

ATAC Update: Canada's North



Canada's North: Putting Things Into Perspective



- Total Area: 3,921,739 square km 39% of entire Canadian Land Mass
- Total Population: 113,604 0.3% of Canadian population
- Challenge of higher costs, limited infrastructure/products, shorter tourism seasons, destination awareness etc.



Tourism in Canada's North: A Vibrant Growing Industry



- Recent visitation statistics show that the territories received over 445,000 visitors who spent over \$538 million
- All three territories showing growth in the number of visitors and visitor spending.
- Interest in Canada's North as a tourism destination is at an all time high

Tourism in Canada's North: A Diverse Set of Offerings



- The Yukon's most popular sectors include general touring, outdoor adventure and Aurora.
- The NWT's most popular sectors include business travel, the Aurora, and general touring and VFR
- Nunavut's main market segments include business travel, the cruise ship market, adventure activities and VFR.
- All three territories have a diverse selection of authentic Aboriginal Tourism Experiences



Aboriginal Tourism in the Yukon



- The Yukon's has a vibrant Aboriginal tourism sector with eight cultural and interpretive centers, world class festivals, guided activities historic sites and a thriving artisan community.
- The Government of the Yukon a huge supporter of the sector
- The Yukon First Nations Culture and Tourism Association plays a key role in the success of Aboriginal Tourism in the Yukon (training, booking referral services, networking and cooperative advertising programs)

Aboriginal Tourism in the Northwest Territories



- There are over 35 Aboriginal Tourism businesses in the licensed tour operators (offering a variety of experience) and a thriving arts and crafts community
- The Government of the NWT / Department of ITI has supported the development and growth of Aboriginal tourism in the NWT (program development, program support, training)
- NWT Tourism has also been an avid supporter of Aboriginal tourism and has included this sector as part of their larger integrated marketing campaigns.

Aboriginal Tourism in the Nunavut



- There are over 55 Inuit owned tourism businesses in Nunavut, offering a wide range of tourism products and experiences.
- The Government of Nunavut Tourism support aboriginal tourism through training, product development and marketing support.



ATAC Partnerships in Canada's North: Yukon



- Cultural Gathering – bringing together the 8 existing cultural centers in the Yukon and cultural centres from Alaska and Northern BC (focus on best practices, idea sharing)
- Support for a Wilderness Guide Training program for First Nations participants.

ATAC Partnerships in Canada's North: NWT



- Enhancement of the Aboriginal Tourism Champions program
- Support of the Community Tourism Coordinator program (Hay River, Deline, Tuktoyaktuk)
- The development of a Winter Aurora pilot program (North Arm Park and the Community of Behchoko)



ATAC Partnerships in Canada's North: Nunavut



- ATAC is supporting the development and delivery of a business, market, trade ready standards program
- The two-day workshops will be delivered in the main centres of each of the three regions of Nunavut (Cambridge Bay, Rankin Inlet and Iqaluit). Delivered by Nunavut Tourism



ATAC Partnerships in Canada's North: Other Opportunities

- Supporting the growth/development of local aboriginal tourism businesses (market ready)
- Development of a database of aboriginal tourism businesses throughout Canada's north.
- Other opportunities (training, marketing support, strategic advice, etc.)
- We are here to help. Feel free to reach out at any time.

