



Tourism Business Opportunities and ITI Programs in Support of Tourism

- Mandate
- Contribution Programs Matrix
- Tourism 2010
- Tourism Product Diversification and Marketing Program



ITI Mandate

Industry, Tourism and Investment

The mandate of the Minister and the Department of Industry, Tourism and Investment is to promote economic self-sufficiency through the responsible development of Northwest Territories natural resource industries and the promotion and support of tourism, trade and investment, business, and manufacturing to create a prosperous, diverse and sustainable economy for the benefit of all Northwest Territories residents.

ITI supports the tourism industry to grow revenues and attract more visitors through programs, products and services that will benefit both individual firms and the industry at large. This support targets marketing, product, training and research as well as investment in parks and campgrounds to create destination attractions that appeal to the rest of world.

ITI Funding Programs for Tourism

	Programs of General Application	Tourism Specific Programs
Programs for Individual Firms	<p>SEED</p> <ul style="list-style-type: none"> Entrepreneur Support Micro-businesses Business Intelligence and Networking 	<p>TDMP</p> <ul style="list-style-type: none"> Business Plans Product Development Marketing
Programs that Provide Broad-based Benefits	<p>SEED</p> <ul style="list-style-type: none"> Community Economic Development Sector Research 	<p>Tourism 2010 Programs</p> <ul style="list-style-type: none"> Product Development Infrastructure Training Research Marketing

Tourism 2010

- Broad-based support and outreach targeted specifically at the tourism industry
- \$1 million budget annually sunsetting in 2010/11
- Goal: increase tourism industry revenues to \$145 million by 2010/11

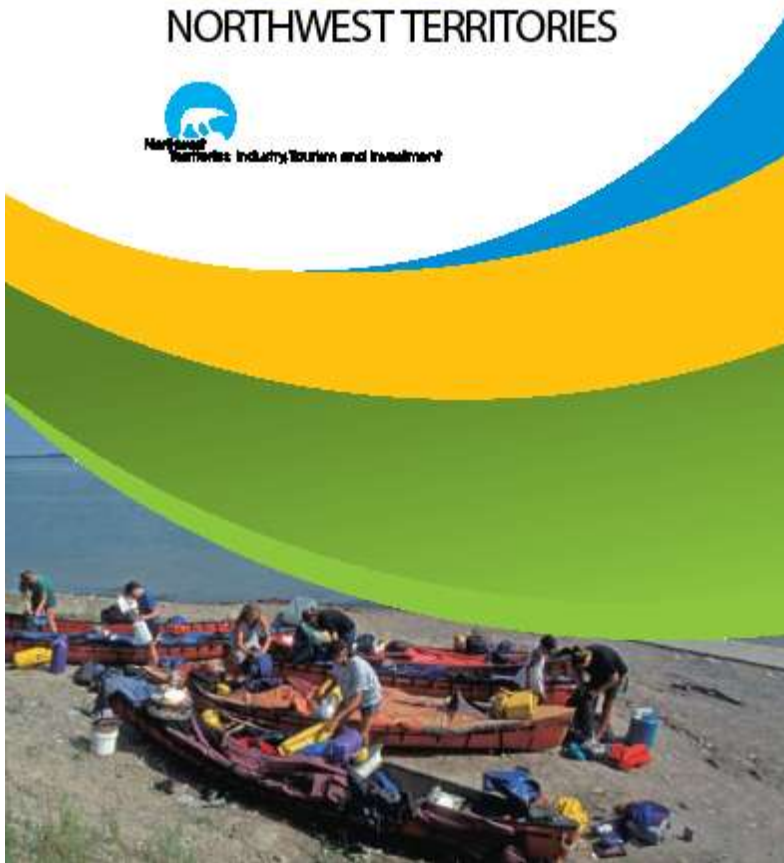
Product Development

- \$125 thousand annually
- Provide tools for tourism businesses to develop products that meet market demand
- Offer opportunities for tourism businesses to share issues and exchange ideas

How?

- Publications
- Workshop series

TOURISM DEVELOPMENT HANDBOOK for the NORTHWEST TERRITORIES



Infrastructure

- \$300 thousand annually
- Enhance NWT attractions
- Supports projects such as museums, heritage buildings, conference facilities, airport displays, interpretive roadside displays

How?

- Work with local historical societies, municipal governments, other government partners

Research

- \$75 thousand annually
- Measure volume and spending by segment
- Visitor profiles
- Industry trends and forecasts

How?

- Surveys, secondary research
- Available on the ITI website



Training

- \$100 thousand annually
- Primary focus: enhance business skills
- Secondary focus: labour force development

How?

- Create a system of training tools that can be delivered in a seminar format (product packaging, business planning seminars that reflect unique requirements of tourism operators)
- www.tourismtrainingnorth.com
- **In 2008/2009, seminars will be offered to economic development practitioners on business planning for tourism operators**

[About Us](#)[Human Resource Services](#)[Tourism Sectors](#)[Potential Programs, Seminars](#)[Occupational Standards](#)[Upcoming Events](#)[Publications](#)[Contact Us](#)

POTENTIAL PROGRAMS, SEMINARS

**Through funding partnerships*

- [Tourism Entry Level Program](#)
- [NorthernMost Host](#)
- [Japan SuperHost](#)
- [Owner - Outfitter Step by Step Guide](#)
- [Guide Training – Level 1](#)
- [Guide Training – Level II Interpretive](#)
- [Guide Training – Level II Big Game Hunting](#)
- [Guide Training – Level II Sport Fishing](#)
- [Ecotourism & Interpretation](#)
- [Festivals, Special Events, Meetings & Conferences](#)
- [Tourism Marketing](#)
- [Tourism Visitor Information Counselor](#)
- [Food & Beverage Server](#)
- [Kitchen Helper/Introductory Cooking/Community Delivery](#)
- [Shore Lunch & Tent Camp Cooking](#)
- [Front Desk Agent](#)
- [Housekeeping Room Attendant](#)
- [Other Available Programs](#)

Tourism Training North can analyze and custom design programs for your training needs. Industry specific materials plus experience and our networks allow us to gather the best resources available to meet your needs. Whatever your training needs – technical or general or whatever the size of your staff Tourism Training North will assist you. Contact us with your request and we may be able to coordinate training with another employer for group training.

Tourism Entry Level Program

Tourism is a "people" industry, one requiring a variety of skills.

Is it for you?

Are you bright, energetic, friendly and looking for a place to grow and develop your skills?

Find out through this front-line entry level program which introduces you to the wide world of tourism and gets

Marketing

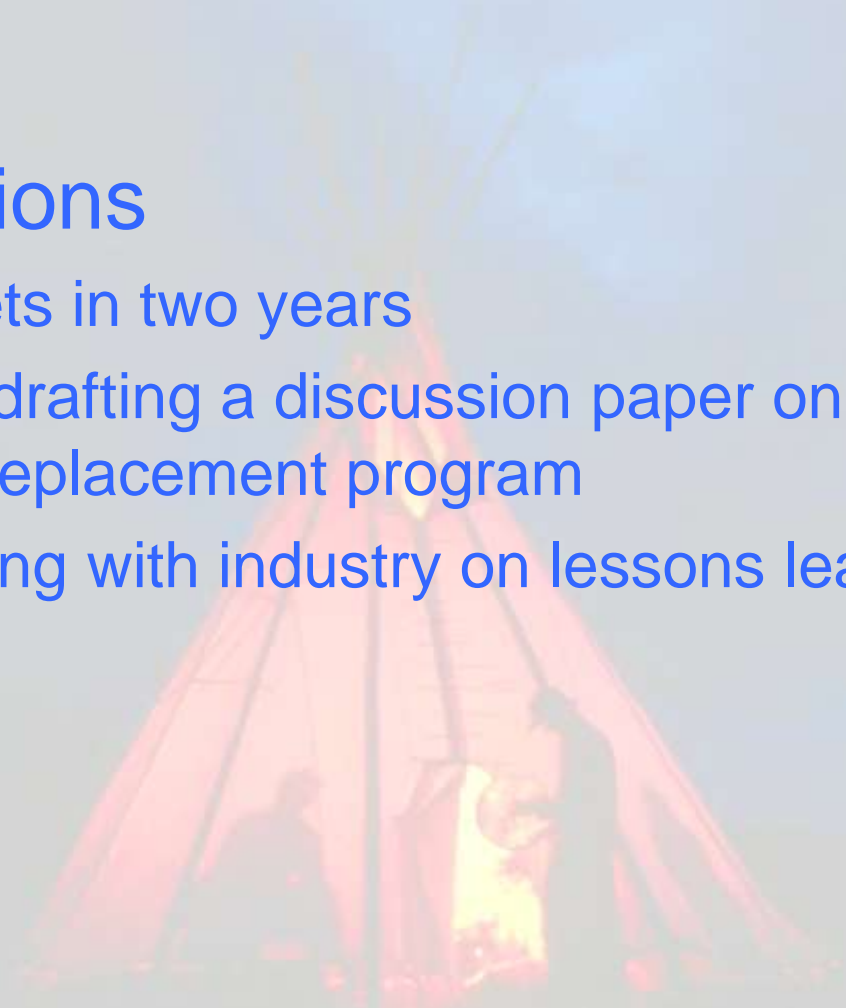
- \$400 thousand annually
- Direct contribution to the budget of NWT Tourism
- Actual allocation determined by TMAC, NWTT
- Coop ad opportunities for tourism businesses

Tools for Economic Development Practitioners

- Tourism Development Handbook
- Tourism Business Planning Workbook
- Instructor's Guide to the Business Planning Workbook
- Workbook on Product Packaging and Pricing
- ITI Research Studies

Future Directions

- Program sunsets in two years
- ITI is currently drafting a discussion paper on direction for a replacement program
- Will be consulting with industry on lessons learned



Tourism Product Diversification and Marketing Program

Background: Industry Trends

- Demand for non-consumptive nature-based tourism products is growing
- Travel consumers are increasingly concerned about “green” vacations
- Angling as a primary vacation activity is declining across North America
- Widespread use of Internet to research, book and pay for travel

Consumer Profiles

- High yield markets are looking for experiential travel
- Want to learn, experience nature, local culture and food with some luxuries (soft outdoor adventure, naturalist)
- Want a true wilderness experience with physical challenge (hard outdoor adventure)
- Large urban centers
- US, Canada, Germany, Japan

Background: NWT Issues

- Resource supply for outfitted hunting is not increasing
- Clients for outfitted angling are declining
- Very limited number of market ready package products
- NWT is a high cost destination

Strategic Response

- Concentrate on high yield markets
- Build product and packages that appeal to these markets
- Take advantage of our existing natural and human resources
- Coordinated approach: product, infrastructure, and marketing

Principles

- Market driven
- Respond to new markets and opportunities
- Sound business planning
- Share risk between private and public sector
- No compensation for loss of income from shifting markets and resource availability

Goals

- To increase the number of tourism products, especially non-consumptive outdoor adventure
- To diversify the industry in terms of product type and regional distribution
- To capture greater market share of the non-consumptive outdoor adventure market

Program Schedules

Three main elements:

- Business Planning and Transition Assistance
- Develop New or Enhance Existing Products
- Marketing

Program Budget

- \$5.65 million overall
- \$340 thousand distributed in 2007/08
- \$1.56 million in 2008/09
- \$1.55 million in 2009/10
- \$1.3 million in 2010/11
- \$900 thousand in 2011/12

Business Planning and Transition Assistance

- Business plan development
- Up to \$25,000 per applicant

Product Development

- Assistance to develop new product or enhance existing product
- Up to \$250,000 per applicant over the life of the program

Marketing

- Funds for delivery through NWT Tourism to raise awareness of the NWT as an adventure/ecotourism destination and to assist with marketing new products developed through this program
- Funds for individual operators: up to \$10,000 in assistance annually

Criteria

- Sound business and marketing plan
- Must demonstrate that new visitors will be brought into the NWT, or non-leisure markets will be induced to spend more in the NWT
- Priority on non-consumptive outdoor adventure (soft, hard, naturalist)
- Priority to projects that preserve the environment, maximize local employment and promote and incorporate indigenous culture
- Equity requirement (15%)

Eligibility

- You have owned or operated a tourism business for at least one year in the last five years
- You or your business has been licensed for at least one year in the last five years under current *Tourism Act* or the previous *Travel and Tourism Act*.
- You have been employed in management by an NWT tourism business or a licensed tourism operator for at least five years in the last ten years.
- You intend to develop a tourism product package on behalf of a number other businesses that meet one or more the conditions above.
- Northwest Territories Tourism.

Application Process

- Program available until March 31, 2012
- Application packages available through regional offices of ITI
- Applications for business planning assistance require a detailed proposal and budget
- Applications for product development generally require a sound business plan

Resources Available

- Strategic market overview
- Tourism development handbook
- NWT Tourism
- Tourism and Parks, ITI
- Regional Tourism Officers
- Regional and Community EDO's

Questions?