

# Resident Readiness Strategy

## Stratégie de préparation des résidents



Kaila Walton / NWT



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# Minister's Message

The COVID-19 pandemic has had an unprecedented effect on travel, the global tourism sector and the NWT tourism operators and service providers who represent the Northwest Territories to the world.

As it works to *Emerge Stronger* from the pandemic, the Government of the Northwest Territories (GNWT) has committed to supporting the tourism industry through this period of recovery and future growth.

As border restrictions ease, all NWT residents can also play a role in welcoming travellers to our territory and communities.

Among these visitors will be friends and loved ones, but also individuals from Canada and around the world, keen to experience new adventures or the much-anticipated trip of a lifetime.

In partnership with the GNWT's destination marketing organization, Northwest Territories Tourism (NWT), we are excited and looking forward to once again sharing our territory's natural beauty, wilderness landscapes, rich cultural heritage and all that our individual communities have to offer.

This short-term strategy highlights steps that we are taking to re-kindle our famous welcoming spirit and support NWT residents to be ambassadors to our world-renowned and spectacular Northwest Territories.

**Hon. Caroline Wawzonek**  
Minister of Industry,  
Tourism and Investment

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# Message de la ministre

La pandémie de COVID-19 a eu un effet sans précédent sur les voyages, le secteur touristique mondial ainsi que les exploitants d'entreprises touristiques et les fournisseurs de services touristiques des Territoires du Nord-Ouest (TNO) qui représentent le territoire dans le monde.

Travaillant à une reprise en force après la pandémie, le gouvernement des Territoires du Nord-Ouest (GTNO) s'est engagé à soutenir le secteur du tourisme pendant cette période de reprise et de croissance future.

À mesure qu'on assouplit les restrictions frontalières, tous les résidents des TNO peuvent également contribuer à l'accueil des voyageurs sur notre territoire et dans nos collectivités.

Parmi ces visiteurs, il y aura des amis et des proches, mais aussi des personnes du Canada et du monde entier, désireuses de vivre de nouvelles aventures ou de faire le voyage tant attendu de leur vie.

En partenariat avec l'organisme de marketing de destination du GTNO, Tourisme TNO, nous sommes heureux et impatients de faire connaître à nouveau la beauté naturelle, les paysages sauvages et le riche patrimoine culturel de notre territoire, ainsi que toutes les possibilités offertes par chacune de nos collectivités.

Cette stratégie à court terme souligne les mesures que nous prenons pour raviver notre célèbre sens de l'hospitalité et aider les résidents des TNO à devenir des ambassadeurs de notre territoire spectaculaire de renommée mondiale.

**Madame Caroline Wawzonek**  
Ministre de l'Industrie, du  
Tourisme et de l'Investissement

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# Executive Summary

The visitor economy makes a significant contribution to Northwest Territories (NWT) residents' quality of life. It supports the growth and sustainability of vital services that contribute to overall well-being. With this in mind, the Government of the Northwest Territories (GNWT) is committed to working with Indigenous and community governments to increase tourism and to develop local capacity and tourism infrastructure.

The COVID-19 pandemic had immediate effects on the global tourism industry, starting in late 2019. The GNWT introduced financial measures in 2020 and 2021 to protect and stabilize NWT businesses and is now planning for social and economic recovery. The ***Emerging Stronger*** plan includes a number of commitments to assist businesses in their recovery. Among them is this strategy to re-establish positive public sentiment toward travellers visiting the NWT.

Before the pandemic, the bulk of NWT visitors were from other parts of Canada. Friends and family have always formed a significant proportion of

NWT visitors. This group of Canadian travellers will be the first to return now that travel restrictions have eased.

Historically, business travellers are the group of visitors that spend the most money in communities during their trips. With the wide availability of vaccines and the restart of tourism operations, this group will be encouraged to resume their participation in tourism activities while travelling for business.

This short-term strategy is designed to be a roadmap to recovery that is flexible to meet changing local needs. It connects to and supports the GNWT's five-year strategy, ***Tourism 2025***.

The Resident Readiness Strategy focuses on four key areas to increase awareness and appreciation of the sector's contributions to the NWT economy and culture:

- Feeling of pride and safety among residents
- Skill development for tourism workforce
- Investment in marketing to Canadian travellers
- Support businesses to serve tourists

This work will be carried out in a way that encourages NWT residents to understand the value of the tourism sector and the opportunities it represents. It will shift the perception of "who" visitors are, making it clear that the visitor economy includes family/friends, business travellers, and people from nearby communities. All of these activities will involve partnerships to maximize the benefits to residents.

The strategy looks toward a vibrant tourism sector that helps NWT residents welcome visitors and act as ambassadors in sharing their cultures and their way of life.



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# Sommaire

L'économie du tourisme contribue de façon importante à la qualité de vie des résidents des Territoires du Nord-Ouest (TNO). Elle soutient la croissance et la durabilité des services essentiels qui contribuent au bien-être général. Dans cette optique, le gouvernement des Territoires du Nord-Ouest (GTNO) s'engage à travailler avec les gouvernements autochtones et les administrations communautaires pour accroître le tourisme, ainsi que développer les capacités locales et l'infrastructure touristique.

La pandémie de COVID-19 a eu des effets immédiats sur le secteur touristique mondial, et ce, depuis la fin de 2019. Le GTNO a instauré des mesures financières en 2020 et en 2021 pour assurer la protection et la stabilité des entreprises des TNO. Il planifie maintenant la reprise sociale et économique. Le plan ***Une reprise en force*** contient un certain nombre d'engagements visant à aider les entreprises à reprendre leurs activités. Parmi ceux-ci figure la stratégie visant à rétablir un sentiment positif du public envers les voyageurs qui visitent les TNO.

Avant la pandémie, la plupart des visiteurs des TNO venaient d'autres régions du Canada. Les amis et la famille ont toujours constitué une proportion importante de ce groupe de voyageurs canadiens, qui sera le premier à revenir maintenant que les restrictions de voyage ont été assouplies. Par le passé, les voyageurs d'affaires étaient le groupe de visiteurs qui dépensait le plus d'argent dans les collectivités au cours de leurs voyages. L'accès répandu aux vaccins et la reprise des activités touristiques encourageront ce groupe à reprendre part à ces activités lors de voyages d'affaires.

Cette stratégie à court terme est conçue comme une feuille de route flexible vers la reprise afin de répondre à l'évolution des besoins locaux. Elle est liée à la stratégie quinquennale du GTNO, ***Tourisme 2025***, et la soutient.

La stratégie de préparation des résidents est axée sur quatre principaux domaines afin de mieux faire connaître et apprécier les contributions du secteur à l'économie et à la culture des TNO :

- Sentiment de fierté et de sécurité chez les résidents;
- Renforcement des compétences de la main-d'œuvre touristique;
- Investissement en marketing visant les voyageurs canadiens;
- Soutien aux entreprises afin de servir les touristes.

Ce travail sera réalisé de manière à encourager les résidents des TNO à comprendre la valeur du secteur touristique et les possibilités qu'il offre. Il changera la perception de la personne définie comme un visiteur, en indiquant clairement que l'économie touristique comprend les membres de la famille et les amis, les voyageurs d'affaires, ainsi que les habitants des collectivités voisines. Toutes ces activités impliqueront des partenariats afin de maximiser les avantages pour les résidents.

La stratégie a pour but de créer un secteur touristique dynamique qui aide les résidents des TNO à accueillir les visiteurs et à agir comme ambassadeurs en faisant connaître leur culture et leur mode de vie.

# Introduction

The visitor economy makes a significant contribution to Northwest Territories (NWT) residents' quality of life. It supports the growth and sustainability of vital services that contribute to overall well-being. For example, airlines connect northerners to Canadians and bring products to local doorsteps. As well, restaurants, museums, arts and cultural events, and other recreational activities improve the quality of northern life and increase residents' pride in their communities. With this in mind, the 19th Assembly committed to work with Indigenous and community governments to increase tourism, including developing local capacity and tourism infrastructure.

These commitments were made in the context of a period of unprecedented growth in the sector. In the 2018-19 fiscal year, the NWT welcomed 87,000 leisure travellers. This was an increase of 58% over the previous five-year average. Visitor spending also reached its top performance in that year, with more than \$200 million in revenue.

The COVID-19 pandemic had immediate effects on the global tourism industry, starting in late 2019. In the NWT, the sector pivoted to providing "staycations" and many providers significantly reduced their operations. There was a dramatic drop in demand for hospitality services. Restaurants had to reduce hours for staff, the sale of local arts and crafts decreased, and airlines reduced flights. The loss of visitors had significant impacts on the services that a wide range of businesses were able to provide to NWT residents. The Government of the Northwest Territories

(GNWT) introduced financial measures in 2020 and 2021 to assist and stabilize the sector. The plan for social and economic recovery, ***Emerging Stronger***, set out a number of commitments to assist businesses.

***Emerging Stronger*** called for a strategy to re-establish positive public sentiment toward travellers entering communities. NWT residents have pride in their communities and want to feel safe sharing their cultures with visitors.

Before the pandemic, the bulk of NWT visitors were from other parts of Canada. Friends



and family have always formed a significant proportion of NWT visitors. This group of Canadian travellers will be the first to return when travel restrictions ease. NWT residents actively seek out and support their friends and family to visit. They take an active role in their positive experiences.

Additionally, historical trends indicate that business travellers are the group of visitors that spend the most money in communities during their trips. These visitors are often essential workers who are welcome in communities. They are key parts of the supply chain, have been involved in the construction of community infrastructure, or provide public services during their visits. During the pandemic these travellers were often not able to take advantage of the visitor opportunities that were previously available. With the wide availability of vaccines and the restart of tourism operations, this group will be encouraged to resume their participation in tourism activities while travelling for business.

NWT residents know when their communities are ready to welcome visitors. A flexible approach will allow communities to begin receiving visitors when their residents are comfortable with this opportunity.

Visitors bring increased spending at local shops and restaurants, more recreational opportunities for everyone, and are a showcase for community pride and shared cultures. Tourism operators are part of their communities and provide jobs and business opportunities throughout the territory.

***Emerging Stronger*** commits the GNWT to work with partners such as NWT Tourism and provide clear communication to assist tourism operators to position themselves to rebound, to invest in marketing to Canadian domestic travellers, and to support businesses to compete for tourists (both domestic and international) when they return.

The tourism sector has been a thriving contributor to the NWT economy, and it will be again. The pandemic created

a temporary setback, and the GNWT will support tourism entrepreneurs to restart their businesses. This includes supporting communities to feel comfortable with the pace of reviving the sector.

This short-term strategy connects to and supports the GNWT's five-year strategy, ***Tourism 2025***.

The five-year tourism strategy has a goal of supporting the sector to rebound and recover, using strong partnerships and supportive communities to provide compelling visitor experiences. It acknowledges that resident support is integral to offering a positive and welcoming experience to visitors. It is vital to the growth and development of the industry. It focuses on NWT residents returning to pre-pandemic comfort levels about local tourism. For some, this will take more time and require more conversations. The restart will be more gradual in some communities than in others.

The Resident Readiness Strategy focuses on four key areas to increase awareness and appreciation of the sector's contributions to the NWT economy and culture:

- Feeling of pride and safety among residents
- Skill development for tourism workforce
- Investment in marketing to Canadian travellers
- Support businesses to serve tourists

This work will be carried out in a way that encourages NWT residents to understand the value of the tourism sector and the opportunities it represents. It will shift the perception of “who” visitors are by making it clear that the visitor economy includes family and friends, business travellers, and people from nearby communities. All of these activities will involve partnerships to maximize the benefits to residents.

Key partners for this short-term strategy include Indigenous governments, the NWT Association of Communities, community tourism coordinators, regional tourism officers, and NWT Tourism.

The approach will focus on humanizing visitors as welcome guests and operators as trusted local experts who care about the well-being of communities and visitors.

While marketing to NWT residents is new to NWT Tourism, successful campaigns were implemented during the pandemic. This led to support from residents for “staycations” and encouraged awareness and appreciation for the sector's benefits to communities.

The included action plan provides flexibility to develop tactics that meet emerging needs. The NWT's visitor economy thrives on relationships and goodwill. Friends, family, and other welcomed guests will be among the first to return. Business travellers will help to rebuild a vibrant, sustainable tourism sector that will reclaim its place in the interconnected NWT economy. Eventually, the territory will be ready to welcome international tourists.





# SPECTACULAR NORTHWEST TERRITORIES

The essence of the Spectacular brand is simplicity, surprise, awe...and, above all, stories. We help tell the stories of this incredible land and the interesting people who live here. The stories we tell build pride within our communities and showcase just why the NWT is one of the most special destinations on the planet.

The Spectacular brand encourages everyone to immerse themselves in a world of multi-sensory experiences that are surprising and rejuvenating, and enjoy the wide-open spaces, open roads and spectacular landscapes that evoke a sense of calm.

Our people are friendly, hospitable, generous and natural storytellers. Like the land they live in, Northerners can be quirky, honest, and full of surprises.

The Northwest Territories offers discovery – a wonderfully child-like type of discovery. We offer the thrill of a first-time experience, the surprise of discovering something new, and the reward of trying something you have never done before.





# Key Areas of Focus for Resident Readiness

## Feelings of pride and safety among residents

Tourism increases the range of services and infrastructure available to residents. Tourists increase demand for restaurants, cultural and sports events, air routes, and other public services. Work in this area will support residents to feel pride and safety in their communities generally and while welcoming visitors.

Residents of all communities will feel they have a valued place in the strategy and can benefit. Tourism operators will continue to work with communities to ensure they are ready to welcome visitors.

This action item connects to the **Tourism 2025** goal *Strong Partnerships*. The NWT is facing many unknowns and major challenges ahead. Working together toward common goals

has never been more important. Rebuilding the industry from recovery to resiliency will require an approach that maximizes benefits to the entire community. Through more involvement with those who have a vested interest in tourism – directly and indirectly – key tourism partners will include Indigenous governments, communities, and businesses.



## WHAT DO WE AIM TO ACHIEVE?

The primary goal is to create a campaign that instills a sense of pride in NWT residents about our territory, promotes the value of tourism, and gets us excited that we can safely welcome visitors again.

We aim to shift the perception of “who” a visitor is to include the wider perspective of family and friends, people from neighbouring communities, business travellers, and Canadians of various backgrounds. This will ensure that all communities feel that they have a valued place in the strategy and can benefit from welcoming visitors into their communities.

NWT residents benefit from the visitor economy. Some residents are employed directly in the industry, owning tourism businesses, providing guiding services, cooking, shuttling, and otherwise providing service to visitors. Other residents work in fields enhanced by tourism – pilots, restaurant owners, retailers, festival organizers, artists and so many others.

NWT-focused marketing activity aims to connect residents to our members and the tourism activities of the NWT. In turn, NWTT also aims to build further support for the brand and create brand ambassadors out of as many residents as possible. Marketing will centre around both awareness and appreciation, with a number of activities and action items.



Clear communication between all stakeholders will play a significant role in this action plan's success. Effective communication is clear, concise, and sensitive to the community's needs and realities. Relationships with key community contacts will keep NWT residents informed of the opportunities that exist, and of the current public health information that is relevant to them.

### Skill development for tourism workforce

Some residents will require training to support them to welcome visitors in a way that has lasting community benefits. This includes programs for tourism operators, NorthernMost Host training, and workshops that build awareness more generally.

This action item connects to the **Tourism 2025** goal *Compelling Visitor Experiences*. The NWT has incredible tourism assets with its vast and unspoiled nature and beauty, rich Indigenous heritage and culture, and diverse people and experiences – just to name a few.



## CORE CREATIVE IDEAS

"Step into Spectacular" has been a core message during the pandemic as we focused on domestic and NWT residents. This idea grows to include "Share your Spectacular," which asks residents to share their favourite things about the NWT. This content will continue as we reopen and invite visitors North.

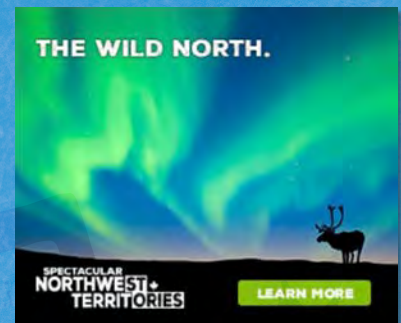
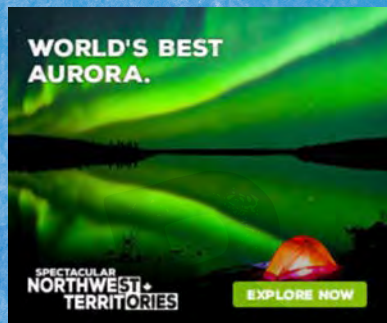
### Our Approach

- Stories from residents of the NWT who have done a staycation or who want to share a part of the territory.
- Social media promotion, local radio spots, content creation etc.
- Highlight what residents can do to support the recovery of the sector or support local businesses.
- Stress the importance of supporting the sector now more than ever.
- Press releases such as:
  - 5 events returning to the NWT this summer
  - Bright future for Aurora-gazers as solar cycle enters 10-year upswing
  - The top NWT attractions on bucket lists worldwide



# CORE CREATIVE IDEAS

## IN-MARKET CREATIVE EXAMPLES



**Northwest Territories Tourism** Sponsored

Winter in the NWT is full of unlimited potential. Are you ready to fill the season and experience the spectacular?




SPECTACULARNWT.COM  
**Our Spectacular Backyard**  
See More of the NWT

LEARN MORE

**Northwest Territories Tourism** Sponsored


People from around the world travel here to see our Aurora - have you had the chance to see them in their full splendor?



SPECTACULARNWT.COM  
**See Something Unmistakably Northern**  
Unforgettable Aurora

**Northwest Territories Tourism** Sponsored

People from around the world travel here to see our Aurora - have you had the chance to see them in their full splendor?



SPECTACULARNWT.COM  
**See Something Unmistakably Northern**  
Unforgettable Aurora



Existing programs like Northern Most Host could be modified to incorporate information about health protocols that increase safety. This two-day customer service workshop was created in partnership with the NWT Literacy Council. Participants learn about customer service, effective communication, dealing with challenging customers and the importance of being ambassadors for their community and the NWT. The program builds awareness of the tourism sector and helps participants acquire the skills to meet visitor needs and expectations.

Community tourism coordinators can champion training programs for others in their communities. A strengthened tourism sector will be better positioned to manage challenges as they arise.

## Investment in marketing to Canadian travellers

NWT residents will be encouraged to invite their friends and family to visit and take part in a variety of tourism experiences. This will play a key role in reinforcing the message that the visitor economy includes familiar people and those with a personal connection to the NWT.

Entrepreneurs will be encouraged to resume safe business travel to communities.

The benefits to both the traveller and the community will be emphasized. These workers play an important role in providing services to the community, and they can safely participate in tourism activities during their visits.

This action item connects to the **Tourism 2025** goal *Tourism Rebounds and Recovers*. A key focus will be to ensure that the benefits of tourism are realized in every region. New tourism businesses will be supported, including new tourism operators in regions outside of the capital city.

Through an ongoing partnership with NWT Tourism, this strategy will be adaptable and flexible in its timing. Messaging will be simple, with display ads targeted to residents. Paid search advertising will build on the successful approach used to target NWT residents in 2020. They build brand awareness for new audiences and can be expanded when appropriate.

## Support businesses to serve tourists

Businesses that serve and are part of communities that welcome visitors are best positioned to benefit from the sector's restart. Work in this area will include both direct support to tourism-related businesses and broader efforts in communities that are ready to receive visitors.

Residents can support their local businesses' efforts to serve tourists. Over the medium term, this will allow for competition for international tourists when that market reopens, encouraging travellers to choose to visit the NWT.

This action item connects to the **Tourism 2025** goal *Supportive Communities*. The support of NWT residents and leaders is integral to offering a positive and welcoming experience to visitors, and to growth and development of the industry. This will strengthen community support for tourism and public understanding of the value of tourism.





## THE “WE’RE INVITING CANADA BACK” APPROACH

- **Postcards** - featuring iconic NWT imagery, these printed postcards will be available for free to mail to friends and family. They will be sent straight to every mailbox within the territory. Postcards can also be created and sent virtually using the contest website.
- **Digital Map & Contest** - Residents are invited to fill out an online form saying who they’re inviting and where they’ll be coming from. A map is then digitally populated to show all the places people have been invited from. The form also serves as an entry into the contest.
- **Social Media Campaigns**
- **Videos** - including ones from community influencers explaining who they’ve invited and why, as well as operators inviting back their favourite guests. A contest hype video will be circulated to encourage NWT pride and contest entries.
- **Digital Ad Campaigns**
- **Media Relations & Paid Media Campaigns**



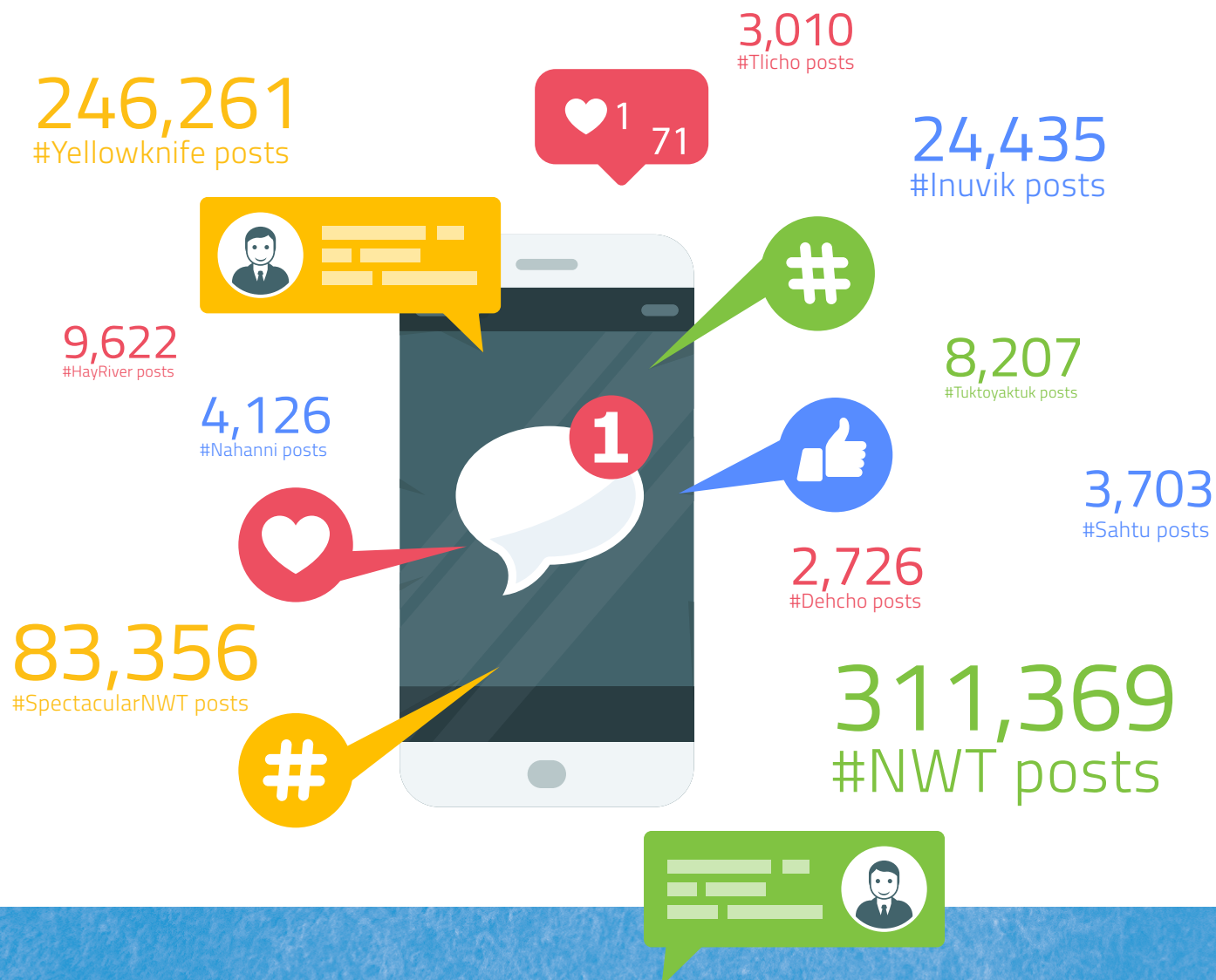


## HOW WILL THE CAMPAIGN SUCCESS BE MEASURED?

Campaign success measures will need to be focused so that the campaign can be optimized against performance. However, we understand perception is a key part of this campaign, so we will report on and be measured by:

- Use of the **#SpectacularNWT** hashtag
- Action taken on set calls to action within tactics (ie - website clicks, contest entries, reach, etc.)
- Social Media Sentiment eg on Meltwater or using Melrn or Zencity
- Additional measures may include a Net Promoter Score and a resident sentiment survey





## EXPLORING HASHTAGS

As social media continues its unparalleled growth, hashtags remain an important way to classify and monitor information. Users add hashtags so that others can quickly and easily find content related to those tags. Searching by hashtag is a fast way to see everything in one concise place. These are the main hashtags we follow, monitor and encourage residents to use:

**#SpectacularNWT** - 83,356 posts

**#Tuktoyaktuk** - 8,207 posts

**#HayRiver** - 9,622 posts

**#Yellowknife** - 246,261 posts (This includes actual photos of knives as well as Yellowknife City content)

**#inuvik** - 24,435 posts

**#Sahtu** - 3,703 posts

**#Tlicho** - 3,010 posts

**#Dehcho** - 2,726 posts

**#Nahanni + #NahanniNationalPark** - 4,126 posts

**#NWT** - 311,369 posts  
(This includes the "new with tags" social media term)



“Resident Sentiment” measures how safe residents feel to travel, and the level of welcome residents feel toward visitors. Data on resident sentiment is collected regularly.

Surveys indicate that in October 2020, 54% of NWT residents felt the benefits of tourism in their communities outweighed the negative impacts. This number has been steadily rising. In June 2021, 66% of residents felt tourism benefits outweighed any negative impacts. As well, 83% of NWT residents say they appreciate the contributions the tourism sector makes to their local economies.

Follow-up surveys will continue in 2022.

(Destination Canada and NWT Tourism)

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## Related Resources

For more information, check out:

**Tourism 2025: Roadmap to Recovery**

[https://www.iti.gov.nt.ca/sites/iti/files/tourism\\_2025\\_roadmap\\_to\\_recovery\\_april\\_2021.pdf](https://www.iti.gov.nt.ca/sites/iti/files/tourism_2025_roadmap_to_recovery_april_2021.pdf)

**Emerging Stronger: Planning the NWT's Social and Economic Recovery Together**

[https://www.eia.gov.nt.ca/sites/eia/files/2021\\_gnwt\\_emerging\\_stronger\\_eng\\_final\\_june1.pdf](https://www.eia.gov.nt.ca/sites/eia/files/2021_gnwt_emerging_stronger_eng_final_june1.pdf)

**Community Tourism Coordinators**

<https://www.iti.gov.nt.ca/en/CTC>

**NWT Tourism**

<https://spectacularnwt.com>

**Destination Canada**

<https://www.destinationcanada.com/en>







# Parallel Northwest Territories





# Action Plan

## Feeling of pride and safety among residents

GOAL	ACTIVITIES	EXAMPLES OF IMPLEMENTATION OPTIONS
Residents invite their friends and family to visit the NWT.	Encourage NWT residents to invite their friends and family to visit the NWT.	Develop and implement a “win a trip for friends and family” contest. Once a resident enters the contest, NWTT will highlight the benefits of tourism in a “thank you” response.
Residents welcome visitors to their communities.	Develop promotional materials to highlight the benefits of tourism and how the sector contributes to the quality of life for all residents in the NWT. Highlight examples from all regions, including how the sector improves residents’ quality of life and supports local economies.	Develop a multi-season “Value of Tourism” campaign: tourism-based content residents connect with. Press releases highlight the value of tourism for NWT residents. This will include working with local Chambers of Commerce. Video clips of local leaders welcoming visitors back and highlighting the value they bring to their communities.
NWT residents recognize people in the tourism sector as trusted members of their community.	Feature sector workers and entrepreneurs, profiling people whose livelihoods depend on their work in the tourism sector.	Develop a campaign: personal stories highlighted through targeted social media, display, video, and paid search.
NWT residents participate in the visitor economy throughout the NWT.	Gather and share stories of people who have travelled within the NWT with photos, highlights, etc.	User-generated content shared on social media (including boosted posts).
Tourism operators have the information they need to provide safe visitor services.	Work with operators and community partners to build consumer confidence that travel is safe.	Regular communication with key community contacts, such as chiefs, mayors, local Chambers of Commerce, and others.  NWTT campaign to promote tourism with local influencers.
	Medical consultant assists remote operators to develop and implement safe re-opening plans.	GNWT to provide funding for a medical director to assist operators.



## Skill development for tourism workforce

GOAL	ACTIVITIES	EXAMPLES OF IMPLEMENTATION OPTIONS
Workers in the tourism sector are trained to provide safe visitor services.	Establish a training schedule to accommodate the training needs of the communities that are interested in welcoming visitors into their communities	GNWT to support ongoing NorthernMost Host training.
	Develop and deliver new programs as needed to support workers in the sector.	
	NWT Tourism and ITI support tourism operators through co-operative advertising, training, and product development.	Develop a campaign with story content showcased on SpectacularNWT website, social media, display, video and search ads. Could feature operators talking about how their recent training benefits visitors.

## Investment in marketing to Canadian travellers

GOAL	ACTIVITIES	EXAMPLES OF IMPLEMENTATION OPTIONS
Canadians visit the NWT.	Build on visiting friends and relatives first, then nearby markets.	Develop an advertising campaign, simple messaging with soft calls to action aimed at NWT residents, paid search advertising.
Canadian travellers feel safe at NWT businesses.	Implement nationally recognized branding programs that help travellers to recognise businesses that have adopted standardized protocols.	SafeTravels Stamp program (World Travel & Tourism Council)

## Support businesses to serve tourists

GOAL	ACTIVITIES	EXAMPLES OF IMPLEMENTATION OPTIONS
Operators are supported to restart operations.	Community level support to assist operators that include regional staff and marketing initiatives.	<p>Regional ITI staff to assist operators with information on the variety of government supports available.</p> <p>Community Tourism Coordinators provide support and offer pathfinding.</p> <p>NWTT videos aid in promotion, staycation advertising, social media and digital/radio/video advertising.</p>
NWT businesses adopt shared branding that clearly indicates to visitors they are welcome.	<p>Design a visual identifier and promote it to businesses, residents and travellers.</p> <p>Produce videos sharing community and business messages to residents.</p>	<p>GNWT to continue to work with local Chambers of Commerce to promote “be a tourist in your hometown” initiatives.</p> <p>Work with local influencers/ celebrities to share their welcome.</p>

# Campaign Overview

## CORE OVERVIEW

This idea focuses on engaging NWT residents to invite their friends & family from around Canada to visit the NWT. They will be encouraged to take various actions to help share the NWT with Canada.

## MAJOR ASSETS

**Contest:** NWT residents will be asked to invite their friends & family to visit by entering a contest. The prize is \$5,000 towards a trip for their invited guests. Entries will be lit up in a live map on the site showing where entries have been sent across Canada.

**Postcards:** Printed postcards will be distributed to encourage residents to connect & to inspire social sharing. This will be done through a direct mail campaign.

## KEY PERFORMANCE INDICATORS

- Number of entries into the contest
- Use of the **#SpectacularNWT** hashtag

## KEY MESSAGING

"You're Invited to Share Your Spectacular"

"We want to share the NWT with friends, family and visitors."

"The NWT Is full of spectacular places and moments waiting to be enjoyed."

## RESIDENT RESTART CAMPAIGN

## OBJECTIVES

To create a memorable campaign that instills a sense of pride in NWT residents about our territory and gets us excited that we can welcome visitors again.

## CAMPAIGN LOOK AND FEEL

We are using iconic NWT imagery and NWTT branding to drive home the idea that this territory is unparalleled. The NWT is jaw-dropping just as it is. It doesn't require editing or special effects.

By combining digital components with a physical asset, we can harness the best of both worlds.

## TARGET AUDIENCE

Residents of the NWT.

