

Government of
Northwest Territories

Tourism Programs and Services Catalogue

2021/22 to 2025/26





If you would like this information in another official language, call us.

English

Si vous voulez ces informations dans une autre langue officielle, contactez-nous.

French

Kīspin ki nitawihtīn ē nīhīyawihk ōma ācimōwin, tipwāsinān.

Cree

Tłıchq̃ yatı k'ęę. Dı wegodı newq̃ dè, gots'ó gonede.

Tłychó

ʔerihʔi's Dēne Sų́łné yatı t'a huts'elkēr xa beyáyatı theʔa ʔat'e, nuwe ts'ēn yóltı.

Chipewyan

Edi gondi dehgáh got'je zhatié k'éé edatf'éh enahddhë nide naxets'ë edahíí.

South Slavey

K'áhshó got'jne xədə k'é hederı Ɂedjhtl'é yerınıwę ní dé dúle.

North Slavey

Jii gwandak izhii ginji k vat'atr'ijahch'uu zhit yinoththan ji ', diits'a t ginohkhi i.

Gwich'in

Uvanittuaq ilitchurisukupku Inuvialuktun, ququagluta.

Inuvialuktun

[illegible]

Inuktitut

Hapkua titiqqat pijumagupkit Inuinnaqtun, uvaptinnut hivajarlutit.

Inuinnaqtun

Indigenous Languages and Education Secretariat: 867-767-9346 ext. 71037

Francophone Affairs Secretariat: 867-767-9343

TOURISM PROGRAMS AND SERVICES CATALOGUE 2021/22 TO 2025/26

This catalogue is a publication of the Department of Industry, Tourism and Investment (ITI) of the Government of the Northwest Territories (GNWT). It describes the programs and services available from ITI and Northwest Territories Tourism (NWTT), the destination marketing organization. ITI and NWTT administer programs and services that provide great value to tourism operators.

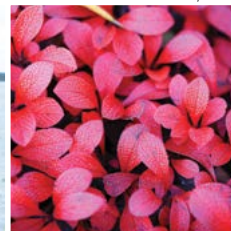
These include marketing and advertising opportunities with NWTT, funding assistance for product development, partnership opportunities with NWT Parks and a variety of training opportunities.

Tourism operators and potential operators are encouraged to go through the catalogue for opportunities that best fit their needs. Each program description includes a brief program summary, the organization providing the program, and the contact details to request more information.

Only programs and services provided directly by ITI and NWTT are included in the catalogue. There are many other programs and services not included in this catalogue that may be beneficial to tourism industry operators. Tourism operators are encouraged to contact ITI's regional tourism officers (RTO) for other opportunities available to them.



PAT KANE / NWTT



GEROLD SIGL/NWTT



COREY MYERS / NWTT

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PRODUCT DEVELOPMENT/MARKETING FUNDING PROGRAMS

Tourism Product Diversification and Marketing Program

DESCRIPTION

The Program assists tourism businesses to improve or expand their tourism product and operation to meet future market demands. The applicant needs to invest 15% of their own equity toward eligible project costs. Sweat equity can be included as part of this investment.

The Program supports three funding priorities:

- Business planning and transition assistance
- New product development or enhancement of existing product
- Marketing assistance for tourism businesses



ELIGIBILITY REQUIREMENTS

An applicant needs to meet at least one of the following conditions in order to submit an application under this Program:

- Is an NWT business legally registered and entitled to conduct business in the NWT
- Is a society in good standing and registered in the NWT
- Is an economic development agency in the NWT
- Is an Indigenous organization in the NWT
- Intends to start a business in which Indigenous cultural tourism is a significant component
- Represents a group of separate businesses or operations intending to develop a market-ready tourism product package



PROGRAM FEE

There is no fee for this Program.

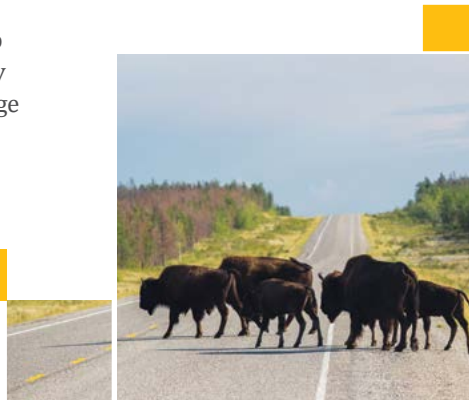


CONTACT DETAILS

Contact details for the regional ITI offices can be found on the back cover.

For detailed program information, and application deadlines, visit:

www.iti.gov.nt.ca/TPDMP



Community Tourism Coordinator Program

DESCRIPTION

The Community Tourism Coordinator Program provides funding to qualified organizations to hire and maintain community tourism coordinators who are dedicated to developing sustainable and marketable tourism products and packages in NWT communities.

The Community Tourism Coordinator (CTC) is responsible for working directly with tourism operators, and other organizations that support tourism in the community, to develop, enhance and provide local tourism products and packages that can be promoted to visitors in the community.

The CTC is the “one-stop” contact for visitors, tour operators, media, and the community for all tourism-related questions and opportunities.



ELIGIBILITY REQUIREMENTS

Qualifying organizations in NWT communities that are community-owned or governance organizations such as:

- Municipal councils
- Band councils
- Community governments
- Land claim organizations
- Community economic development and investment corporations
- Chambers of commerce

The qualifying organization needs to invest 30% equity.

Privately-owned, for-profit organizations are not eligible.



PROGRAM FEE

There is no fee for this Program.

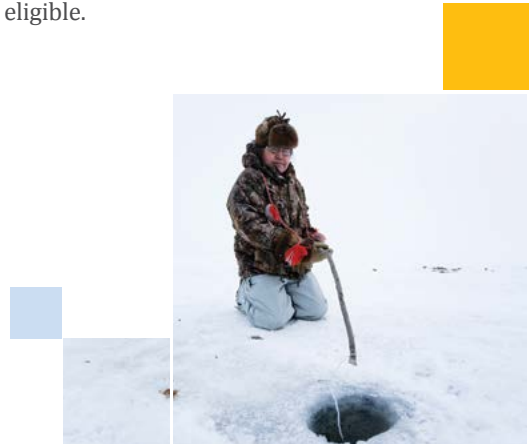


CONTACT DETAILS

Contact details for the regional ITI offices can be found on the back cover.

For detailed program information, and application deadlines, visit:

www.iti.gov.nt.ca/CTC



Community Tourism Infrastructure Contribution

DESCRIPTION

The Community Tourism Infrastructure Contribution (CTIC) provides funding to community governments and non-government organizations to support new and innovative infrastructure projects. The projects must support tourism in communities and promote nearby parks and natural attractions.



ELIGIBILITY REQUIREMENTS

Proposals need to demonstrate that:

- The organization operates on a non-profit basis and works to benefit the tourism industry and local economy in the community.
- The project will increase the attraction of the community to visitors.
- The project enhances partnerships between non-government community groups and the private sector tourism industry.
- There are resources available for any operating costs related to the project.
- The project must align with the community tourism plan. (If no plan is available, the applicant needs to show how the community supports the proposed project).
- The applicant has secured (or is in the process of securing) 50% of the project costs.



PROGRAM FEE

There is no fee for this Program.



CONTACT DETAILS

Contact details for the regional ITI offices can be found on the back cover.

For detailed program information, and application deadlines, visit:

www.iti.gov.nt.ca/CTIC

Support for Entrepreneurs and Economic Development (SEED)

DESCRIPTION

The Support for Entrepreneurs and Economic Development (SEED) Program includes several categories in which tourism operators may be eligible to apply for funding. It provides financial support for entrepreneurs looking to start a business or improve their capacity or skills as well as communities seeking to expand their local economies.



ELIGIBILITY REQUIREMENTS

All NWT registered businesses are eligible for assistance under the SEED Entrepreneur Support category. Applicants will be required to demonstrate need and financial sustainability, including equity toward the project. To receive assistance from the SEED Program, entrepreneurs must demonstrate that the project will:

- Diversify the NWT and community economies
- Establish or expand NWT businesses in support of employment and value-added activities
- Improve business knowledge and capacity
- Investigate new sector opportunities



PROGRAM FEE

There is no fee for this Program.



CONTACT DETAILS

Contact details for the regional ITI offices can be found on the back cover.

For detailed program information, and application deadlines, visit:

www.iti.gov.nt.ca/en/services/support-entrepreneurs-and-economic-development-seed



JASON VAN BRUGGEN / NWT

SKILLS DEVELOPMENT

Tourism Training Funding

DESCRIPTION

The Tourism Training Fund is available to assist individuals and businesses with short-term training (less than 12 weeks) related to tourism. Funding must be approved before starting any training.

Eligible training could be:

- In-person courses or workshops
- Distance education such as online courses
- A combination of in-person and distance education

Eligible costs may include:

- Instructor/tuition fees
- Airfare or ground transportation
- Accommodations
- Course materials

Costs will be reimbursed upon evidence of participants successfully completing the proposed training.

Up to 50% of eligible training costs can be reimbursed for re-certifications.



ELIGIBILITY REQUIREMENTS

Individuals and businesses in any sector of the tourism industry in the NWT (except the aviation industry) can apply to the Tourism Training Fund.

Priority list for funding consideration:

- Valid Tourism Operator Licence holders
- Non-government visitor information centres
- Accommodations sector
- Individuals, businesses, collectives, not-for-profit tourism associations or organizations engaged in the tourism sector



PROGRAM FEE

There is no fee for this Program.

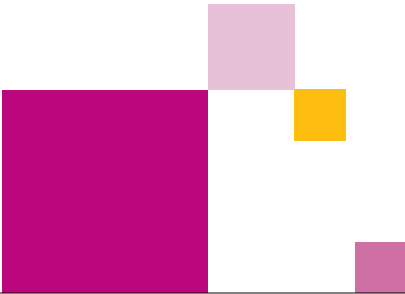


CONTACT DETAILS

Contact details for the regional ITI offices can be found on the back cover.

For detailed program information, and application deadlines, visit:

www.iti.gov.nt.ca/TTF



Tourism Business Mentorship Program

DESCRIPTION

The Tourism Business Mentorship Program provides interested tourism businesses (Mentees) with the opportunity to work with experienced tourism industry operators/professionals (Mentors) who are willing to share their expertise and knowledge. Tourism operators who are less experienced can gain valuable skills in business, leadership and networking to help maximize their potential and become successful and profitable operators. This Program is delivered in partnership with the Canadian Executive Service Organization (CESO) that matches Mentees with Mentors in the tourism industry.



ELIGIBILITY REQUIREMENTS

To be eligible for the program, tourism business operators (Mentees) need to meet the following criteria:

- Be a resident of the NWT
- Have a valid Tourism Operator License or be a business, collective or organization that is engaged in the tourism sector
- Be legally entitled to be a business in the NWT
- Have a business plan

Having a business plan is an asset, but not a requirement for the program.



PROGRAM FEE

There is no fee for this Program.



CONTACT DETAILS

Contact details for the regional ITI offices can be found on the back cover.

For detailed program information, and application deadlines, visit:

www.iti.gov.nt.ca/BMP



PAT KANE / NWT

Youth Mentorship for Tourism Program

DESCRIPTION

The Youth Mentorship for Tourism Program provides students and/or young people interested in working in the tourism industry with the opportunity to work with experienced industry professionals (Mentors) who are willing to share their knowledge. Mentees and Mentors are encouraged to submit an application together. The Program may assist with matching NWT students and/or young professionals with an appropriate experienced professional in a specific area (based on the Mentee's interest) and where possible, lead to employment at the mentor's place of business.

✓ ELIGIBILITY REQUIREMENTS

A Mentee must meet the following criteria:

- Be a resident of the NWT
- Be a student who is between 16 and 18 years of age
- Over 18 years old and not older than 26 years old, employed in the tourism industry
- Over 18 years old and not older than 26 years old, and not currently involved in tourism but interested in being mentored, must provide a motivation letter for admission into the program (your letter must explain why you want to be mentored, and how the mentorship will help you reach specific goals).

\$ PROGRAM FEE

There is no fee for this Program.

? CONTACT DETAILS

Contact details for the regional ITI offices can be found on the back cover.

For detailed program information, and application deadlines, visit:

www.iti.gov.nt.ca/YMP



NorthernMost Host

DESCRIPTION

NorthernMost Host is a designed-in-the-NWT-for-the-NWT two-day customer service workshop that helps frontline staff to understand customer expectations, communicate more effectively, deal with challenging customers, and act as ambassadors for their business, community and territory.

ITI organizes courses for the tourism industry on an on-demand basis. Courses can be customized for the region and for the length of time.



ELIGIBILITY REQUIREMENTS

Open for anyone working in the customer service sector in the NWT.



PROGRAM FEE

There is no fee for this Program.



CONTACT DETAILS

Contact details for the regional ITI offices can be found on the back cover.

For detailed program information, and application deadlines, visit:

www.iti.gov.nt.ca/en/services/tourism-training-resources/northernmost-host



Welcome NWT

DESCRIPTION

The Welcome NWT Program is an informative, three-hour training seminar that emphasizes the importance of treating each customer as an important individual—the key to business success. As well, interesting NWT facts are presented during the seminar that can help service staff answer questions that visitors may have.

The Program emphasizes the following aspects of customer service training:

- Tourism awareness
- Quality service
- Northwest Territories community awareness

ITI organizes courses for the tourism industry on an on-demand basis.



ELIGIBILITY REQUIREMENTS

Open for anyone working in the customer service sector in the NWT.



PROGRAM FEE

There is no fee for this Program.



CONTACT DETAILS

Contact details for the regional ITI offices can be found on the back cover.

For detailed program information, and application deadlines, visit:

www.iti.gov.nt.ca/en/services/tourism-training-resources/welcome-nwt



Business-ready, Market-ready, and Trade-ready Standards

DESCRIPTION

The Business-ready, Market-ready and Trade-ready (BMT) Standards program strives to build a stronger and more competitive tourism industry in northern Canada.

- Business-ready refers to a tourism business that has all of its licenses, permits and insurance in place in order to operate legally.
- Market-ready describes a tourism business that has operated for two years or more and selling direct to the visitor.
- Trade-ready means that a tourism business is selling their tourism experiences through third party Distribution Sales Channels to reach even more visitors.

The BMT- ready program and tools help tourism suppliers develop their policies, administer their sales to meet expected service standards, and better understand how

applying standards can enable their business to access new marketing and distribution sales channels.

ITI organizes workshops for the tourism industry on an on-demand basis. An online version of the program where tourism operators can learn independently and at their own pace is available at: **tradereadynorth.apprendo.io/marketplace/list**

✓ ELIGIBILITY REQUIREMENTS

To be eligible for the program, participants need to meet the following criteria:

- Have a valid Tourism Operator License
- A business, collective or organization that is engaged in the tourism sector

Having a business plan is an asset, but not a requirement for the program.

\$ PROGRAM FEE

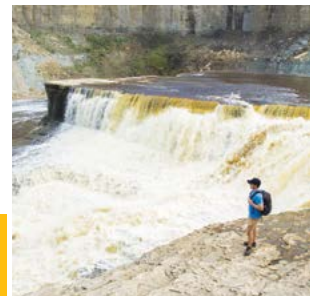
There is no fee for this Program.

? CONTACT DETAILS

Contact details for the regional ITI offices can be found on the back cover.

For detailed program information, and application deadlines, visit:

www.iti.gov.nt.ca/bmt-ready



COLIN FIELD / NWTT

Cultural Interpretation

DESCRIPTION

The Cultural Interpretation Program provides training to local contractors who offer a variety of services to the public in NWT territorial parks.

These services may include but not be limited to interpretive nature walks, cultural demonstrations, and arts and crafts workshops.



ELIGIBILITY REQUIREMENTS

Individuals or organizations interested in this program are encouraged to contact their local ITI office to discuss additional details.



PROGRAM FEE

There is no fee for this Program.



CONTACT DETAILS

Contact details for the regional ITI offices can be found on the back cover.



Marine Safety Training

DESCRIPTION

The Marine Safety Training Program assists tourism operators with training in:

- Boat safety
- Drowning prevention
- First aid

ITI organizes courses for the tourism industry on an on-demand basis.



ELIGIBILITY REQUIREMENTS

Tourism operators in the NWT with a valid Tourism Operator License.



PROGRAM FEE

There is no fee for this Program.



CONTACT DETAILS

Contact details for the regional ITI offices can be found on the back cover.

For more program information, visit:

www.iti.gov.nt.ca/en/services/tourism-training-resources/marinesafety-training



COREY MYERS / NWT

Risk Management

DESCRIPTION

The Risk Management workshop is a one-day session that supports safety planning in the tourism industry. During the workshop, participants are introduced to:

- The concept of risk management
- The value of risk management planning for delivering superior client experiences
- The different components of a risk management plan, including administrative materials; field policies, practices, and procedures; and emergency response plans

ITI organizes courses for the tourism industry on an on-demand basis.



ELIGIBILITY REQUIREMENTS

Individuals, businesses, collectives, not-for-profit tourism associations or organizations providing services in the tourism industry.



PROGRAM FEE

There is no fee for this Program.

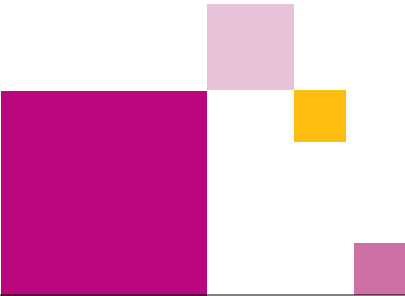


CONTACT DETAILS

Contact details for the regional ITI offices can be found on the back cover.

For more program information, visit:

www.iti.gov.nt.ca/en/services/tourism-training-resources/risk-management-training



Starting a Tourism Business

DESCRIPTION

Starting a Tourism Business is an introductory workshop aimed to inspire and inform interested entrepreneurs about what it takes to start a tourism business in the NWT. Participants learn about:

- The current tourism market and tourism-related businesses or activities that could be developed
- The *Tourism Act*
- How to get a tourism licence—a legal requirement in the NWT

Additional information about further tourism business training, funding opportunities, and marketing considerations will also be provided.



ELIGIBILITY REQUIREMENTS

For potential new owners/operators of a tourism business in the NWT.



PROGRAM FEE

There is no fee for this Program.



CONTACT DETAILS

Contact details for the regional ITI offices can be found on the back cover.



DESTINATION CANADA / NWT

2021/22 to 2025/26

SKILLS DEVELOPMENT SELF-GUIDED WORKBOOKS

Tourism Product Development

DESCRIPTION

Tourism Product Development is a self-guided workbook designed for tourism operators interested in developing a new tourism service or product.

This workbook is useful for both new tourism businesses and existing tourism operators.

With this workbook, participants will find tools to be able to:

- Clearly describe your tourism product
- Understand the market for your tourism product
- Determine the practicalities of your tourism product (how the product would be delivered on the ground)
- Develop a product development plan (including feasibility)
- Develop a general financial plan



ELIGIBILITY REQUIREMENTS

Owners/operators of a new and/or existing tourism businesses.



PROGRAM FEE

There is no fee for this Program.



CONTACT DETAILS

Contact details for regional ITI office on back cover.

For more program information, and a copy of this workbook, visit:

**[www.iti.gov.nt.ca/en/services/
tourism-training-resources/
tourism-productdevelopment](http://www.iti.gov.nt.ca/en/services/tourism-training-resources/tourism-productdevelopment)**



Tourism Business Planning

DESCRIPTION

Using the Tourism Business Planning workbook, participants work on developing :

- Clearly described business goals and objectives
- Product/tour/package descriptions
- A marketing plan (which can be further developed using the tourism marketing workbook)
- A financial plan

The Tourism Business Planning workbook is used along with the Tourism Development Handbook for the NWT.



ELIGIBILITY REQUIREMENTS

Owners/operators of an existing tourism business, or for potential new owners/operators of a tourism business.



PROGRAM FEE

There is no fee for this Program.



CONTACT DETAILS

Contact details for regional ITI office on back cover.

For more program information, and a copy of this workbook, visit:

www.iti.gov.nt.ca/en/services/tourism-training-resources/tourism-business-planning



BEN WEILAND / NWT

2021/22 to 2025/26

Tourism Marketing

DESCRIPTION

Through the Marketing Your Tourism Products self-guided workbook, participants are introduced to key concepts and work through a variety of exercises which help identify unique selling features of tourism products and how to match these features with target markets. Key tools can be taken from this workbook and applied to real-world marketing tasks like developing ads, brochures, websites, social media, and travel media.



ELIGIBILITY REQUIREMENTS

Owners/operators of a tourism business in the NWT.



PROGRAM FEE

There is no fee for this Program.



CONTACT DETAILS

Contact details for regional ITI office on back cover.

For more program information, and a copy of this workbook, visit:

www.iti.gov.nt.ca/en/services/tourismtraining-resources/tourism-marketing



Tourism Product Packaging

DESCRIPTION

Tourism Product Packaging is a self-guided workbook that provides a detailed look at preparing tourism packages and services. The workbook describes what a package is, how to develop one, the advantages/disadvantages of packaging, how to partner with other businesses, how to distribute the package information and how to establish pricing. It also explains how to develop special interest tours such as fishing, canoeing, rafting, hunting and trail riding, specific to regions in the NWT. Sample tourism packages are included. The material is presented in an informal, practical format with exercise sheets throughout.



ELIGIBILITY REQUIREMENTS

Owners/operators of a tourism business in the NWT.



PROGRAM FEE

There is no fee for this Program.



CONTACT DETAILS

Contact details for regional ITI office on back cover.

For a copy of this workbook, visit:

www.iti.gov.nt.ca/en/services/tourism-training-resources/tourismproduct-packaging



COREY MYERS / NWT

SOCIAL MEDIA

Social Media Information

DESCRIPTION

ITI is active on Facebook and Twitter to better serve NWT residents, businesses, and tourism operators. All accounts are monitored Monday – Friday from 8:30am – 5:00pm. Tourism content includes updates on programs, upcoming deadlines, training opportunities and workshops.

Twitter

English: @GNWT_ITI

En français: @Industrie_TNO

Facebook:

English: www.facebook.com/IndustryTourismInvestmentGNWT

En français: www.fb.com/IndustrieTourismeInvestissement



ELIGIBILITY REQUIREMENTS

No requirements. Follow (like) the ITI social media accounts for up to date information on tourism programs and services.



PROGRAM FEE

There is no fee for this Program.



CONTACT DETAILS

Contact details for regional ITI office on back cover.

MARKETING BUSINESS LISTING

Tourism Business Listings: Online and in Print

DESCRIPTION

All tourism businesses in the NWT can have a complimentary listing on the SpectacularNWT.com website.

The online listing is active and can be updated as needed. This listing includes photos (provided by the operator) and links to the tourism business website or social media sites.

In the online format, members are identified with an “M” symbol beside their business name. NWT members get preferred status on the website.



ELIGIBILITY REQUIREMENTS

To get preferred status in the online listings, a tourism business must be a member of NWT.



MEMBERSHIP FEES

Though a membership can be purchased or renewed at any time, it expires on March 31 each year.

The annual membership fee is set by NWT Tourism.



CONTACT DETAILS

For more information:

Membership Services - NWT

867-873-5007 ext.1001

membership@spectacularnwt.com



GEROLD SIGL / NWT



GEROLD SIGL / NWT

MARKETING WEB ADVERTISING

SpectacularNWT website

DESCRIPTION

SpectacularNWT.com provides an unparalleled platform to promote NWT tour operators and industry partners to North American and international markets by redirecting web traffic to individual websites. Different sizes and ad locations are available.



ELIGIBILITY REQUIREMENTS

NWTT membership



CURRENT PRICING

For complete details and current opportunities, please contact the Marketing and Partnerships Coordinator at NWTT.



CONTACT DETAILS

For more information:

Marketing and Partnerships Coordinator - NWTT

867-873-5007 ext.1002
conferences@spectacularnwt.com

COREY MYERS / NWTT



MARKETING CONSUMER SHOWS

Marketing Consumer Shows

DESCRIPTION

NWTT participates in a number of marketing consumer shows primarily in the Spring of each year. Members of NWTT have an opportunity to buy a booth at some of these shows at a discounted rate.



ELIGIBILITY REQUIREMENTS

NWTT membership



CURRENT PRICING

Savings of 20-25% when booked with NWTT

CONTACT DETAILS

For more information:

Marketing and Partnerships

Coordinator - NWTT

867-873-5007 ext.1002

conferences@spectacularnwt.com



DESTINATION CANADA / NWTT

MARKETING EVENTS AND CONFERENCES

Rendez-vous Canada (RVC)

DESCRIPTION

Rendez-vous Canada (RVC) is Canada’s premier international tourism marketplace, connecting international buyers with Canadian sellers of tourism products during 12-minute pre-scheduled appointments and networking events.



ELIGIBILITY REQUIREMENTS

NWTT membership and a member of the Travel Trade Program.



CURRENT PRICING

Operators/destinations with export-ready product that are prepared to enter into contracts with buyers (provide wholesale net rates to be honoured for the duration of a contract).



CONTACT DETAILS

For more information:

Travel Trade Specialist - NWTT
867-873-5007 ext.1008
marketing@spectacularnwt.com



NWTT Conference and AGM

DESCRIPTION

The NWTT Conference and AGM are held annually, typically at the beginning of November. They are held in Yellowknife for two consecutive years and then in another NWT community (dependent on Expression of Interest submissions).

The event was created to celebrate the successes of the industry, network, highlight presentations on tourism-related topics, and discuss changes in the tourism industry.

Prior to the annual general meeting, board members are elected electronically. At the AGM, advocacy issues are discussed and voted upon.

The conference lasts 2-3 days and closes with a gala dinner and industry awards ceremony on the last evening.



ELIGIBILITY REQUIREMENTS

Open to the public. NWTT membership required to vote during AGM.



REGISTRATION FEES

Registration fees for the conference are available on the AGM website.



CONTACT DETAILS

For more information:

Communications Officer - NWTT

867-873-5007 ext.1006

communications@spectacularnwt.com



MARKETING FAMILIARIZATION TOURS

Travel Trade

DESCRIPTION

Familiarization (FAM) tours for qualified Travel Trade Specialist from North America and overseas markets are coordinated by NWTT's Travel Trade Specialist to showcase the NWT.

Travel Trade FAM tours occur year-round.



ELIGIBILITY REQUIREMENTS

NWTT membership and a member of the Travel Trade Program.



CURRENT PRICING

The Travel Trade recover costs and earn fees by selling tourism operator packages at retail price. They keep 20-25% of the retail cost and the tourism operator receives 75-80% of the retail rate for these customers. Tourism operators do not pay for any advertising or other promotional expenses related to these sales.



CONTACT DETAILS

For more information:

Travel Trade Specialist - NWTT
867-873-5007 ext.1008
marketing@spectacularnwt.com



Media

DESCRIPTION

Media familiarization (FAM) tours for qualified media from North America and overseas markets are coordinated by NWTT's Marketing Communications Coordinator to showcase the NWT and generate media coverage of tourism products in the NWT.

Media FAM tours occur year-round and include journalists, photographers and videographers, TV crews, etc. from around the world. Coverage may include print, web, radio, TV, or other publications.



ELIGIBILITY REQUIREMENTS

NWTT members are given priority for FAM tour participation.



CURRENT FEES

Must be willing to provide tours/accommodations at a discounted rate.



CONTACT DETAILS

For more information:

Marketing Communications Coordinator

867-873-5007 ext.1003

info@spectacularnwt.com



ADAM PISANI / NWTT

MARKETING CO-OP ADVERTISING

Co-op Advertising Program

DESCRIPTION

Throughout the year, NWTT places advertising in various publications, online and in print.

Whenever possible, co-op advertising is made available to NWTT members.



ELIGIBILITY REQUIREMENTS

NWTT membership



CURRENT FEES

Fees vary for each advertising placement. For more information, contact the Marketing and Partnerships Coordinator at NWTT.



CONTACT DETAILS

For more information:

**Marketing and Partnerships
Coordinator - NWTT**

867-873-5007 ext.1002

conferences@spectacularnwt.com



MARKETING WEB AND SOCIAL MEDIA

Social Media

DESCRIPTION

NWTT uses several media platforms to actively engage with consumers as well as deepen its relationships with key audiences. The social media handles are as follows:

Facebook

www.facebook.com/spectacularnwt

Twitter

@Spectacularnwt

Instagram

@SpectacularNWT

Pinterest

@Spectacular NWT

YouTube

@spectacularnwt



ELIGIBILITY REQUIREMENTS

Must actively interact with NWTT via social media.

To share posts on NWTT's social media accounts, please use the hashtag **#SpectacularNWT** and NWTT will repost appropriate content through their channels.

For any tourism operator operating in the NWT who follows and likes any of NWTT's social media channels, NWTT will follow and like the tourism business back and promote the product/service offerings through their networks as appropriate.



CURRENT FEES

Free of charge.



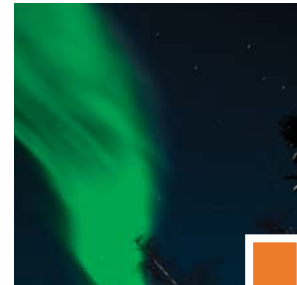
CONTACT DETAILS

For more information:

Marketing Communications Coordinator

867-873-5007 ext.1003

socialize@spectacularnwt.com



ADAM PISANI / NWTT

2021/22 to 2025/26

Fulfillment/Call Centre

DESCRIPTION

The NWTT Call Centre takes calls and emails from people during regular hours of operation on behalf of the industry. They send out NWTT guides to visitor centres as well as to individuals who request the information. Tourism operator members who belong to the sales leads program can take advantage of website sales leads.



ELIGIBILITY REQUIREMENTS

NWTT membership and participation in the online Sales Leads program.



CONTACT DETAILS

For more details of the Sales Leads Program, please contact:

Call Centre Coordinator - NWTT

867-873-5007 ext.1001
info@spectacularnwt.com



PIERRE EMMANUEL CHAILLON / NWTT

Promotions on Web and Social Media

DESCRIPTION

NWTT produces interesting story pieces on regions, tourism activities, and tourism operators. Tourism operators are encouraged to share any potential story ideas, photos and videos that may be of interest to NWTT in their marketing promotions.



ELIGIBILITY
REQUIREMENTS

Priority is given to members of NWTT.



CURRENT
FEES

Free of charge.



CONTACT
DETAILS

For more information:

**Membership Services
Coordinator**

867-873-5007 ext.1001
info@spectacularnwt.com

For more information from your ITI Regional Tourism Officer:

BEAUFORT-DELTA

867-777-7196

Tourism_BeaufortDelta@gov.nt.ca

NORTH SLAVE

867-767-9212

Tourism_NorthSlave@gov.nt.ca

SOUTH SLAVE

867-872-8046

Tourism_SouthSlave@gov.nt.ca

DEHCHO

867-695-7500

Tourism_Dehcho@gov.nt.ca

SAHTU

867-587-7171

Tourism_Sahtu@gov.nt.ca

