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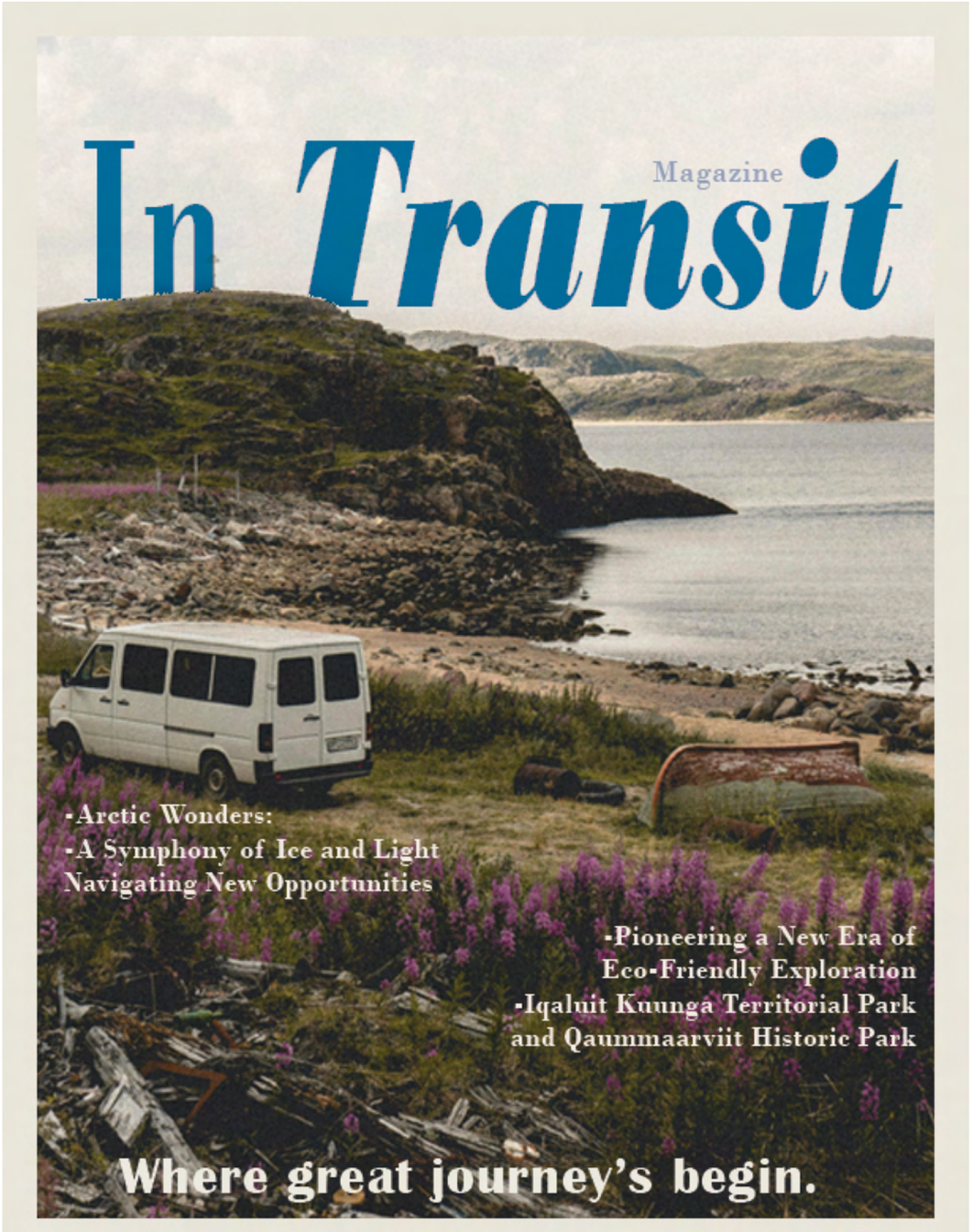

serious partnership.

Throat singers rely on each other to create a sound that is unique and beautiful. We have a similar synergy with our customers. As the only jet airline owned by the Inuit of Nunavut, when northerners support Canadian North they support their communities because our profits are reinvested into the communities of Nunavut. Canadian North relies on our customers' support to be able to provide all northerners with superior service and special promotions, including our beneficiaries' Pivut Fare.
That is a partnership we take seriously.

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Editor's Note:
Looking up for Inspiration

Dear Readers,

In the embrace of winter's chill, we are delighted to present the February edition of "In Transit," your passport to the world of travel and economic frontiers. This month, our focus turns to the Arctic, uncovering its stunning landscapes and the economic opportunities that beckon, making it an unmissable destination for explorers and investors alike.

Our cover story, "Arctic Wonders: A Symphony of Ice and Light," invites you on a virtual odyssey through the captivating landscapes of the North. From the celestial dance of the Northern Lights to the vast expanses of pristine wilderness, our skilled photographers have expertly captured the essence of the Arctic. Immerse yourself in the allure that has captivated adventurers and nature enthusiasts for generations.

This month's spotlight shines on the thriving eco-tourism industry in the Arctic. "Sustainable Adventures: Exploring the Arctic Responsibly" explores how tourism operators are embracing eco-friendly practices to preserve the fragile ecosystems of the Arctic. Discover initiatives that make a positive impact on local communities and wildlife, ensuring the magic of the Arctic is preserved for future generations.

On the economic front, "Arctic Economies: Navigating New Opportunities" delves into the growing economic potential of the region. As melting ice opens up new shipping routes, opportunities for trade and commerce are on the rise. Explore how Arctic nations are capitalizing on these changes, from infrastructure developments to harnessing the region's vast natural resources. Uncover the economic landscape of the Arctic and the innovative strategies driving sustainable growth.

Our team has worked tirelessly to deliver a comprehensive exploration of the Arctic in this month's issue of "In Transit". We trust that the stories of adventure, sustainability, and economic promise will inspire and captivate you.

Safe travels and happy reading!

Sincerely,
Mel Bustamante
Editor-in-Chief, In Transit Magazine

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Arctic Wonders: A Symphony of Ice and Light

Kiki Greenleaf

Canada's Arctic territories, a vast expanse of pristine wilderness, beckon intrepid travelers to embark on a journey into a realm where ice and light converge in a mesmerizing dance. The three northernmost territories: Yukon, Northwest Territories, and Nunavut – offer a unique and unparalleled experience that unveils the secrets of the Arctic, where nature unfolds a symphony of ice and light that captivates the soul.

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Yukon: Gateway to the Frozen Wonderland

Nestled in the heart of the Arctic, Yukon is a land of rugged beauty and untamed wilderness. Its towering mountains, crystal-clear lakes, and expansive ice fields create a surreal landscape that feels like stepping into a dream. Travelers can explore the remote and stunning Kluane National Park, home to Canada's highest peak, Mount Logan.

The real magic, however, begins when the sun dips below the horizon, and the Arctic night sky comes alive with the ethereal dance of the northern lights, also known as the Aurora Borealis. Yukon is one of the best places on Earth to witness this awe-inspiring celestial phenomenon, where ribbons of vibrant colors paint the night sky, creating a breathtaking spectacle that will leave visitors speechless.

Northwest Territories: A Canvas of Ice and Culture

As travelers venture further into the Arctic, the Northwest Territories reveal a landscape that is both rugged and inviting. Here, the iconic Nahanni National Park showcases deep canyons, cascading waterfalls, and expansive tundra, providing a backdrop for unforgettable adventures.

In addition to its natural wonders, the Northwest Territories offer a rich cultural tapestry woven by indigenous communities. Visitors can immerse themselves in the traditions of the Dene and Inuvialuit peoples, gaining a deeper understanding of the deep connection between the land and its inhabitants. This cultural exchange adds a layer of depth to the Arctic experience, making it not only a visual feast but a soul-enriching journey.

Nunavut: Where the Arctic Spirit Soars

The largest and most remote of Canada's territories, Nunavut, is a vast expanse of ice and snow that seems to stretch to the ends of the Earth. Here, the Arctic spirit is palpable, as visitors encounter an untouched wilderness teeming with wildlife. Polar bears roam the icy expanses, while majestic narwhals navigate through the frigid waters, creating a spectacle that is both humbling and awe-inspiring.

In Nunavut, the northern lights take on a life of their own, dancing across the night sky with an intensity that is hard to describe. The Inuit people, who have called this land home for generations, share their stories and legends about the auroras, adding a cultural dimension to the celestial display. The ethereal glow of the lights reflects off the icy landscapes, creating a surreal ambiance that feels otherworldly.

Practical Considerations for Arctic Travel

While the allure of Canada's Arctic territories is undeniable, travelers should be prepared for the challenges of the extreme climate. Dressing in layers, ensuring proper gear, and traveling with experienced guides are essential for a safe and enjoyable experience. Additionally, respecting the fragile Arctic ecosystems and the local communities is crucial to preserving this pristine wilderness for future generations.

Embarking on a journey to Canada's Arctic territories is not just a trip; it's an expedition into a world where ice and light converge to create a symphony of wonder. For those who seek adventure beyond the ordinary, the Arctic offers an immersive experience that will leave an indelible mark on the soul, inviting travelers to witness the dance of the northern lights and discover the magic that lies within the frozen landscapes of Yukon, Northwest Territories, and Nunavut.

IN TRANSIT

Digital culture takes hold in the north

Clinton Leung

When Grace Mulley and her husband Braden moved to Ottawa after four years in Iqaluit, they found themselves continually doing the favour of buying and shipping things to their friends in the north. It wasn't long before word spread about their services.

Their company, I Shop 4U, got its official start with the purchase of a $2.36 vacuum cleaner belt that an Iqaluit cleaning company needed the next day. In the next three years, the Mulleys would ship a range of goods and services, from canned chili to dog food and dress shoes. By the summer of 2017, they did 66 sealift orders, each one submitted by email through their website, www.ishop4u.ca.

"Without the Internet, we would not exist," says Grace, who adds she rarely communicates with her customers in person or over the phone, unless she's confirming a last-minute change.

The Mulleys aren't in it for the money – they started their business partly as a way to find employment for their mentally ill son. But last year, they started to make a profit, and they now employ up to four people with mental illnesses. In 2021, Mulley plans to expand into commercial purchasing for government and private businesses.
That's just one example of the digital revolution in the North.

Increased Access

Carter Turner works at Carleton University in Ottawa, running a certificate in public service studies program through distance education in Nunavut. She's noticed a big change in her students since 2015, the year the Nunavut Broadband Development Corporation rolled out its broadband Internet network.

"Number one, everyone has a computer at home," Turner says. "And everyone has high speed." Turnbull says students are now much more technologically savvy, familiar with chat programs and webcams.

Northern Canada has a remarkable record for getting Internet coverage in remote locations.

The Tamaani Wireless Internet Service rolled out across Nunavik in 2014, and is now used by the Kativik Regional Government, the police force, schools and artists throughout the region.

In Nunavut, more services continue to reach isolated communities. The government of Nunavut uses Telehealth – a two-way video conferencing system – to deliver training and education to health workers outside of Iqaluit. The Nunavut Court of Justice uses video conferencing to allow witnesses to testify in court without having to endure several days of travel.

In 2006, the Nunavut Broadband Development Corporation landed the territory on the shortlist for the Top Seven Intelligent Communities, an annual listing sponsored by a New York think tank. The previous year, the Conference Board of Canada said the satellite network could be

"the best infrastructure investment ever made in Nunavut."

Labrador lacks a broad regional system, but instead gets commercial services in most communities. At the end of 2007, the Government of Newfoundland and Labrador issued a request for proposals seeking a telecommunications carrier to install an advanced broadband network in all regions of the province.

"Bringing advanced communications to all of the province's regions has considerable socio-economic implications and is central to stimulating prosperous communities," said the minister of innovation, trade and rural development, Trevor Taylor.

Arctic Expeditions: Pioneering a New Era of Eco-Friendly Exploration

Michael Trent

The journey into the Arctic with Arctic Expeditions begins not at the icy shores of Nunavut but with a commitment to responsible travel from the get-go. From carbon offsets to eco-friendly transportation choices, the emphasis is on minimizing the environmental impact even before reaching the pristine landscapes of the Arctic Archipelago. As pioneers in sustainable tourism, Arctic Expeditions sets the stage for an expedition t hat is not just thrilling but environmentally conscious from start to finish.

Harmony Amidst the Ice: Sustainable Accommodations in the Arctic

In the heart of the Arctic, where the cold winds whisper tales of ancient ice, sustainable accommodations are redefining the traveler's experience. Igloos and tents, equipped with eco-friendly amenities, offer a cozy respite without leaving behind a carbon footprint. These innovative structures not only blend seamlessly with the frozen landscapes but also operate on renewable energy sources. Waste management practices ensure that the magic of the Arctic remains untouched, leaving travelers to revel in the beauty without compromising the delicate ecosystems.

In Nunavut, tourism is not just a gateway to witness the wonders of the Arctic; it's a vehicle for socio-economic development and cultural exchange. Indigenous communities actively participate in the tourism industry, offering authentic cultural experiences that enrich the traveler's journey. From traditional Inuit storytelling to crafting workshops showcasing ancient skills, visitors become immersed in the rich tapestry of Arctic heritage. Through sustainable tourism, the relationship between travelers and local communities strengthens, leaving a positive impact that extends far beyond the icy horizons.

In a region where wildlife faces increasing threats, responsible tourism operators prioritize the protection of the Arctic's iconic inhabitants. Beluga Whale Conservation Safaris have become a shining example of how travelers can contribute to ongoing research initiatives while witnessing the majesty of these gentle giants. By fostering a sense of connection and responsibility, these encounters become a driving force for conservation efforts, reinforcing the symbiotic relationship between humans and the Arctic's inhabitants. As travelers leave behind more than footprints, they become guardians of the Arctic, ensuring that the legacy of exploration is one of coexistence and preservation.

Leaving a Legacy: The Ongoing Commitment to Responsible Exploration

As travelers weave through the frozen landscapes, they leave behind more than footprints – they leave a legacy of responsible exploration. Sustainable adventures in the Arctic are not merely a fleeting escape but a commitment to preserving the planet's last frontiers. The magic of the Arctic, once thought to be boundless, is now revealed to be delicate and finite. Through conscientious choices and the adoption of eco-friendly practices, the legacy of exploration in Nunavut becomes a testament to the harmonious coexistence between humanity and the Arctic wilderness. In the heart of the frozen north, a new narrative is emerging – one of sustainable adventures, where the allure of the Arctic is safeguarded for generations yet unborn. As the tundra shimmers under the Northern Lights and glaciers crack in the distance, a sense of responsibility echoes through the icy expanse, reminding all who venture here that the magic of the Arctic is a treasure worth preserving.

Tourism and the arts

John Hilco

Some years ago, Lucie Harris was in Kimmirut when a cruise ship pulled into the harbour. She pitched in during the shopping frenzy at the local art gallery, and when the mob thinned out, was amazed to discover the small shop had pulled in $13,000 in a single hour. It's an experience she'd like to repeat.

As executive director of the Nunavut Arts and Crafts Association, Harris spends most of her time working with artists at the grassroots level: making sure they have access to tools and workspaces and organizing workshops. She also spends a lot of time on the other big problem for Nunavut artists: helping to connect remote,isolated individuals to an art market usually several hundred kilometers away.

But talk to Harris for a while and she presents a much broader vision for the arts in Nunavut: bringing the customers here by promoting "arts tourism."

"I think we could see huge sales,"

Harris says with conviction.

Lessons from the South
To illustrate, Harris points to Santa Fe, New Mexico. The city is renowned for its potters and artists, as well as its successful marketing as a "creative tourism" destination. Every year, tourists flock to the city of 50,000 to visit the galleries, take in the shows, and to see artists at work. The city has also
developed an innovative signing system: artists who work at home can post a sign in their front door, inviting tourists to come in and buy directly from artists at work.

The numbers suggest Harris' idea may not be that far out. The Nunavut arts and craft strategy released last year says twenty percent of Nunavut's workforce is employed in the arts, which contributes $30 million to the economy each year. Nunavut Tourism and other northern agencies already have "cultural tourism" at the top of their lists for the next big thing.

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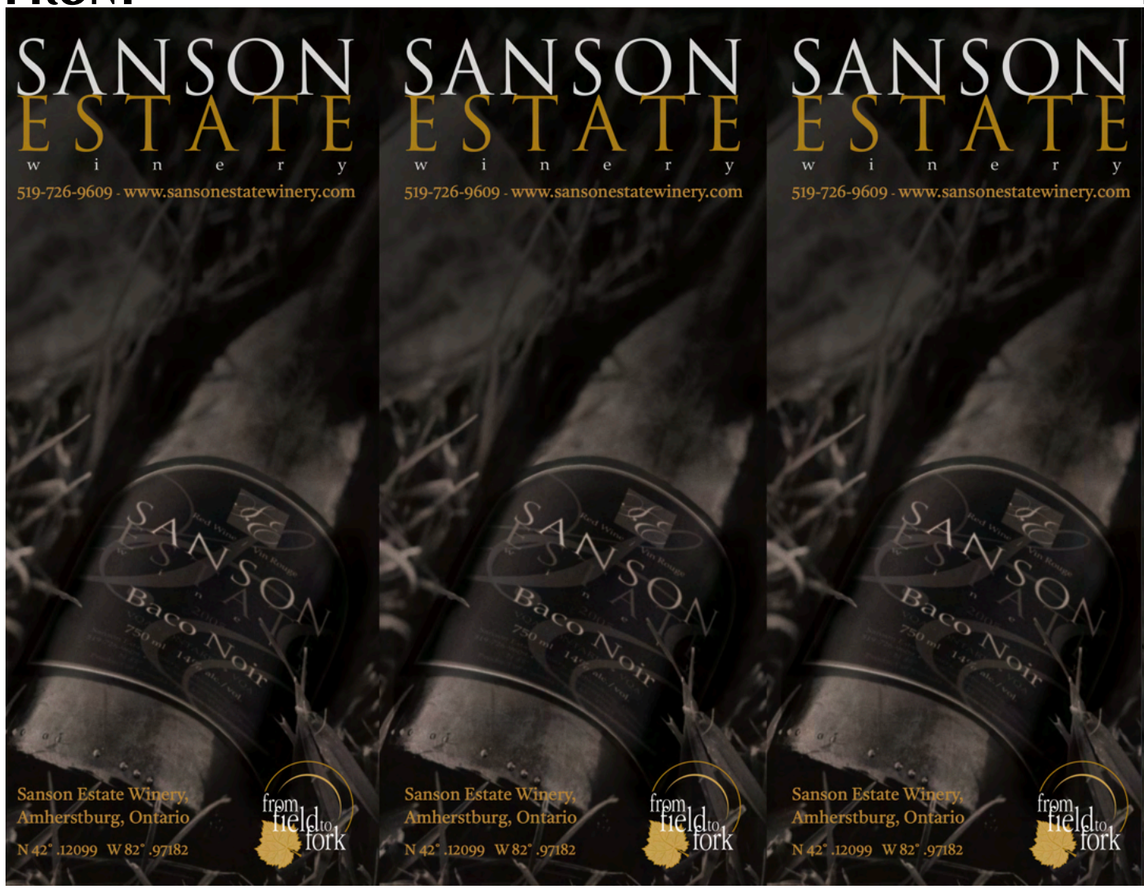

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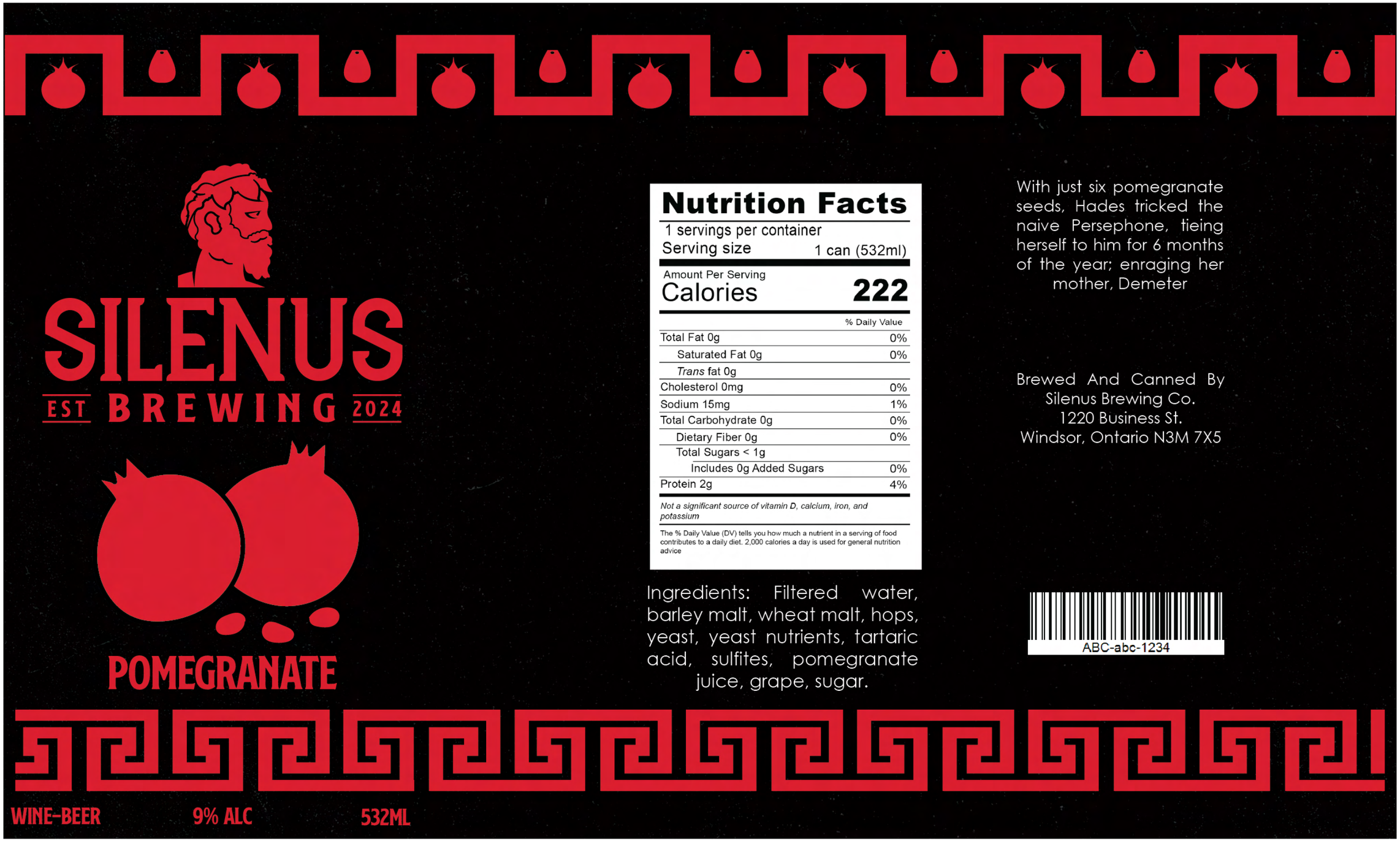

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