



Tourism Statistics Report 2019
East Greenland

Introduction



Looking at the 2019 season the only somewhat valid data we have are the data on the number of international flight passengers (incl. DK) travelling out of Kulusuk and Nerlerit Inaat, however, they are unfortunately not complete as the following page shows. Regarding accommodation the data on the nationality of the guests is, unfortunately, very incomplete.

Based on the data at hand the 2019 season does not look too positive with a decline of -10.4 % in the number of international passengers (incl. DK) travelling out of Kulusuk and Nerlerit Inaat airports combined. The very incomplete data we have on the area of accommodation also shows a negative trend.

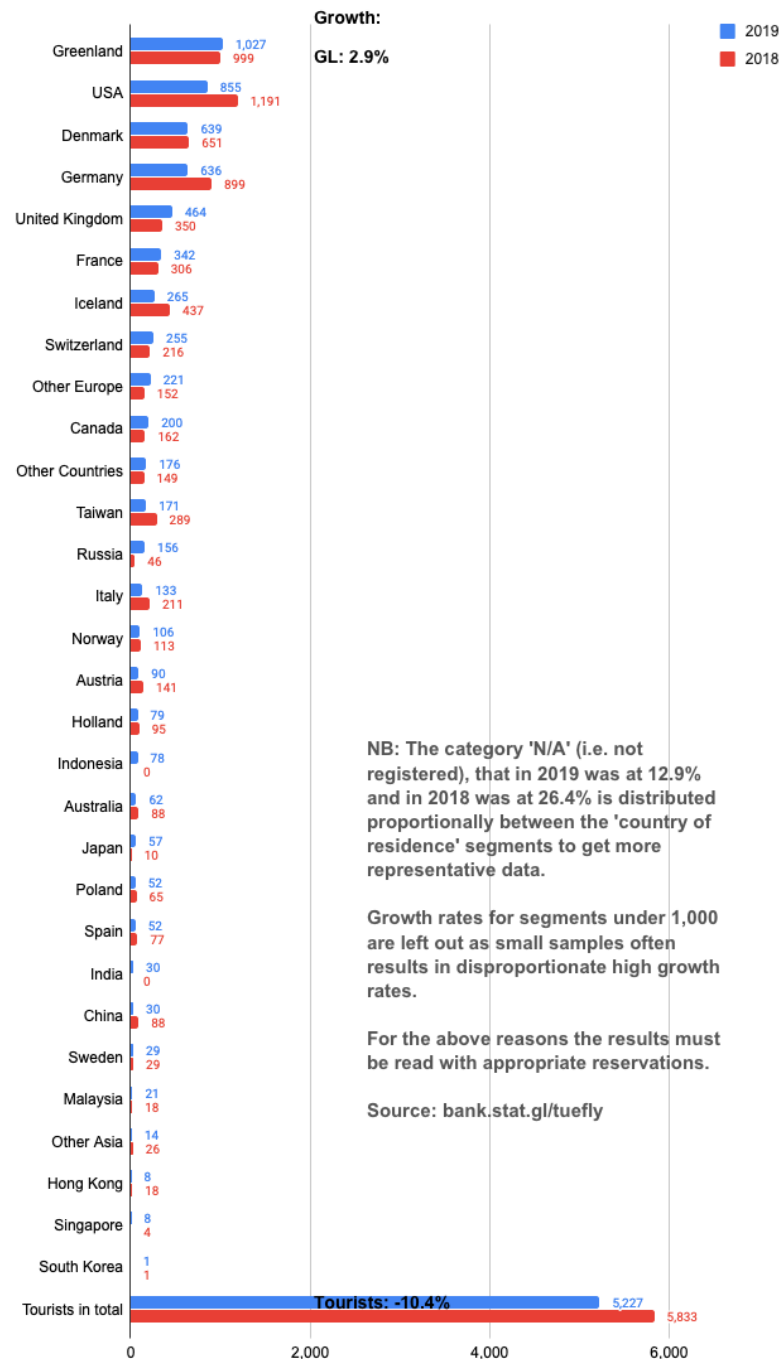
It is, however, positive that 2019 saw a growth of 2.3 % in the number of potential passengers onboard the cruise ships that visited the region.

On a national level 2019 saw both positive and negative development and indicators. Statistically the number of tourists is still so low that even a variation of a few from a given segment will cause disproportionate percentage differences from one year to the next, so the growth percentage can easily be over-interpreted. Furthermore, there is a natural variation in the demand from the international adventure market, which one must also keep in mind.

It is therefore most appropriate to look at the development in tourism in Greenland on a national level and over a period of 5 or 10 years, as this is where we can read trends more clearly. Thus we can conclude that tourism in Greenland in the 4 year perspective from 2015 through 2019 (we only have country of residence data on flight passengers since mid-2014) has been growing, both in terms of land-based tourism and cruise.

In 2015 we registered approximately 51,803 international flight passengers travelling out of Greenland incl. the DK segment. In 2019 we registered approximately 58,149 international flight passengers, which is a growth of 12.3 %. That is equivalent to an annual growth of approximately 2.9 %. It is slightly under the average annual global tourism growth in the same period, but it must still be considered a healthy development.

No. of air passengers out of Greenland via Kulusuk & Constable Point Airports combined 2019 vs 2018



Flight Passengers Travelling Out of Greenland via the Two Airports in East Greenland

For the first time, we can show all 29 segments that have been registered since the 1st of January 2016 plus India, which has been registered since the 1st of January 2019.

The data series bank.stat.gl/tudfly includes the 18 segments that have been registered since July 2014. The data series also contains data from 2008-2013, which is merely the total number of passengers, i.e. without data on the country of residence of the passengers.

As mentioned in the introduction the data in the graph on the left is not complete. In 2019 12.9% of the passengers were not registered according to country of residence and in 2018 the same was the case for as many as 26.4%. On that basis the numbers must be taken with appropriate reservations.

The growth percentage is only noted for the 4 largest tourist segments, as the numbers quickly are so small that only a few passengers can cause disproportionately large growth percentages (both positive and negative).

Among the 5 markets that Visit Greenland has deemed to be Greenland's core markets (DK, DE, US, FR and GB) both GB and FR show growth, whereas the opposite is the case for DK, the US and DE.

Out of the 'new' segments Switzerland is surprisingly the 7th largest tourist segment.

No. of overnight stays in East Greenland 2019 vs 2018



Number of Overnight Stays in East Greenland

Unfortunately, there are not a lot of conclusion to be drawn from the number of overnight stays, as more than half of the nights are not registered for nationality. However, it appears that 2019 saw a negative development.

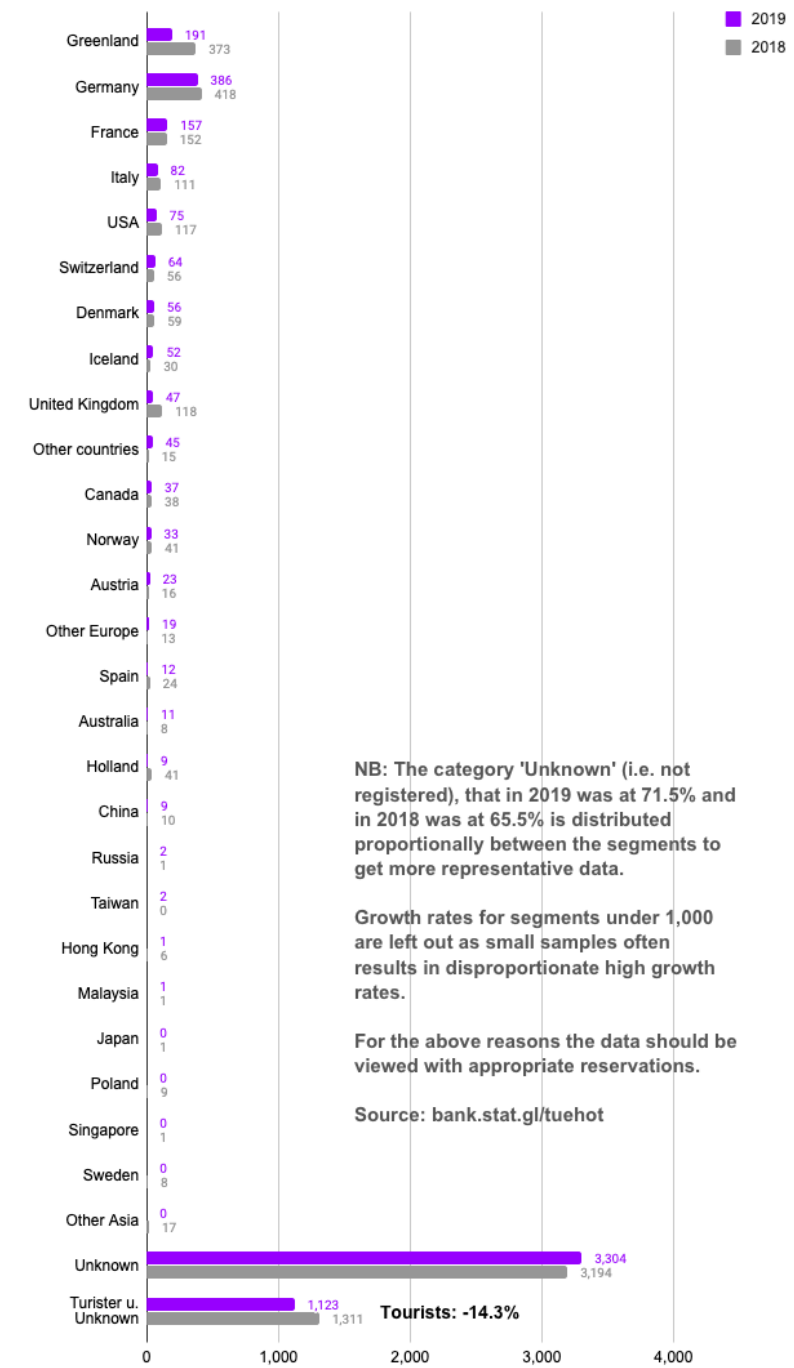
NB: The category 'Unknown' (i.e. not registered), that in 2019 was at 53.3% and in 2018 was at 50.5% is distributed proportionally between the segments to get more representative data.

Growth rates for segments under 1,000 are left out as small samples often results in disproportionate high growth rates.

For the above reasons the results must be read with appropriate reservations.

Source: bank.stat.gl/tuehot

No. of guests in East Greenland 2019 vs 2018



Number of Individual Guests in East Greenland

The number of individual guests in the most incomplete data set, as 71.5 % of the guests in 2019 were not registered according to nationality.

Nevertheless, if we look at the development for the 28.5 % of the guests that were registered by nationality 2019 shows a negative trend in the number of international guests incl. DK ('Tourists under Unknown' in the bottom of the graph).

NB: The category 'Unknown' (i.e. not registered), that in 2019 was at 71.5% and in 2018 was at 65.5% is distributed proportionally between the segments to get more representative data.

Growth rates for segments under 1,000 are left out as small samples often results in disproportionate high growth rates.

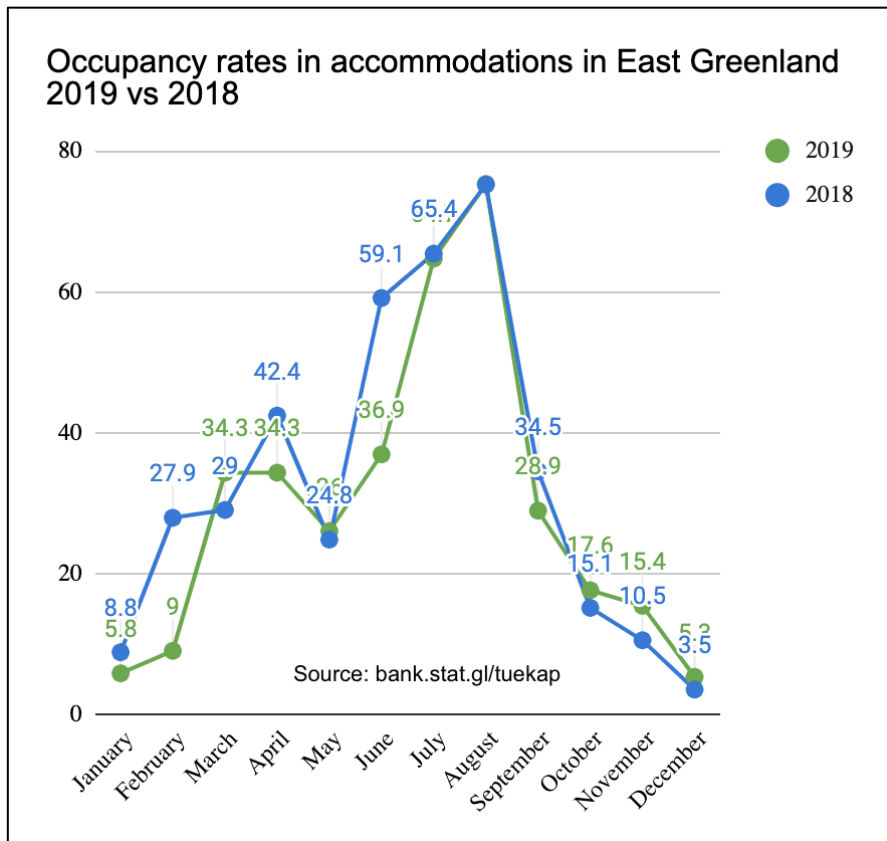
For the above reasons the data should be viewed with appropriate reservations.

Source: bank.stat.gl/tuehot

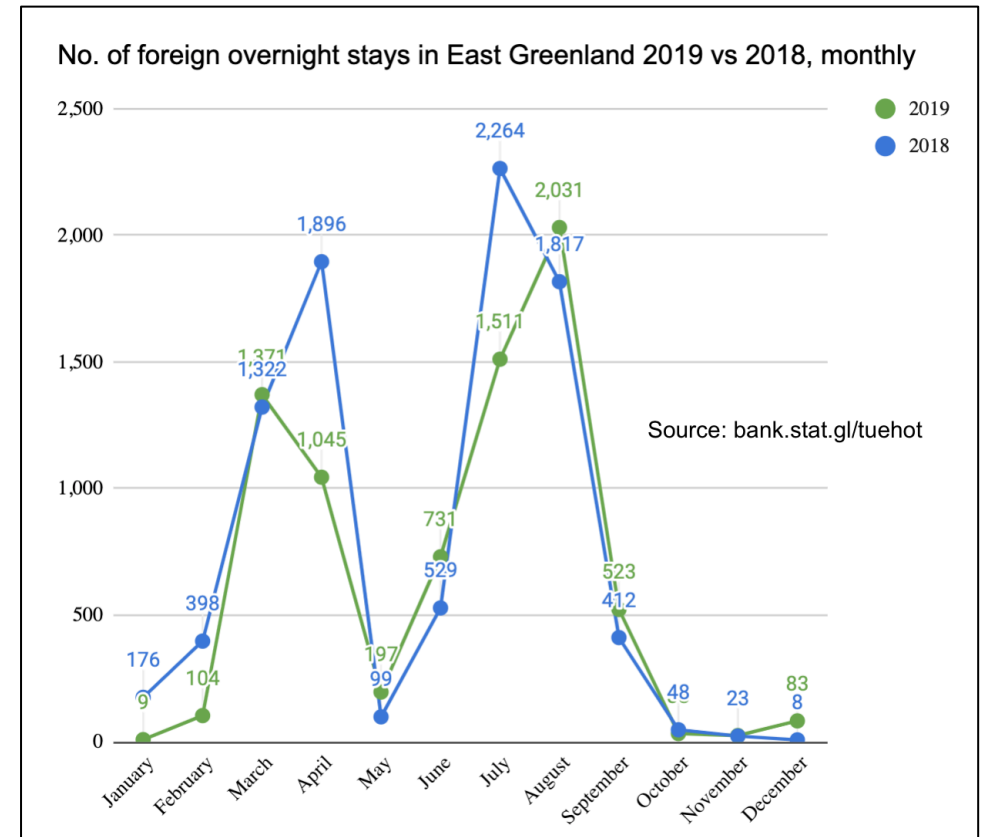
Occupancy Rates in Accommodations in East Greenland

As for the pattern of occupancy rate over the 12 months of the year, in general, the typical shape is almost like a pyramid, thus the winter months have a low occupancy rate to increase steeply in the 4 summer months June, July, August and September. This trend can also be observed in East Greenland (the graph to the left, occupancy rate for guests from GL and abroad combined) – however, a significant ‘drop’ can be observed in May both years.

In the graph to the right we only look at the number of overnight stays by international guests. Here we can see a trend of two high seasons – March-April and July-August. The numbers, however, only represent approximately half of the overnight stays in the region. Here the ‘drop’ that occurs in May (and to a certain extent also in June) is rather significant.



Note: the data in the graph to the right is excl. Numbers in the category ‘Unknown’ (i.e. guest that were not registered by nationality).

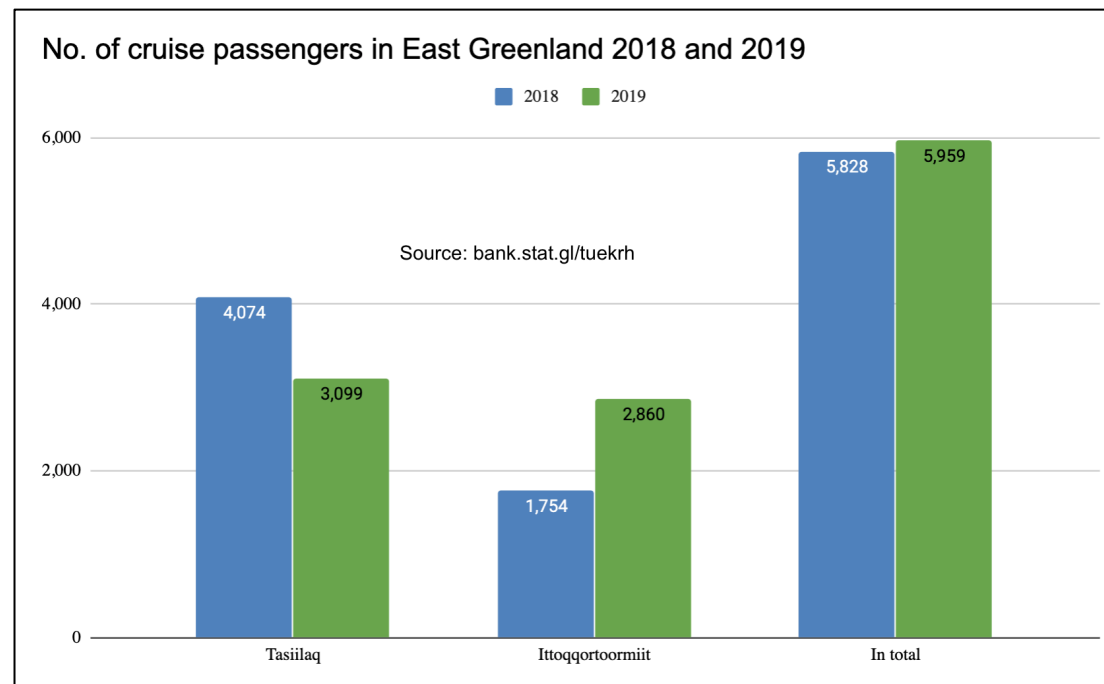
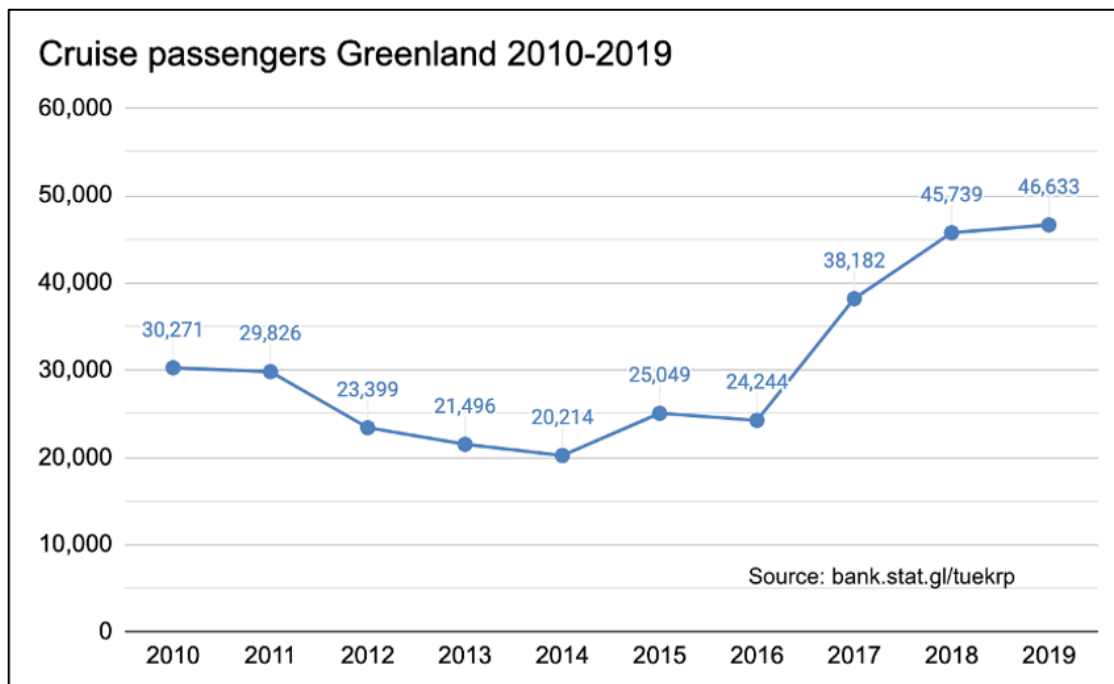


Cruise Tourism – Nationally and East Greenland

In 2017 and 2018 there were a significant growth in the total number of unique cruise passengers in Greenland (the graph on the left), the equivalent of a 57.5 % growth from 2016 to 2017 and 19.8 % growth from 2017 to 2018. From 2018 to 2019 the increase was ‘only’ 2.0 %.

The negative development in the total number of passengers (to be precise the maximum passenger capacity of the ships) onboard the ships that called on Tasiilaq is nearly outweighed by the positive development in Ittoqqortoormiit, so the combined result is a small growth of 2.3 %.

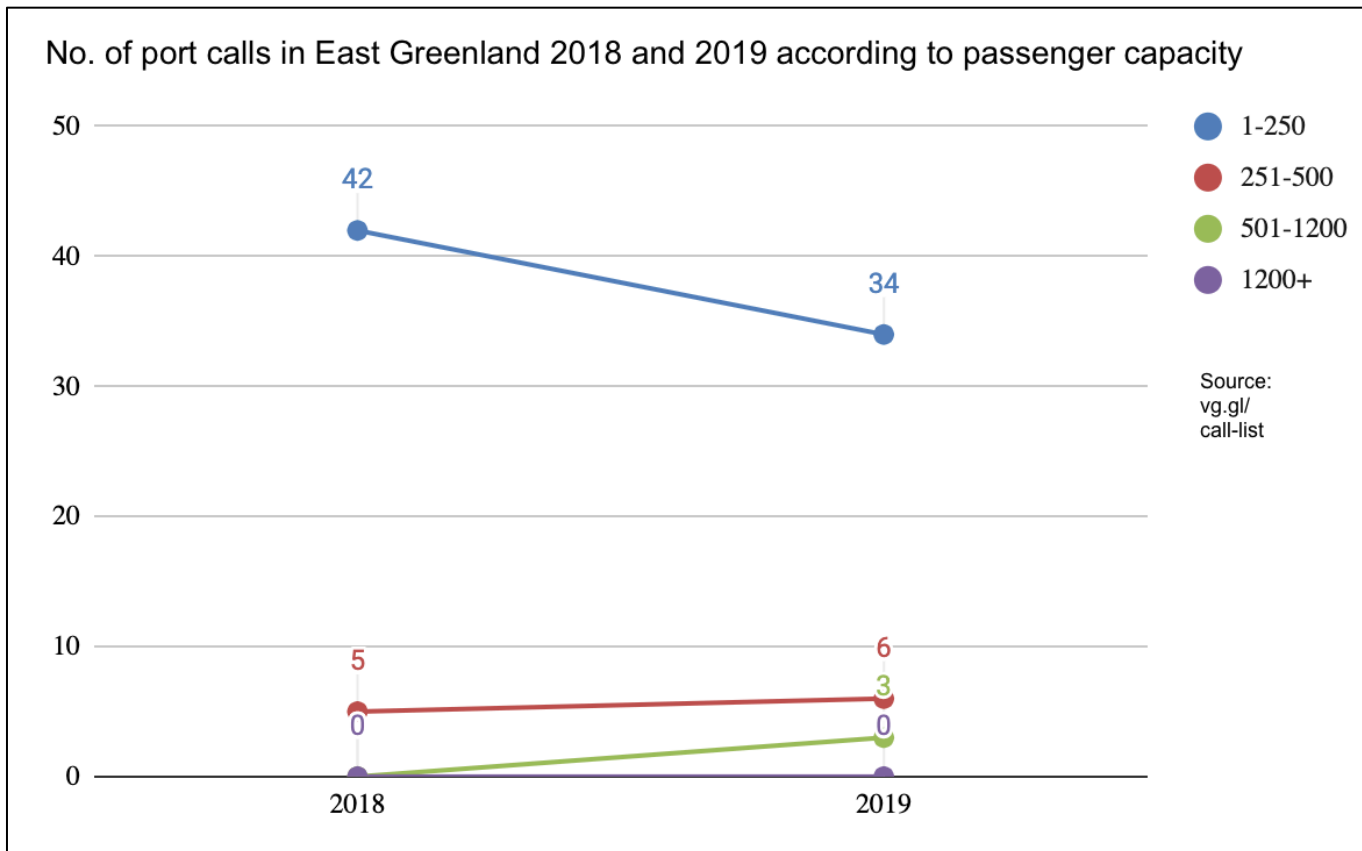
NB: We do not have data on how many of the passengers came ashore on each port call. From a cruise survey in 2015 we know that 98 % of the passengers came ashore at least once during their cruise in Greenland, which often has between 2 and 5 port calls in Greenlandic cities.



Cruise Tourism – Number of Port Calls According to Capacity 2018-2019

The graph below shows the number of port calls in East Greenland in 2018 and 2019, according to the 4 so-called ‘pax-classes’, i.e. the passenger capacity of the ships. From 2018 to 2019 there were 8 fewer port calls in the smallest pax class 1-250 pax, while there were 4 more port calls in the 251-500 pax and 501-1200 pax classes combined.

From the previous page we know that there were 2.3 % more passengers on the ships in 2019 even though there were 4 less port calls in total. The size of the ships according to passenger capacity is thus often the deciding factor when it comes to how many passengers have had the opportunity to come ashore.



Especially in the small 1-250 pax class there has been a large variation in the number of port calls from year to year, which is likely more due to a “natural variation” in the cruise line timetables from one year to the next rather than a question of the concrete demand for specific destinations.

Final Thoughts



As the data on East Greenland is so inadequate, especially when it comes to accommodation, it is difficult to highlight any clear trends in the tourism development in East Greenland.

Based on the data at hand there seems to be a negative trend regarding the number of international flight passengers and guests – but this must be taken with great reservations.

In the cruise area, however, there is a little positive news with a growth in the number of passengers visiting the region of 2.3 %, and these data are relatively valid.

We wish you all the best possible 2020 season despite the Covid-19 crisis!

Best regards
Visit Greenland

