

Industry Snapshot

- 16,750 estimated visitors to Nunavut in 2015
- \$37.88 million estimated total spending by visitors in 2015 (excluding airfare)



Nunavut's arts and craft



- Around \$52 million in end consumer sales (over \$30 million generated in sales outside of Nunavut)
- Arts and crafts sector creates the equivalent of 1,068 full-time jobs
- 2,500 3,500 Nunavut residents earn some income annually from arts sales

Who came to Nunavut in 2015?

- 69% were business travelers
- 23% were cruise-based and land-based leisure travelers
- 7% were visiting friends and relatives
- 1% other



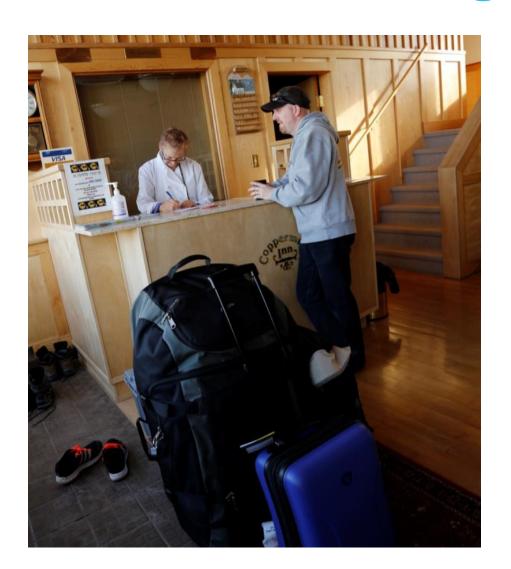


Tourism in focus

- In 2016 the Crystal Serenity visited in Nunavut
- The Crystal Serenity visited Cambridge Bay and Pond Inlet and contributed over \$145,000 to Nunavut's economy



Community Tourism and Cultural Industries Funding Program



- This year, around \$1.48 million in funding has been accessed
- The program supports tourism businesses, artists



Arts in focus

- Aakuluk Music is Nunavut's new and very first music label
- Qaggiavuut! created an online artist map. It presents and promotes over 100 performers from across the territory
- Iqaluit-based Jewellery Artist and Drum-Dancer
 Mathew Nuqingaq named to the Order of Canada
- 2 of Canada top 10 movies are from Nunavut: Maliglutit from Zacharias Kunuk and Angry Inuk by Alethea Arnaquq-Baril

How to improve the quality of life for artists?

Consulting

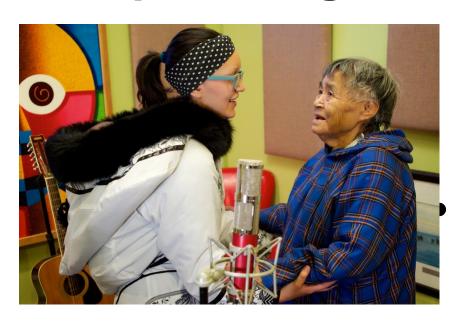


The recent All Arts
 Summit brought together
 over 70 delegates, arts
 organizations and arts
 sector stakeholders from
 across the territory.

The summit will inform the creation of a new comprehensive All Arts Strategy for Nunavut



Empowering



 Business skills training: pricing, writing a biography/portfolio, marketing, promoting, selling

Artists as teachers in their communities: Qaggiavuut!

Artists residencies



Innovating

- Exploring the concept of Social Return on Investment of the arts in Nunavut
- In identifying outcomes and giving them value
- To tell the story of how change is being created and adapt our tools

