

Tourism Marketing Advisory Committee
Of the Northwest Territories
Terms of Reference

INTRODUCTON

Tourism in the Northwest Territories (NWT) generates more revenue that stays in the NWT than all other renewable resource industries combined. In fiscal year 2004/2005 just over 63,000 visitors spent more than \$100 million in the NWT on activities including sports hunting and fishing, cultural experiences, water adventure, general touring, aurora viewing, transportation, accommodation, meals and other related services.

While all NWT products are saleable directly to consumers only a small number are market-ready for the travel trade. The majority of NWT tourism businesses generate less than \$1 million in gross sales annually. Most NWT product is marketed within North America with a growing number of businesses targeting the European and Asian markets.

NWT Arctic Tourism (NWTAT), now known as Northwest Territories Tourism (NWTT), was established in 1996 to assume marketing activities previously delivered by the Government of the NWT as well as to be the collective voice for the Northwest Territories tourism industry. Since 1996 two, three-year marketing strategies have been initiated, one in 1999 and a second in 2004.

NWTT has been effective and successful in directing and fulfilling the marketing requirements for the NWT. However, to clearly differentiate between the advocacy and marketing mandates of the association it has been recommended, following considerable consultation with the industry throughout the NWT, that a Tourism Marketing Advisory Committee (TMAC) be established. The committee would include private sector and government representation and represent the broad spectrum of the industry.

The committee's role will be to set priorities and strategies for the NWT's promotion and marketing efforts by facilitating industry input, and leveraging knowledge, networks and market intelligence. As well, the committee would help actively build and leverage financial partnerships from private and public sectors.

REPORTING RELATIONSHIP

The Tourism Marketing Advisory Committee is accountable to the Minister of Industry, Tourism and Investment (ITI).

PURPOSE OF THE COMMITTEE

The Tourism Marketing Advisory Committee will:

- Provide independent strategic marketing advice and direction to the Minister of ITI on marketing the NWT.
- Recommend final marketing plans and strategies to the Minister of ITI.
- Recommend significant adjustments to annual marketing plans where required by circumstances.

THE COMMITTEE:

The Committee will be comprised of 12 members as follows:

Two (2) representatives appointed by the Minister of Industry Tourism and Investment one (1) of whom will be appointed as Co-Chair.

Ten (10) representatives recommended by Northwest Territories Tourism for appointment by the Minister one (1) of whom will be appointed as co-chair.

Those recommended by Northwest Territories Tourism will include:

a) At least one representative from the following sectors;

- Transportation
- Accommodation
- Aurora
- Fishing
- Hunting
- Outdoor adventure

b) And include at least one representative from each region.

The terms of membership on the committee will be to a maximum of two years, with the first terms staggered over one and two years to ensure that a complete changeover is avoided.

The Committee will meet twice a year in the Spring and Fall in a face-to-face meeting at a mutually agreed location within the NWT and by conference call when necessary. The Committee will have a budget allocation of \$15,000.00.

CRITERIA FOR APPOINTMENT

Candidates for appointment to the Committee will possess an appropriate mix of:

- Experience.
- Knowledge.
- Personal attributes.
- Leadership skills.
- Commitment to the ongoing success of the Committee and;
- Will possess recent and significant experience in developing, implementing or managing marketing plans.

Committee members should also have:

- A sound knowledge of the current NWT tourism products and markets;
- Knowledge of tourism industry and marketing-related issues affecting the industry's future growth and;
- Knowledge of current tourism marketing techniques and practices.

Ideally this experience will come from candidates' involvement in the tourism industry in the NWT or other regions of Canada.

ROLES AND RESPONSIBILITIES

The Tourism Marketing Advisory Committee (TMAC) is Responsible to:

- Guide the development of a 3 to 5 year strategic framework for marketing the NWT.
- Review the results of past marketing plans and special marketing initiatives.
- Review research and market demand information to identify key market development opportunities.
- Investigate opportunities to leverage additional marketing investments.
- Provide the Board of Directors of NWTT with opportunities to review, advise and provide input in the development of all marketing plans and strategies.

Northwest Territories Tourism will:

a) The Board of Directors will:

- Review, advise and provide input to the TMAC reflecting the goals and objectives of the Industry and the development of all marketing plans and strategies.
- Nominate qualified candidates for appointment by Minister

- Ensure that marketing plans and strategies as approved by the Minister are implemented.
- Maintain control and responsibility over all financial contracts and contribution agreements.

b) Northwest Territories Tourism Staff will:

- Provide secretariat support to the Committee.
- Present the base marketing plans and essential data to the Committee.
- Develop marketing strategies and plans in accordance with direction from the Committee.
- Implement marketing strategies and plans as approved by the Minister of ITI.