, totalling 105,907. Page views also rose significantly by 248% to 230,144. The most effective traffic driver was paid social media, which generated 44,124 sessions, followed by organic search with 34,390 sessions and paid search with 19,012 sessions.

As shown on the table below, Destination Nunavut successfully captured its targeted markets. The most site visitors coming from Canada (47,588 sessions), and the United States as the second largest group (7,306 sessions). We are pleased to report that the website's performance in 2023-2024 demonstrated strong growth in user engagement and the effectiveness of our digital marketing strategies.



Engaged sessions by country

***Paid search***

In the 2023-2024 fiscal year, Destination Nunavut launched its campaigns in July 2023. These campaigns achieved 2,358 conversions, with an average conversion rate of 12%. The website garnered approximately 19,420 clicks and 244,441 impressions, boasting an average click-through rate (CTR) of 9.95% and an average cost per click (CPC) of \$1.54.

***Display ads***

In the 2023-2024 fiscal year, we tested display ads in the first quarter to evaluate their effectiveness. The results demonstrated that display ads were a valuable source of awareness traffic and cost-effective. This successful test highlighted the channel's value, enabling us to activate it year-round for 2024-2025 to help achieve our overall digital key performance indicators (KPIs).

Amount Spent	Engagement	Link Clicks	CTR	CPC
\$21,000.96	89,285	70,946	1.09%	\$0.30

Paid Social ads

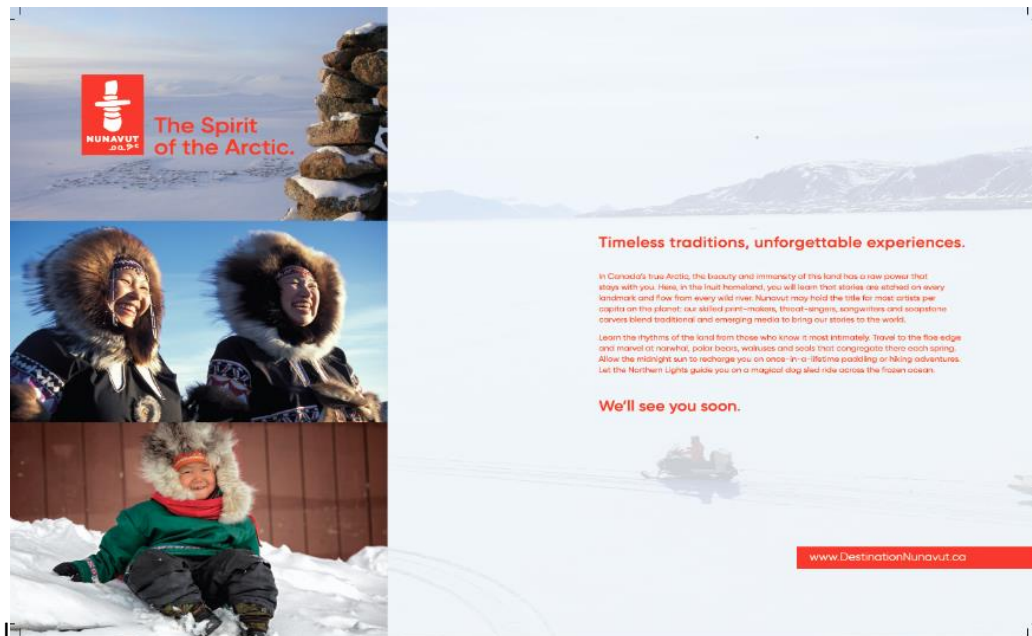
From July to November, the Summer/Fall Ad set had the highest engagement, reaching 1,665,407 users and receiving 4,557,168 impressions. The ads within this group outperformed others.

- Winter 2023: 10,412 Link Clicks
- Summer 2023: 4,024 Link Clicks

## Organic social

In 2023-2024, Destination Nunavut gained a 13% increase in followers, growing our organic Facebook audience by 903 (a total of 6,294). DN's Facebook organic reach increased by 188%, and impressions increased by 208% due to frequent posts, interactions, and growing awareness due to marketing campaigns.

## Advertising



Dreamscape Magazine print advert

In 2023-2024, Destination Nunavut executed a series of impactful print advertisements across several prominent publications to enhance visibility and attract visitors. The print campaigns successfully reinforced Destination Nunavut's brand presence, driving interest and inquiries from diverse audiences.

Destination Nunavut also had an exciting opportunity to be featured in an interview on Frankfurt Radio, a major European station. The interview significantly boosted international awareness of Nunavut's unique tourism offerings. Key attractions were highlighted during the segment, including the stunning Northern Lights, rich Inuit culture, and pristine natural landscapes. The broadcast reached a broad audience, sparking interest among potential travellers in Germany and beyond, thereby contributing to increased tourism inquiries and bookings from the European market.

Destination Nunavut was featured in an FVW news article titled "Canada Showcase Europe: How Hamburg Became a Canadian Province." This media exposure played a crucial role in enhancing Nunavut's visibility on the global stage, contributing to our overall growth in international tourist arrivals and solidifying our efforts to promote Nunavut as a unique travel destination.

Media and trade shows

In 2023-2024, Destination Nunavut participated in Destination Canada and Indigenous Tourism Association of Canada joint marketing campaigns. It also coordinated partnerships, and attended marketplaces, tourism shows, and tradeshow such as RVC, Gomedia and Canada Europe showcase. The goals were to maintain and increase awareness of Nunavut's unique experiences, products and services.



Nunavut Team : RVC2023



Tikippugut Outfitting : GoMedia 2023

Marketing Events	Location and Dates
Rendezvous Canada	Quebec City, June 2023
Northstar Spring & Fall Meetings	Vancouver, April, 2023 Toronto, October, 2023
GoMedia	September,2023
Canada Showcase Europe 2023	Germany, November 2023
Tourism Industry Association of Canada Congress	November, 2023
International Indigenous Tourism Conference	February, 2023

List of 2023-2024 marketing events

Conclusion

Impressive achievements and strategic advancements for Destination Nunavut marked the 2023-2024 fiscal year. Our targeted campaigns, especially the Summer/Fall campaign, achieved significant engagement, reaching over 1.6 million users and generating nearly 53,000 link clicks. Key regions such as Ontario and Quebec showed strong engagement, with a notable portion of our audience being aged 65+.

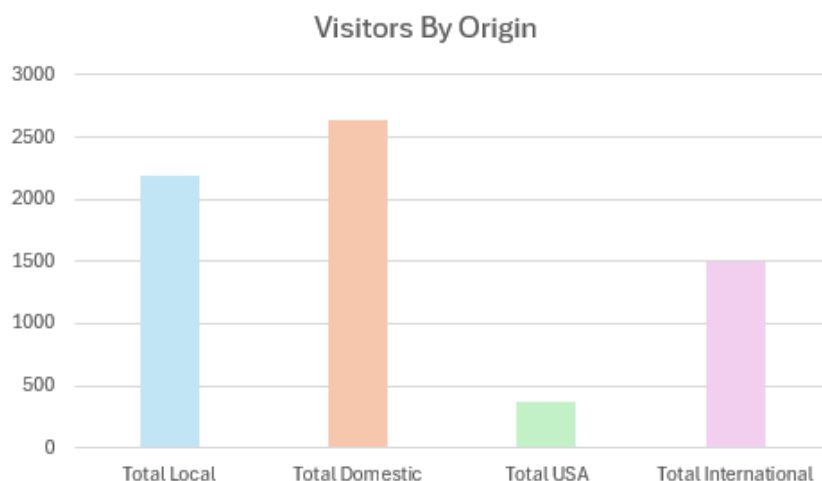
Social media efforts resulted in a 16% increase in Facebook followers, rising from 5.3K to 6.1K, and a 6% increase in Instagram followers. The introduction of display ads in Q1 2023 proved valuable and will be included in the 2024-25 plan.



Seasonal content alignment with ad efforts demonstrated increased traffic during crucial seasons, reinforcing the importance of timely and relevant content. These accomplishments lay a strong foundation for continued growth and engagement, positioning Destination Nunavut for a successful future.

## Visitor Centre Section

In 2023-24 the four visitor centres operated by the Government of Nunavut saw a total of 8,686 visitors. 3,146 were from Nunavut, 2,530 were domestic (from Canada but outside Nunavut), 352 were American and 2,658 were international travellers from outside Canada and the USA.



### Unikkaarvik Visitor Centre, Iqaluit

In Iqaluit, the Unikkaarvik Visitor Centre saw a total of 5,162 visitors in 2023-2024: 2,272 from Nunavut, 2,008 domestic travellers, 232 visitors from the USA and 650 international visitors.

In 2023-24 the Unikkaarvik Visitor Centre entered into a location agreement with Red Marrow Media and their partners (CBC, APTN and Netflix) to provide our building as an exterior set location for the Nunavut based television show "North of North". The visitor centre features prominently as a location in the show, serving as the exterior of the town or hamlet offices and radio station. Filming commenced towards the end of the fiscal year and brought 50 people to the centre.

Unikkaarvik started providing Connected North programming delivering their first virtual presentation to 10 students from a grade 6/7/8 class in Grand Rapids, Manitoba. Regular programming also included weekly movie screenings for the Akausisarvik Mental Health Treatment Centre which was attended by 116 people throughout the year.

Unikkaarvik hosted many special events and workshops throughout the year which included: The Red Amauti Project event, Elders and Knowledge Keepers, Drum Dance Workshop, Parks Nunavut, the National Gathering of Unmarked Burials. These events brought in 103 people. Many of these events are in partnership with other organizations and tourism stakeholders.

In 2023-24 Unikkaarvik gave tours to: cruise ship stakeholders, the Ecole De Trois Soleils French School, Tourism Officers, Gordon Foundation French Day Camp, Ocean North, Inuit Circumpolar Council, NNC



Renewable Energy, French Wrestlers Show, Parliament of Canada, Nakasuk School, Nunavut Legislative Assembly staff and the Aqsarniit Middle School. These tours brought in 282 patrons.

Unikkaarvik continues to stay on the Community Clean Up committee for Iqaluit and Nunavut. We provide space for the distribution of supplies and the appreciation barbecue afterward. This year the clean-up saw roughly 400 people take part in cleaning the city. The centre hosted the Friends of the Iqaluit Library Book Sale once this year attracting 150 people.

We assist Parks Nunavut in polar bear safety and orientation for visitors before they enter the Katannilik Territorial Park. A total of 9 people attended this training.

Unikkaarvik received 611 cruise ship passengers in 2023-24.

These activities and tours were attended by a total of 1731 people.

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

The Kivalliq Regional Visitor Centre had a total of 591 visitors in 2023-2024; 316 from Nunavut, 251 domestic, 14 from the USA and 10 international travellers.

Kivalliq Regional Visitor Centre also hosted a number of events, tours and Connected North virtual sessions with classrooms across Canada. These included; Learn to Traditional Inuit stories with elders, Learn to: Wall Hanging, a printmaking workshop, a mini kamik making workshop, an Agnico Eagle tour, teachers tour and high school students on a field trip. Two Connected North sessions were held with three different schools from Quqshuun Ilihakvik and teachers all over Nunavut. These activities were attended by 165 people.

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

The Arctic Coast Visitor Centre had a total of 2254 visitors in 2023-2024; 93 from Nunavut, 57 domestic, 106 from the USA and 1998 international visitors. 6 cruise ships visited Cambridge Bay and the visitor centre.

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

The Angmarlik Visitor Centre had 679 visitors in 2023-2024. 465 were from Nunavut and 214 were from out of territory and abroad. The visitor centre hosted the ongoing elder's program, generally held on Mondays, Wednesdays and Fridays. As well, Angmarlik hosted a sewing program, two tours and the RCMP. These activities were attended by 74 people. Angmarlik received 2 cruise ships that summer.

### **Visitor Centre and Heritage Centre Training**

In 2017, the government took over responsibility from Travel Nunavut (formerly Nunavut Tourism) for running the Visitor Centres in Iqaluit, Pangnirtung, Rankin Inlet, and Cambridge Bay. Currently, the staff sits at 6 and 75% Inuit Employment.

In the past, visitor centre staff have participated in training. The division continues to offer professional development and training opportunities to regional visitor centre staff, including project management, cultural heritage interpretation, management training and various GN courses.

In partnership with the Department of Culture and Heritage we visit the Winnipeg Art Gallery every winter to take part in workshops in museum and inventory management and interpretation. This is an opportunity to view the Nunavut collection and to meet with heritage and museum workers from all over Nunavut.



Visitor Centre staff: Special Kusugak, Aaron Watson and Lawrence Inutiq-Sackett with a Metis artist from Winnipeg at the Qamajuq exhibit at the Winnipeg Art Gallery

### **Regional Tours and Community Visits**

In 2023-24, the Manager of Visitor Experience went on a tour of all the visitor centres and heritage centres in the Kitikmeot and Kivalliq regions as well as a community visit to Pond Inlet.

Centres that were visited:

- Arctic Coast Visitor Centre (GN operated) – Cambridge Bay
- Kitikmeot Heritage Society – Cambridge Bay
- Kugluktuk Visitor Heritage Centre – Kugluktuk
- Nattilik Heritage Centre – Gjoa Haven
- Vera Akumalik Visitor Centre (GN supported) – Baker Lake
- Inuit Heritage Centre (closed semi-permanently) – Baker Lake
- Kivalliq Regional Visitor Centre (GN operated) – Rankin Inlet
- Margaret Aniksak Visitor Centre (GN supported – closed until repair complete) – Arviat
- Nattinak Visitor Centre – Pond Inlet (GN supported)

The manager also met with hamlets, senior administrators, economic development officers, outfitters, tourism stakeholders, visited government offices, tourism related businesses, galleries and other related establishments in the travel and hospitality industry.



Manager Aaron Watson, Gjoa Haven      Arctic Coast Visitor Centre, Cambridge Bay

### **Capital Improvements and Other Projects**

In 2023-2024 capital improvements were made at the Angmarlik Visitor Centre in Pangnirtung, the Arctic Coast Visitor Centre in Cambridge Bay and the Margaret Aniksak Visitor Centre in Arviat. At Angmarlik, a security alarm system and cameras were installed. We also got the centre connected to the Government of Nunavut (GN) with new internet infrastructure and computers. At the Arctic Coast Visitor Centre a fibre connection was installed to the building and this allowed the centre to finally be connected to the GN network with new computers. New telephony infrastructure was installed at both centres to prepare for the future installation of GN phones.

Through the visitor centre fund, the GN supports three visitor centres operating under different outside organisations. These are in Baker Lake, Arviat and Pond Inlet. Though the fund is used to pay seasonal staff to work in the centres, we also assist with capital repairs on the facilities. An ongoing project to repair the sinking floor and foundation of the Margaret Aniksak centre was ongoing and still pre-construction phase during the 2023-24 fiscal year.





Margaret Aniksak Visitor Centre, Arviat