

Nunavik Tourism Association

- Founded in 1983 by a small group of Inuit outfitters
- Created to support the development and promotion of tourism in Nunavik and to provide a unified voice
- Officially recognized in 1997 by the Québec Ministry of Tourism, with the support of Makivvik Corporation and the Kativik Government
- Member-driven, non-profit organization that brings together communities, outfitters, and tourism partners
- Promotes Nunavik as a destination, supports training and product development, and contributes to the preservation of Inuit culture and the Arctic environment

Context, Territory, and Evolution of Tourism

- Tourism in Nunavik isn't new. It goes back to the 1950's when the first fishing lodges were established on the George River
- Back then, not too many Inuit businesses were established. Everything was under the Hudson Bay Company and the fur trade
- Caribou sport hunting was huge in the 1980's and the 1990's, and many Inuit established hunting camps
- Following the caribou sport hunting closure in 2019, ecotourism is trending and those type of camps are developing around non-consumptive ecotourism businesses
- Nunavik Parks is part of that worldwide trend

Challenges to Tourism Development

- Remoteness and high transportation costs
- Climate change impacts
- Regulation changes (e.i. airstrips, Off-road vehicles, SVOP, etc.)
- Infrastructure (hotels, restaurants, etc.) and local workforce constraints
- Competing with similar Arctic destinations that are World-class products

Nunavik Tourism Today

- The Nunavik Tourism Association is located in Kuujjuaq and it employs five full-time staff and one part-time staff member
- There are 90 active members with an annual membership
- The Board of Directors consists of nine members, including seven elected representatives and two members appointed by Makivvik and KRG
- Focus on sustainability
- Respecting Inuit culture, the marine and land environments
- Tourism as an economic diversification tool
- Job and business creation for Nunavimmiut
- Traditional crafts such as sewing and carvings for tourists

Nunavik Tourism Association

BOD Members

- PRESIDENT
Johnny May Sr.
- VICE-PRESIDENT
George Berthe
- SECRETARY-TREASURER
Johnny May Jr.
- DIRECTOR
Peter Duncan
- DIRECTOR
Jonathan Grenier
- DIRECTOR
Dave Forrest
- DIRECTOR
Maggie Q. Saviadjuk
- Makivvik Representative
Anita Gordon
- KRG Representative
Nuna Akpahatak

Role of Nunavik Tourism Association

- Support to communities and businesses
- Marketing and destination development
- Representing Nunavik in trade shows, provincial, national and international events, etc.
- Raising awareness amongst stakeholders and general population

Looking Forward

- Climate adaptation and green energy production
- Youth involvement
- Tourism rooted in Inuit cultural values
- Collaborating in the protection of heritage sites

Questions?

Nakurmiimarialuk!