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Cruise Ship Newsletter:

Why Care About Cruise Visitors

Hosting cruise visitors is our best opportunity to explain our point of view on global issues, like seal hunting, polar bear management, arctic sovereignty and climate change. Passengers come to Nunavut because they want to learn our story, listen to our perspective and experience our way of life.

We recommend you tell a cruise passenger that “we eat seal and we wear seal.” They will listen. You can wear seal skin kamiks, a vest or hairclips; talk about how important seal hunting is for elders to teach traditional skills to youth. You can explain the nutritional value and health benefits of hunting and eating seal; show visitors the cost of purchasing beef or chicken from the local stores and describe how far meat had to travel to get to our communities.

Feel free to explain that seal skins are sold as a by-product and the selling of the skins is an important source of money in our communities. When the cruise visitors leave, they will have a new appreciation for the Inuit right to hunt seal and the importance of open markets for seal skins. Communities can choose the message cruise visitors hear and hopefully retain and retell when they go back home.

Tell Our Story

Seal Hunting
Polar Bear Management
Arctic Sovereignty
Climate Change
Preserving the Inuit
Language and Culture



Who Are Cruise Visitors

Cruise visitors purchase experiences. They want to see, touch, hear or smell something new. They want to learn everything about Nunavut and Nunavummiut: our history, politics, geology, culture and language. Cruise visitors want to experience the pristine beauty of our land and breathe the clean air. They want to watch a polar bear eating a seal, in the wild, not in a zoo. Cruise visitors to Nunavut tend to be over 60 years old.

They are well-educated and have travelled around the world. Their kids have left home for university or to start their own families. Many cruise visitors have sold their family homes and moved into apartments or condos. Some may not have much room to buy large works of art. Cruise visitors mainly come from Canada, USA and Europe.

They can buy and bring home prints, stone carvings and cloth tapestries easily.

Only Canadians can legally purchase products made from seal, baleen, polar bear, narwhal or walrus. Most Canadians don't have the knowledge to keep traditionally tanned seal skin products, so commercially tanned seal skins are better. To reach the most buyers, focus on making arts and crafts from cloth, paper, and stone.





What to Sell

Postcards and Photographs
 Local CDs and DVDs
 Keychains and zipper pulls
 Small inuksuk or polar bear carvings
 Baby booties and hats
 Small dolls
 Ulu
 Snow goggles
 Small wall hangings
 T-shirts with your community name
 Bug hats with your community name

Many cruise visitors to Nunavut have a lot of money and can purchase arts and crafts. Most of these people want souvenirs of their trip for themselves or their grand kids. They prefer small craft items that aren't too heavy. Most will not spend more than \$30-\$50 in each community.

Other cruise visitors have dreamed of visiting Nunavut their whole lives and saved every extra penny to take this cruise. They will only take photos, memories and stories home.

Increase the Sale Price

Have the Authentic Nunavut brochure available for passengers to read. It explains that the Nuna Tag is a guarantee of authenticity. Using it will increase the sale price of your artwork.

Call toll-free to 1 (888) 975-5999 to register or to get Nuna Tags to use on your arts and crafts.



What to Do With Cruise Visitors

Focus on your community's strengths and uniqueness during the July, August and September months. Cruise ship companies will pay communities and businesses for organizing unique experiences. Passengers don't want to see throat-singing, a qulliq lighting and drum dancing in every community they visit. Contact the communities nearby to learn what they're doing.



Make sure your community's unique products and services are the focus of their visit. The result will be more benefit for the community.

For example, a community known for its art could do arts tours, a craft sale, and artist demonstrations. Cruise companies will pay a flat fee for organizing the tours, sale and demonstrations.

Passengers will buy art postcards, hats for their grandkids, fridge magnets and small souvenirs. The hamlet or a local business should set up their Visa and Master Card machine because passengers may not carry cash. Make sure cash is available at the bank or store.

A community known for its fish could do fishing trips, a fish BBQ, an ulu demonstration, a fish feast and pipsi tasting. Cruise companies will pay a price per passenger for the fishing trips. They'll pay a flat fee for the BBQ, ulu demonstrations and pipsi tasting. Make sure ulus and small packages of pipsi are available for sale and cash is available at the bank or store.

A community known for its scenery could do walking tours, lunch at a traditional camp with beautiful scenery in the background, and a photography workshop to teach passengers how to photograph the magnificence of our landscape. Cruise companies will pay a flat fee for all of this. Make sure the people in the traditional camp are wearing snow goggles and have extra available for sale.



There will be some cruise visitors who want to do something separate from the group. Have guides or outfitters ready to take these people on special trips and charge the passengers for the trip. Give the description and price of these trips to the cruise operators before they arrive in your community so the passengers can book ahead. Take passengers to touch a beached iceberg and make iceberg tea.

Take others to build an inuksuk and explain the history of inuksuit. Others will pay to listen to traditional stories and have tea with elders in a qammaq or tent. Involve youth as translators so that our history and culture will be conveyed, not only to the tourists, but also to our next generation.





Cruise passengers will be in each community for approximately six to eight hours. Each visit is dependent on tides, the weather and the cruise schedule. If “disembarkation” is listed on the schedule, then passengers will have very little time in the community to shop or take tours. They will be taken directly to the airport to have their bags checked. Artists can go to the airport and offer their wares for sale.

Normally, cruise companies will pay for group activities and tours. They need to know what you can do in your community at least six months in advance so they can include the cost and information in the packages sold to the passengers.

How We Can Benefit From Cruise Visits

It's time to get benefits from cruises visiting Nunavut and here's how:

- Explaining our point of view on global issues;
- Selling services and products to passengers; and
- Invite cruise passengers to come back.

If cruise passengers had a good time in your community this year, they will come back. Start by welcoming them on the beach. End their visit with a warm goodbye on the beach and a printed invitation to come back.

Tourism Officers at the Department of Economic Development & Transportation can help communities make these arrangements for next year, the 2012 cruise season.

For this summer's cruise season, the department will help fund these activities this year. Contact a Tourism Officer for more information. The contact numbers are at the end of this newsletter.

EVENTS CALENDAR



If ten people go home this summer and plan a visit to your community next year with their family and friends, you could have forty people visit next year. For a one-week trip, forty visitors could bring \$200,000 into your community for accommodations, outfitting, food, and arts and crafts.



Come Back to Nunavut

Inviting passengers to come back to your community can be as simple as a letter or brochure with the following:

- An invitation from the Mayor or an Elder;
- Beautiful photos of your community and community members;
- Ideas of what tourists do for a week at different times of the year; and
- Contact info for guides, outfitters and accommodations.

Safeguarding our Culture and Environment

Cruise companies have received licences and permits from the federal and territorial governments and Inuit organizations depending on where they go and what they want to do while they're here. All of this work is done before they enter Nunavut waters.

Cruise visitors come to Nunavut because we have a unique culture and pristine environment. When they arrive, passengers may not understand what they can and cannot do. Give the cruise companies a document on etiquette before they arrive. In this document you can explain: where people can walk, what they can do in your community, whether they should ask for permission to take photos of you or your kids, and what they should buy.

The cruise company will give this information to their passengers before anyone gets off the cruise and arrives in your community.

If you see something you don't like, find the cruise company's tour leader or expedition leader, quietly ask for "a minute to discuss an issue," and tell them what you don't like and how they can fix the problem. The tour leader or expedition leader is the person with the clipboard or name tag who gives direction to the passengers. They want you to be happy and they will usually fix the problem immediately.

If that doesn't work, for wildlife disturbances, contact your local Conservation Officer (formerly known as Wildlife Officer).

The Nunavut Land Claims Agreement and the Wildlife Act protect our wildlife and environment and the Conservation Officers have the legal powers to enforce the Act.

For disturbances to Inuit-owned lands, contact your Regional Inuit Organization (RIO). The Nunavut Land Claims Agreement protects Inuit owned lands and your RIO has the legal powers to enforce the Act.

For archeological or paleontological site disturbances, contact the Department of Culture, Language, Elders and Youth (CLEY) at (867) 934-2040. The Nunavut Archaeological and Paleontological Sites Regulations (NAPSР) protect our heritage and CLEY has the legal powers to enforce this protection.

For all other issues, contact a Tourism Officer, listed below. Cruise ships are licensed under the Travel and Tourism Act and Tourism Officers have the legal powers to inspect, conduct investigations, and suspend or revoke tourism licences.

Cruise companies don't want to get to this point. They want to respect Nunavummiut, our communities, wildlife and environment. They also want their clients to have a good time, which means having a good experience with Nunavummiut and our communities. Tell the tour leader what they're doing wrong and they'll usually find a way to fix it right away.

Contacts

To develop a cruise program, contact your local community economic development officer or one of these tourism officers with the Government of Nunavut:

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