

Equity Requirements:

- 15% of eligible project costs, including sweat equity;
- Up to \$10,000 in existing equity (capital infrastructure for which no previous contribution funds have been received from the GNWT) .

MARKETING YOUR BUSINESS

Support may be available to help you market your new or enhanced product.

- Eligible activities could include:
- Travel, trade and consumer shows;
- Co-op marketing programs with NWT Tourism or industry associations;
- Brochures and pamphlets;
- Campaigns or tactics targeted at the priority high yield, experiential, non-consumptive tourism markets; or
- Develop or modify a website.

Funding Limits: \$10,000 max for tourism businesses and operators. Applicants are eligible to apply for funds each year that the program is available.

Equity Requirements: 15% of eligible project costs.

The GNWT's Product Diversification and Marketing Program is working to:

- Capture a greater market share of the non-consumptive outdoor adventure market.
- Increase tourist demand for the products and services of NWT tourism businesses.
- Diversify and increase the NWT's tourism product; and
- Promote travel beyond traditional regional centers.

Businesses that ITI has paid out claims under the Tourism Deposit Assurance Program are specifically precluded from this program.

Talk to your Regional Tourism Officer about specific proposal requirements and evaluation criteria, funding limits, equity requirements and specific purposes to which funding can be applied.

For more information contact:
Tourism and Parks
Industry, Tourism and Investment
Government of the Northwest Territories
Box 1320
YELLOWKNIFE NT X1A 2L9
Tel: (867) 873-7903
Fax: (867) 873-0163 or visit www.iti.gov.nt.ca



TOURISM AND PARKS
**TOURISM
BUSINESS
ASSISTANCE**



OPPORTUNITY FOR GROWTH

There is a large and growing market around the world for non-consumptive outdoor adventure vacations and experiences.

The Northwest Territories environment is a perfect fit for this tourism market. *

The Government of the Northwest Territories has specifically created and designed the Tourism Product Diversification and Marketing Program to help you prepare, expand or adapt your NWT tourism operations to meet this emerging market demand.

Funding is available to assist in:

- Business Planning
- Development of Product and Product Packaging; and,
- Marketing your product

To be eligible for funding under the Tourism Diversification and Marketing Program, you must meet at least one of the following conditions:

1. Owned or operated a Tourism Business for at least one year in the last five years;
2. Licensed for at least one year in the last five years by the Government of the Northwest Territories (GNWT) as a Tourism Establishment, Operator or Outfitter.

3. Subcontracted or employed in a management capacity by the above for a minimum of five years within the last ten years;
4. Intend to start a business in which aboriginal cultural tourism is a significant component;
5. Represent a group of separate businesses or operations intending to develop a market-ready Tourism Product Package; or
6. Is a Destination Marketing Organization in the NWT (Schedule 4 only).

BUSINESS PLANNING

Business Planning and Transition Assistance may be provided to help you develop business plans to re-invent, improve or expand your tourism product or operation.

Eligible activities could include:

- Costs associated with consulting related to obtaining a tourism operator license; and
- Consulting fees and costs for the development of a business plan.

Funding Limit: \$25,000 max per applicant.

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PRODUCT DEVELOPMENT

Funding can be provided for the development of new tourism products or the enhancement of existing products that will help you to attract new visitors to the NWT.

Eligible activities could include:

- Start-up costs such as working capital, engineering, and technical feasibility assessments;
- Capital acquisition;
- Skills upgrading;
- Upgrading services or amenities to attract a new market or expand appeal to an existing market;
- Website development, or
- Development costs associated with new product packages (including costs associated with travel to communities to organize package components).

Funding Limits: \$250,000 maximum per applicant.

* Consumptive opportunities will be considered if the business case is sound.