

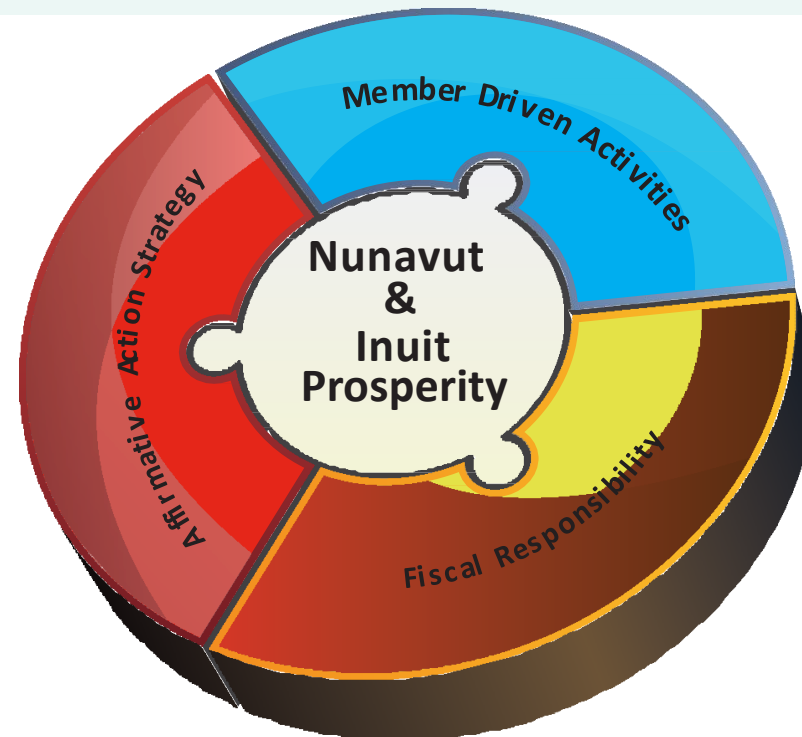


# Responsible, Thoughtful Advocacy

Travel Nunavut has an important role to play in the sustainable development and management of tourism in Nunavut by advocating on important issues central to industry operators.

# Our Role

- Represent our members viewpoints and aspirations of the tourism industry in Nunavut
- Raise awareness on issues leading to effective policy change
- Streamline how business is conducted while fostering the sustainable development and management of tourism
- Leverage best practice among industry association peers in Canada



**3** Priorities for Travel  
Nunavut



# Air Access

Issue: Cost Competitiveness

## **Travel Nunavut's Plan**

- Work with industry partners on International airline landing in Iqaluit
- Work with partners on Federal regulations
- First Air & Canadian North merger

# Environmental Stewardship

Issue: Educate & engage operators to embrace environmental/social stewardship

Nunavut's environment is a key pillar of the Territory's economy, tourism industry and culture.

Preservation of the environment and adhering to a high-level of environmental and social stewardship is a vital responsibility of tourism operators as well as visitors.

Global Sustainable Tourism Council definitions and standards can be easily adopted for the Nunavut context.

Today's travelers seek out destinations and operators adhering to a high-standard of environmental and social stewardship – with Nunavut high on their consideration list.

Operators that follow environmental and social standards will be recognized by consumers.

This is a core issue to protect both the Nunavut's tourism brand and deliver on the overall tourism experience.

# Environmental Stewardship

## **Travel Nunavut's Plan**

- Travel Nunavut will begin to develop a tourism operator-specific environmental protection and stewardship definition and then effectively roll this out to members.
- Moving forward members could pledge to uphold this environmental commitment as part of their overall business and service/experience delivery.
- This definition need not be onerous and theory based, but grounded in an industry-first approach to ensure maximum buy in by operators.

# Focus on Building Value

Issue: Need to address the perception of Nunavut being an expensive destination offering limited value

Nunavut is an expensive destination from an absolute cost perspective.

The perceived value of Nunavut travel experiences are considered low vs. comparable destinations (e.g., Yukon, Norway, Iceland, etc.) given limited infrastructure, basic service delivery standards and quality and the absence of quality control standards.

We can't lower costs but we can educate and train our members to improve the perceived value and service quality of the Nunavut travel experience.



# Focus on Building Value

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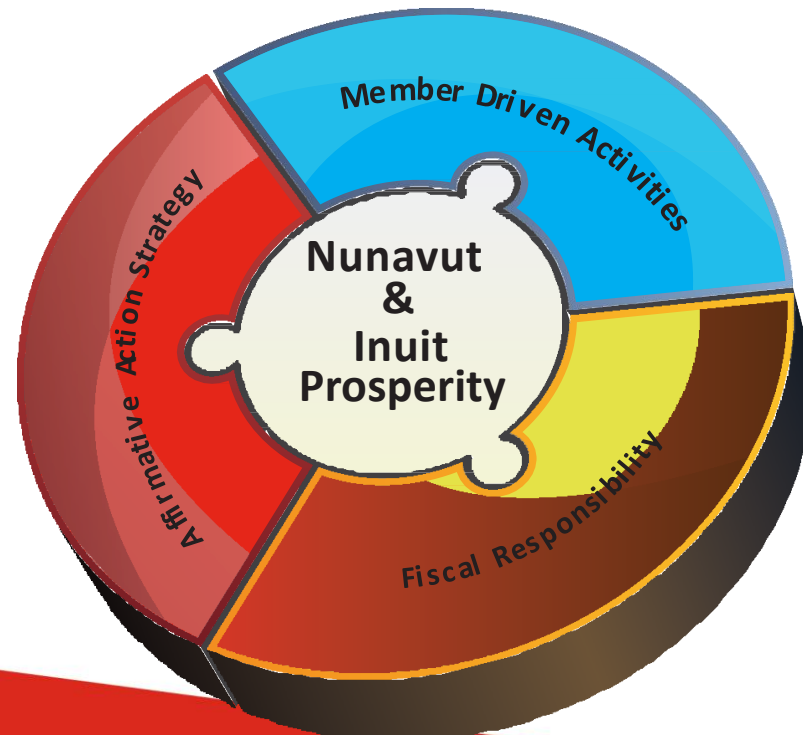
## **Travel Nunavut's Plan**

- Advocate for a quality control and standards framework to boost the quality of the experiences.
- Continue to build and host a series of quality standards presentations and workshops with our members
- Work with partners to grow the number of operators to foster positive competition

# Grow our Inuit membership

Issue: Need to encourage and foster more Inuit participation and ownership/management of tourism businesses

Greater Indigenization of Nunavut's tourism industry will serve a double purpose: fostering greater economic development and community financial benefit; and helping to nurture and protect the Nunavut brand essence by delivering on an authentic Indigenous tourism experience.



**3** Priorities for  
Travel Nunavut

# Grow our Inuit membership

Issue: Need to encourage and foster more Inuit participation and ownership/management of tourism businesses

## **Travel Nunavut's Plan**

- Travel Nunavut primary goal is to grow Inuit participation and ownership/management of the tourism industry in the territory.
- Continue staff outreach, mentorship and member-first orientation