

## = Tourism in Nunavut =

Tourism in Nunavut focuses on outdoor activities and culture of the local Inuit , the indigenous people of Nunavut . Wildlife watching is a popular tourist attraction , as the territory is home to a number of wildlife and bird sanctuaries . It is possible to spot walrus , polar bears , a large variety of birds and belugas throughout Nunavut . Outdoor adventure activities are also popular . Nunavut has a wide and lengthy river system , meaning that there are a large number of canoeing and kayaking opportunities to suit experienced travellers . Nunavut 's vast expanse of uninhabited territory offers many opportunities for hiking and camping . However , the region 's often extreme conditions and remote location often necessitates a guide , even for experienced campers .

Nunavut Tourism does not regularly publish tourism statistics . However , an exit survey conducted by the Department of Economic Development and Transportation between June and October 2008 revealed that 33 @, @ 378 people visited Nunavut during that period , up from 28 @, @ 802 in June @- @ October 2006 . The vast majority of visitors to Nunavut are Canadian , with 96 % of travellers arriving from Canada . However , the leisure travel market is not as dominated by Canadian visitors , with 28 % of foreign visitors .

## = = Attractions = =

Nunavut features a number of outdoor adventure activity opportunities as a result of the territory 's vast uninhabited area . Wildlife watching is one particularly popular activity - the territory is home to walrus and belugas , as well as eleven bird sanctuaries housing millions of birds . Muskox are also spread throughout Nunavut , although the territory 's tourism authority does not promote ' muskox watching ' trips specifically . The territory is also home to a population of polar bears , and trips designed to increase tourists ' chances of spotting a polar bear are common . A number of private operators offer wildlife , bird , polar and whale watching tours , in addition to other activities .

Other popular activities for tourists in Nunavut involve the Canadian territory 's vast opportunities for adventuring . Canoeing and kayaking are possible on the territory 's lengthy rivers , with the Thelon River being the most famous of these . This river is most popular during summer - despite not having road access direct to the river , many visitors participate in kayaking or canoeing along the river each year , as it is not as difficult to navigate as some of the other rivers in Nunavut . Another popular outdoor adventure activity is hiking . Nunavut Tourism promotes Nunavut as having a number of short and long hikes available to tourists , with camping possible in the middle of " caribou birthing grounds ... [ and at Whale Cove , ] at the river , teeming with chirping white whales . " However , due to Nunavut 's rugged terrain and often extreme conditions , Nunavut Tourism recommends the use of a guide for all campers and hikers staying the night outdoors to enhance safety .

One tourism activity unique to the Arctic North is iceberg watching . During the summer season of April to July , it is possible to watch icebergs moving down rivers while the ice around them melts . In addition , watching the floe edge is also a popular activity due to wildlife movement during this time . Whales can often be seen swimming metres from the ice , polar bears can be observed swimming briefly in the icy water and amphibious animals often bring themselves up on to dry land or on to the ice to sunbathe .

## = = Statistics = =

Nunavut Tourism did not , as of 2002 , produce detailed statistics about tourism numbers , trends and characteristics . However , by 2010 , this appeared to have changed , with Nunavut Tourism providing media outlets with general figures on trends in tourism in Nunavut . Tourism brings approximately CAD \$ 30 million to Nunavut 's economy each year according to Nunavut Tourism , with one in five of its tourists arriving on cruise ships . Between June and October 2008 , 33 @, @ 378 people visited Nunavut by air and sea , according to the territory 's Department of Economic Development and Transportation . This is an almost 16 percent increase on the number of people

who visited Nunavut by air and sea during the same period in 2006 , which was 28 @, @ 802 people . The average age of people arriving in Nunavut was 46 during the period in 2008 that the Department of Economic Development and Transportation conducted its survey , and the majority of visitors were in the territory for business purposes . 96 percent of all business travellers entering the territory were domestic travellers ( Canadian residents ) . However , among the leisure traveller sub @-@ group , the proportion of domestic travellers declines - Canadians make up only 72 percent of the leisure traveller arrival numbers , with travellers from the United States ( 20 percent ) and other countries ( 8 percent ) making up the difference . September and July account for 46 percent of arrivals , making them the busiest arrival months .

The most popular tourist destination among arrivals to Nunavut was Qikiqtaaluk ( Baffin Island ) , home to the territory 's capital , Iqaluit . Visitors to Baffin Island comprised 63 percent of all travellers to Nunavut . 11 percent visited the Kivalliq Region , seven percent travelled to the Kitikmeot Region and the remainder were cruise ship passengers who visited a number of Nunavut towns during their journeys . 76 percent of visitors to the Kivalliq Region travelled for business , leisure tourism was the most popular reason given for travel to the Kitikmeot Region , and visiting friends and family was the most popular reason given for travel to Baffin Island . 21 cruise ships visited Nunavut communities in 2009 .

= = Market issues = =

In the 2002 Nunavut Tourism publication *The Time is Right : A Vision and Strategy for Tourism Development in Nunavut* , a number of issues facing Nunavut tourism operators were highlighted . One major issue for the Nunavut tourism industry is the territory 's remote nature . This imposes high travel costs on visitors to Nunavut , and drives tourism numbers down . In addition , Nunavut 's position north of the Arctic Circle reduces the opportunity for spring activities , and results in a highly seasonally based tourism market . This limits opportunities for year @-@ round employment in the territory . Many tourism organisations and operators faced difficulty attracting high @-@ quality staff members to their ranks , and experienced high levels of turnover . There are limited links between tourism operators , inhibiting opportunities for inter @-@ sector growth .

A number of governmental and human resource issues also exist . Employees in the tourism industry are often poorly trained and tourism operators also face high staff turnover . A lack of interest in tourism development also exists in many Nunavut governmental organisations as well as in the private sector , and a policy put in place to prevent " market disruption " by new businesses has led to many businesses being denied licences to operate due to the new competition they would bring to the market . This policy has not only acted to the detriment of competition in the tourism sector but has also limited the opportunities for industry growth . Finally , a lack of in @-@ depth and relevant statistics about trends and growth in tourism in Nunavut has prevented businesses from planning for their short- and long @-@ term futures .