

A group of people, including children and adults, are sitting on a light-colored carpeted floor. They are dressed in casual clothing, and some are wearing costumes or traditional attire. The scene appears to be a community gathering or a performance. The text 'Tourism and Cultural Industries' is overlaid in large, bold, white letters with a black outline, and 'General Impact' is written below it in a smaller, white font.

Tourism and Cultural Industries

General Impact

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

Looking ahead

- Sustainability of tourism and arts sectors
- Renewable resource
- High potential for growth