



2015/16

## Tourism Programs and Services Catalogue



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## 2015/16 Tourism Programs and Services Catalogue



This catalogue is a publication of the department of Industry, Tourism and Investment (ITI) of the Government of the Northwest Territories. It summarizes the programs and services available from ITI and its partner, Northwest Territories Tourism (NWTT).

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 different training opportunities.

Tourism operators and potential operators are encouraged to go through the catalogue for opportunities that best fit their needs. Each program includes a brief description, the organization providing the program, and the contact details. The information is not exhaustive, operators are therefore encouraged to contact the individuals listed for detailed information on how to access the program or service.

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

# Product Development/Marketing

Tourism Product Diversification and Marketing Program		
Detailed Description	Eligibility Requirements	Contact Details
<p>The Program offers services to Tourism Businesses for expanding into new markets or developing new products. The equity requirement under this program is 15% of eligible project costs, including sweat equity.</p> <p>The Program comprises the following three schedules:</p> <ul style="list-style-type: none"><li>• Schedule 1: Business Planning and Transition Assistance</li><li>• Schedule 2: New Product Development or Enhancement of Existing Product</li><li>• Schedule 3: Marketing Assistance for Tourism Businesses</li></ul>	<p>An applicant is required to meet at least one of the following conditions in order to make an application under this Program:</p> <ol style="list-style-type: none"><li>1. Is an NWT business legally registered and entitled to conduct business in the NWT;</li><li>2. Is a society in good standing and registered in the NWT;</li><li>3. Is an economic development agency in the NWT;</li><li>4. Is an Aboriginal organization in the NWT;</li><li>5. Intends to start a business in which Aboriginal cultural tourism is a significant component;</li><li>6. Represents a group of separate businesses or operations intending to develop a market-ready Tourism Product Package</li></ol>	<p>Contact your regional ITI office:</p> <p>North Slave   867-920-8967</p> <p>Beaufort Delta   867-777-7196</p> <p>Sahtu   867-587-7171</p> <p>Dehcho   867-695-7500</p> <p>South Slave   867-872-6430</p> <p>For detailed program information, and application deadlines, visit:</p> <p><a href="http://www.iti.gov.nt.ca/tourismparks/productdiversification.shtml">www.iti.gov.nt.ca/tourismparks/productdiversification.shtml</a></p>
Fee: There is no fee for this program		

# Product Development

Cultural Interpretation		
Detailed Description	Eligibility Requirements	Contact Details
<p>The Cultural Interpretation Program is intended to offer visitors to NWT Territorial Parks the opportunity to experience unique aspects of the local culture and surrounding environment in a natural park setting.</p> <p>The Program provides funding to local contractors who offer a variety of services to the public. These services include interpretive nature walks, cultural demonstrations and arts and crafts based workshops.</p>	<p>Arrangements are typically made with the existing Park operator. However, any individual or organization interested in this program is encouraged to contact their local ITI office to discuss additional details.</p>	<p>Contact your regional ITI office:</p> <p>North Slave   867-920-8967</p> <p>Beaufort Delta   867-777-7196</p> <p>Sahtu   867-587-7171</p> <p>Dehcho   867-695-7500</p> <p>South Slave   867-872-6430</p>

**Fee:** There is no fee for this program



Enviro Foto

## Community Tourism Infrastructure Contribution Program

Detailed Description	Eligibility Requirements	Contact Details
<p>The Community Tourism Infrastructure Contribution (CTIC) Program 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.</p> <p>The goals of the Program are to:</p> <ul style="list-style-type: none"> <li>• Increase the attractiveness of NWT communities to visitors;</li> <li>• Encourage partnerships between non-government organizations and private industry in the tourism sector;</li> <li>• Increase the use of communications technology in tourism products;</li> <li>• Create opportunities for the local economy and residents through the enhancement of tourism operations at the community level.</li> </ul> <p>Funding available:</p> <ul style="list-style-type: none"> <li>• Projects up to \$50,000 <ul style="list-style-type: none"> <li>- May receive a maximum contribution of 75% of the total budget (up to \$37,500 per applicant).</li> </ul> </li> <li>• Projects over \$50,000 <ul style="list-style-type: none"> <li>- May receive a maximum contribution of 50% (up to \$50,000 per applicant).</li> </ul> </li> </ul>	<p>The following criteria must be met:</p> <p>A. Projects must align with the community tourism plan where applicable. If there is no community tourism plan in place, the applicant must demonstrate that they have support from the community.</p> <p>B. The project must provide positive tourism benefits to the community and surrounding area.</p> <p>Proposals must demonstrate that:</p> <ul style="list-style-type: none"> <li>• Your organization operates on a non-profit basis and works to benefit the tourism industry and local economy in your community.</li> <li>• Your project will increase the attraction of your community to visitors.</li> <li>• Your project enhances partnerships between non-government community groups and the private sector tourism industry.</li> <li>• There are resources available for any operating costs related to the project.</li> <li>• If this is a multi-year project, future resources can be leveraged from other sources.</li> </ul>	<p>Contact your regional ITI office:</p> <p>North Slave   867-920-8967</p> <p>Beaufort Delta   867-777-7196</p> <p>Sahtu   867-587-7171</p> <p>Dehcho   867-695-7500</p> <p>South Slave   867-872-6430</p> <p>For detailed program information and application deadlines, visit: <a href="http://www.iti.gov.nt.ca/programs-services/community-tourism-infrastructure-contribution-program">www.iti.gov.nt.ca/programs-services/community-tourism-infrastructure-contribution-program</a></p>

**Fee:** There is no fee for this program



# Support for Entrepreneurs and Economic Development (SEED) Policy

Detailed Description	Eligibility Requirements	Contact Details
<p>The SEED Policy 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.</p>	<p>All NWT registered businesses are eligible for assistance under the SEED Entrepreneur Support category. Applicants will be required to demonstrate need and financial sustainability. To receive assistance from the SEED Policy, entrepreneurs must demonstrate that the project will:</p> <ul style="list-style-type: none"> <li>• Diversify the NWT and community economies;</li> <li>• Establish or expand NWT businesses in support of employment and value added activities;</li> <li>• Improve business knowledge and capacity; and</li> <li>• Investigate new sector opportunities.</li> </ul>	<p>Contact your regional ITI office:</p> <p>North Slave   867-920-8967</p> <p>Beaufort Delta   867-777-7196</p> <p>Sahtu   867-587-7171</p> <p>Dehcho   867-695-7500</p> <p>South Slave   867-872-6430</p> <p>For detailed program information, visit:  <a href="http://www.iti.gov.nt.ca/fr/node/415">www.iti.gov.nt.ca/fr/node/415</a></p>

**Fee:** There is no fee for this program



Enviro Foto

# Skills Development: Funding Programs

Tourism Training Funding		
Detailed Description	Eligibility Requirements	Contact Details
<p>The Tourism Training Fund is application-based and individuals and businesses in any sector of the tourism industry in the NWT can apply (except the aviation industry).</p> <p>Priority list for funding consideration:</p> <ol style="list-style-type: none"><li>1. Valid Tourism Operator Licence holders;</li><li>2. Non-government Visitor Information Centre;</li><li>3. Accommodations Sector; and</li><li>4. Individuals, businesses, collectives, not-for-profit tourism associations or organizations engaged in the tourism sector.</li></ol> <p>Up to 75% of training costs can be covered (to a maximum of \$3,000 for individuals and \$6,000 for a group).</p>	<p>The Tourism Training Fund is available to assist individuals and businesses with short-term training, (less than 12 weeks), related to tourism.</p> <p>Eligible training could be:</p> <ul style="list-style-type: none"><li>• in-person courses or workshops</li><li>• on-line courses</li><li>• correspondence courses</li></ul> <p>Eligible costs may include:</p> <ul style="list-style-type: none"><li>• instructor/tuition fees</li><li>• airfare or ground transportation</li><li>• accommodations</li><li>• course materials</li></ul> <p>Funding must have prior approval before starting any training. Costs will be reimbursed upon evidence of successful completion of training.</p>	<p>Contact your regional ITI office:</p> <p>North Slave   867-920-8967</p> <p>Beaufort Delta   867-777-7196</p> <p>Sahtu   867-587-7171</p> <p>Dehcho   867-695-7500</p> <p>South Slave   867-872-6430</p> <p>For detailed program information, visit: <a href="http://www.iti.gov.nt.ca/tourismparks/tourismtraining.shtml">www.iti.gov.nt.ca/tourismparks/tourismtraining.shtml</a></p>
Fee: There is no fee for this program		

## Tourism Business Mentorship Program

Detailed Description	Eligibility Requirements	Contact Details
<p>The purpose of the Tourism Business Mentorship Program is to provide 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. The program is designed to support and encourage young and/or inexperienced NWT operators to acquire the necessary skills and business acumen to enable them to maximize their potential, improve their leadership skills and become successful and profitable independent operators.</p>	<p>To be eligible for the program, tourism business operators (mentees) need to meet the following criteria:</p> <ul style="list-style-type: none"> <li>• Must be a resident of the NWT.</li> <li>• Must have a valid Tourism Operator License or be a business, collective or organization that is engaged in the tourism sector.</li> <li>• Must be legally entitled to be a business in the NWT.</li> <li>• Must have a business plan.</li> </ul>	<p>Contact your regional ITI office:</p> <p>North Slave   867-920-8967</p> <p>Beaufort Delta   867-777-7196</p> <p>Sahtu   867-587-7171</p> <p>Dehcho   867-695-7500</p> <p>South Slave   867-872-6430</p> <p>For detailed program information, visit: <a href="http://www.iti.gov.nt.ca/bmp">www.iti.gov.nt.ca/bmp</a></p>

**Fee:** Funding will cover costs up to a maximum of \$10,000. The mentee must be able to invest \$500 maximum as equity for the total eligible costs. The eligible costs do not include the mentor honorarium, which will be paid directly to the mentor by ITI. Mentor honorariums are set as per the GNWT Financial Administration manual but may not exceed \$2500 per duration of mentorship agreement.

## Youth Mentorship for Tourism Program

Detailed Description	Eligibility Requirements	Contact Details
<p>The Youth Mentorship for Tourism Program aims to provide students and/or young people interested in working in the Tourism Industry the opportunity to work with experienced industry professionals (mentors) who are willing to share their knowledge. The Program will match Northwest Territories (NWT) students and/or young professionals with an appropriate experienced professional in a specific area (based on the mentees interest) and where possible, lead to employment at the mentor's place of business.</p> <p>This is a pilot program for 2015/16 only. No applications can be accepted after January 31, 2016.</p>	<p>To be eligible for the program, a person (mentee) must meet the following criteria:</p> <ul style="list-style-type: none"> <li>• Must be a resident of the NWT.</li> <li>• Must be less than 18 years old but no younger than 14.</li> <li>• If more than 18 years old, must be able to show proof of employment in tourism to qualify as a young professional and;</li> <li>• If older than 18, and not a young professional, must provide a motivation letter for admission into the program. The motivation letter should address why the applicant wants to be mentored, how the mentorship will help them and what they plan to do after the mentorship.</li> </ul>	<p>Contact your regional ITI office:</p> <p>North Slave   867-920-8967</p> <p>Beaufort Delta   867-777-7196</p> <p>Sahtu   867-587-7171</p> <p>Dehcho   867-695-7500</p> <p>South Slave   867-872-6430</p> <p>For detailed program information, visit: <a href="http://www.iti.gov.nt.ca/ymp">www.iti.gov.nt.ca/ymp</a></p>

**Fee:** There is no fee for this program

# Skills Development: Workshops

Welcome NWT	
Detailed Description	Eligibility Requirements
<p>The Welcome NWT Program emphasizes important aspects of quality customer service training:</p> <ol style="list-style-type: none"> <li>1. Tourism Awareness</li> <li>2. Quality Service</li> <li>3. Northwest Territories Community Awareness.</li> </ol> <p>The Program is an informative, three-hour training seminar that emphasizes the importance of treating each customer as a very important individual - the key to business success. As well, interesting NWT facts are presented during the seminar, which help service staff answer questions that visitors may have.</p>	None.
	Contact Details
<p><b>Fee:</b> Cost of instructor and materials</p>	<p>Contact your regional ITI office:</p> <p>North Slave   867-920-8967</p> <p>Beaufort Delta   867-777-7196</p> <p>Sahtu   867-587-7171</p> <p>Dehcho   867-695-7500</p> <p>South Slave   867-872-6430</p> <p>For detailed program information, visit: <a href="http://www.iti.gov.nt.ca/tourism/tourism-training-resources">www.iti.gov.nt.ca/tourism/tourism-training-resources</a></p>



Stephanie Yuill

## FirstHost NWT

### Detailed Description

FirstHost NWT is a one-day tourism workshop particularly useful for businesses and communities that offer Aboriginal Tourism. Participants learn about the hospitality business and the special importance of the host, guest and place relationship.

The FirstHost workshop is:

- A training opportunity to learn frontline skills and techniques that promote service excellence
- Designed to celebrate the culture and community of Aboriginal people
- Delivered by experienced and qualified Aboriginal trainers
- Intended to help you do a better job in any hosting role.

### Eligibility Requirements

None.

### Contact Details

Contact your regional ITI office:

North Slave | 867-920-8967

Beaufort Delta | 867-777-7196

Sahtu | 867-587-7171

Dehcho | 867-695-7500

South Slave | 867-872-6430

For more program information, visit: [www.iti.gov.nt.ca/tourism/tourism-training-resources](http://www.iti.gov.nt.ca/tourism/tourism-training-resources)

**Fee:** Cost of instructor and materials

## NorthernMost Host

### Detailed Description

NorthernMost Host is a one-day customer service workshop designed to help frontline staff to understand customer expectations, communicate more effectively, deal with challenging customers, increase sales, and act as ambassadors for their business, community and territory.

### Eligibility Requirements

None.

### Contact Details

Contact your regional ITI office:

North Slave | 867-920-8967

Beaufort Delta | 867-777-7196

Sahtu | 867-587-7171

Dehcho | 867-695-7500

South Slave | 867-872-6430

**Fee:** Cost of instructor and materials

## Marine Safety Training

Detailed Description	Contact Details
Funding for boat safety, drowning prevention training and first aid training. ITI organizes courses for the tourism industry on an on demand basis.	Contact your regional ITI office: North Slave   867-920-8967 Beaufort Delta   867-777-7196 Sahtu   867-587-7171 Dehcho   867-695-7500 South Slave   867-872-6430
Eligibility Requirements	
Valid NWT Tourism Operator Licence.	
<b>Fee:</b> Cost of instructor and materials	

## Starting a Tourism Business

Detailed Description	Eligibility Requirements
<p><b>½ Day Workshop</b></p> <p>An introductory workshop aimed to inspire and inform interested entrepreneurs about what it takes to start a tourism business in the Northwest Territories. Participants will learn about the current tourism market and possible tourism businesses or tourism activities that can be developed.</p> <p>You will learn about the Tourism Act, and how to get a tourism license – a legal requirement in the Northwest Territories. Additional information about further tourism business training, funding opportunities, and marketing considerations will also be provided.</p>	For potential new owners / operators of a tourism business.
	Contact Details
	Contact your regional ITI office: North Slave   867-920-8967 Beaufort Delta   867-777-7196 Sahtu   867-587-7171 Dehcho   867-695-7500 South Slave   867-872-6430
<b>Fee:</b> There is no fee for this program	

# Skills Development: Workshop or Self-Guided Workbook

Tourism Product Development	
Detailed Description	Eligibility Requirements
<p><b>1 Day Workshop</b></p> <p>A hands-on workshop designed for people interested in starting a new tourism business. It may also be useful for existing tourism operators to add new products to their existing operations.</p> <p>At this workshop, you will gain tools to be able to:</p> <ol style="list-style-type: none"><li>1) Clearly describe your tourism product</li><li>2) Understand the market for your tourism product</li><li>3) Determine the practicalities of your tourism product (how the product would be delivered on the ground)</li><li>4) Develop a product development plan (including feasibility)</li><li>5) Develop a general financial plan.</li></ol>	<p>Owners/operators of an existing tourism business, or for potential new owners/operators of a tourism business.</p>
	Contact Details
	<p>Contact your regional ITI office:</p> <p>North Slave   867-920-8967</p> <p>Beaufort Delta   867-777-7196</p> <p>Sahtu   867-587-7171</p> <p>Dehcho   867-695-7500</p> <p>South Slave   867-872-6430</p> <p>For more program information and a copy of this workbook, visit: <a href="http://www.iti.gov.nt.ca/tourism/tourism-training-resources">www.iti.gov.nt.ca/tourism/tourism-training-resources</a></p>
<b>Fee:</b> There is no fee for this program	



Alasdair Veitch



## Tourism Business Planning

### Detailed Description

#### 1 - 2 Day Workshop

A hands-on workshop designed for NWT Tourism businesses.

You will work through the Tourism Business Planning workbook, (building off work completed at the Tourism Product Development Workshop), to:

- clearly describe your business goals and objectives,
- develop product/tour/package descriptions,
- develop a marketing plan (which can be further developed through the Tourism Marketing Workshop), and
- develop a financial plan.
- At the end of the workshop, you should feel comfortable completing a basic business plan for your tourism business.

The Tourism Product Development workbook will be 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.

### Contact Details

Contact your regional ITI office:

North Slave | 867-920-8967

Beaufort Delta | 867-777-7196

Sahtu | 867-587-7171

Dehcho | 867-695-7500

South Slave | 867-872-6430

For more program information and a copy of these workbooks, visit: [www.iti.gov.nt.ca/tourism/tourism-training-resources](http://www.iti.gov.nt.ca/tourism/tourism-training-resources)

**Fee:** There is no fee for this program



Tania Spencer

## Tourism Marketing

### Detailed Description

#### 1 - 2 Day Workshop

This is a hands-on workshop designed for owners/operators of a functional tourism business.

You will be introduced to key concepts of tourism marketing, and will work through a variety of exercises which will help you identify unique selling features of your tourism product and how to match these features with target markets. Key tools can be taken from this workshop and applied to real-world marketing tasks like developing ads, brochures, websites, social media, and travel media. At the end of the workshop, you should feel comfortable completing a basic marketing plan for your tourism business.

**Fee:** There is no fee for this program

### Eligibility Requirements

Owners/operators of a functioning tourism business.

### Contact Details

Contact your regional ITI office:

North Slave | 867-920-8967

Beaufort Delta | 867-777-7196

Sahtu | 867-587-7171

Dehcho | 867-695-7500

South Slave | 867-872-6430

For more program information and a copy of this workbook, visit: [www.iti.gov.nt.ca/tourism/tourism-training-resources](http://www.iti.gov.nt.ca/tourism/tourism-training-resources)



Arctic Adventure Tours

## Product Packaging

### Detailed Description

This self-guided workbook provides a detailed look at preparing tourism packages and services. The booklet 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.

This workbook 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 outlined and forms are included to create your own. It is presented in an informal, practical format with exercise sheets throughout.

**Fee:** There is no fee for this program

### Eligibility Requirements

None.

### Contact Details

Contact your regional ITI office:

North Slave | 867-920-8967

Beaufort Delta | 867-777-7196

Sahtu | 867-587-7171

Dehcho | 867-695-7500

South Slave | 867-872-6430

For a copy of this workbook visit: [www.iti.gov.nt.ca/tourism/tourism-training-resources](http://www.iti.gov.nt.ca/tourism/tourism-training-resources)



Tania Spencer

# Marketing: Business Listings

Tourism Business Listings Online and Print	
Detailed Description	Eligibility Requirements
<p>All tourism businesses can have a complimentary listing on the <a href="http://spectacularnwt.com">spectacularnwt.com</a> website, in the annual Explorers' Guide, Hunting Guide and, if applicable, the annual Fishing Guide and Sport Hunting Guide.</p> <p>The online listing is active and can be updated as needed. This listing includes photos and links to the tourism business website or social media sites.</p> <p>In the print and online format, members are identified with an "M" symbol beside their business name. NWTT members get preferred status on the website and in the Explorers' Guide.</p>	<p>To get preferred status in the print and online listings a tourism business must be a member of NWTT.</p> <p>Though a membership can be purchased or renewed at any time, it expires on March 31 each year.</p>
	Contact Details
	<p>Membership Services NWTT</p> <p>867-873-5007 ext.221</p> <p><a href="mailto:membership@spectacularnwt.com">membership@spectacularnwt.com</a></p>

**Fee:** The annual membership fee is \$150 plus GST for preferred status in the listings.



J.F. Bergeron



# Marketing: Print Advertising

Globe and Mail	
Detailed Description	Eligibility Requirements
<p>The Globe and Mail ad campaign is the major print campaign NWTT runs each year. The ads appear over seven weeks in the Saturday travel section. Typically, two ads will appear prior to Christmas and five in the new year. This section boasts over 1.1 million readers on Saturdays alone. This cooperative marketing opportunity is a great way to purchase advertising in a national newspaper for a fraction of the cost.</p>	<p>Must be an active member of NWTT.</p>
	Contact Details
	<p>Membership Services NWTT  867-873-5007 ext.221  membership@spectacularnwt.com</p>
<p><b>Fee:</b> From \$500-\$750 per ad.</p> <p>Pricing will vary depending on design and ad placement however the ad cost includes ad design and members can purchase multiple spots on any one ad for maximum exposure (based on first come, first served and availability).</p>	



Benji Straker

# NWTT Explorers' Guide

## Detailed Description

The Explorers' Guide is the go-to publication for visitors planning a trip to the NWT. About 35,000 copies of the annual publication are printed and it is also available to view/download from the NWTT website.

## Eligibility Requirements

Anyone can advertise in the Explorers' Guide but NWTT members receive a 10% discount.

## Contact Details

Membership Services NWTT  
867-873-5007 ext.221  
membership@spectacularnwt.com

**Fee:** \*Prices are only guidelines. For complete details please contact us!

Back Cover \$5,500  
Inside Front \$4,500  
Inside Back \$4,500

Full Page \$3,500  
1/2 Page \$1,900  
1/4 Page \$1,000

### \*New Enhanced Listing

- \$450 for members
- \$650 for non members

**\*Multi-booking discounts are available.**

Deadline: September, 2015

### Distribution:

35,000 print copies,  
40,515 online views  
(Numbers from 2012)



Alasdair Veitch

## NWT Fishing Guide

### Detailed Description

Specifically written for potential visitors interested in fishing adventures. The Fishing Guide is a valuable opportunity for operators and guides specializing in fishing excursions. 10,000 copies of this annual guide are printed, and it is also available to view/download on the NWTT website.

### Eligibility Requirements

Anyone can advertise in the Fishing Guide but NWTT members receive a 10% discount.

### Contact Details

Membership Services NWTT  
867-873-5007 ext.221  
membership@spectacularnwt.com

**Fee:** \*Prices are only guidelines. For complete details please contact us!

Back Cover \$3,500

Full Page \$2,500

**\*New** Enhanced Listing

Inside Front \$3,000

1/2 Page \$1,500

• \$500 for Fishing Lodge

Inside Back \$3,000

1/4 Page \$800

Members only

Deadline: September, 2015

## NWT Hunting Guide

### Detailed Description

Specifically written for potential visitors interested in hunting adventures. The Hunting Guide is a valuable opportunity for operators and guides specializing in hunting excursions. 2,500 copies of this annual guide are printed, and it is also available to view/download on the NWTT website.

### Eligibility Requirements

Anyone can advertise in the Hunting Guide but NWTT members receive a 10% discount.

### Contact Details

Membership Services NWTT  
867-873-5007 ext.221  
membership@spectacularnwt.com

**Fee:** The annual membership fee is \$150 plus GST for preferred status in the listings.

Back Cover \$2,000

Inside Front \$1,500

Inside Back \$1,500

Full Page \$1,000

1/2 Page \$500

1/4 Page \$400

Deadline: September, 2015

## Guide De L'Explorateur

### Detailed Description

This is the French version of the NWTT Explorers' Guide, complete with information on how to travel to the territory, the regions, things to see and do, and tour operators. 3,000 copies of the annual publication are printed and it is also available to view/download from the NWTT website.

### Contact Details

Membership Services NWTT  
867-873-5007 ext.221  
membership@spectacularnwt.com

### Eligibility Requirements

Anyone can advertise in the Guide De L'Explorateur but NWTT members receive a 10% discount.

**Fee:** \*Prices are only guidelines. For complete details please contact us!

Back Cover: \$1,875  
Inside Front: \$1,695  
Inside Back: \$1,554  
Page 3: \$1,445

Full Page: \$1,225  
Half Page: \$995  
Third Page: \$795  
Quarter Page: \$645  
Sixth Page: \$530  
Twelfth Page: \$295

**\* Multi-booking discounts are available.**  
Deadline: September, 2015

Distribution:  
3,000 print copies  
(Numbers from 2012)

## Flatsheets

### Detailed Description

An operator flatsheet is a professionally designed one page promotional sheet (double sided). It includes photos, package content and prices and contact information. These sheets are distributed by NWTT at events such as Rendez-vous Canada, Aurora Week, and other special events. Operators can also print and distribute the sheets on their own.

### Eligibility Requirements

Must be an active member of NWTT.

### Contact Details

Membership Services NWTT 867-873-5007 ext.221  
membership@spectacularnwt.com

**Fee:** From \$500. Includes design fees.



# Marketing: Web Advertising

NWTT Website Homepage	
Detailed Description	Eligibility Requirements
<p>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.</p> <p>Some key metrics spectacularnwt.com generates:</p> <ul style="list-style-type: none"><li>• 47,835 page impressions, monthly*</li><li>• 10,183 unique visitors, monthly*</li><li>• 56,198 “jump-offs” to NWT tour operator and industry partner websites**</li></ul>	<p>Must be an active member of NWTT.</p>
	Contact Details
	<p>Membership Services NWTT 867-873-5007 ext.221 membership@spectacularnwt.com</p>
Fee: *Prices are only guidelines. For complete details please contact us!	
One month: \$295	Six months: \$1195 includes single frame ad design (\$150 value)
Three months: \$745	12 months: \$1795 includes 3-frame animated ad design (\$300 value)



Briony Wright

# Marketing: Consumer Shows

Outdoor Sports Group		
Detailed Description	Eligibility Requirements	Contact Details
Chicago, Illinois Late January	Must be an active member of NWTT to receive discounted rate.	Marketing and Partnerships Coordinator, NWTT 867-873-5007 ext.228 advertising@spectacularnwt.com
Fee: \$2000   *Savings of 30-35% when booked with NWT		

Western Canadian Fly Fishing		
Detailed Description	Eligibility Requirements	Contact Details
Calgary, Alberta Late January	Must be an active member of NWTT to receive discounted rate.	Marketing and Partnerships Coordinator, NWTT 867-873-5007 ext.228 advertising@spectacularnwt.com
Fee: \$1045   *Savings of 30-35% when booked with NWTT		

Toronto Outdoor Adventure Show		
Detailed Description	Eligibility Requirements	Contact Details
Toronto, Ontario Late February Show attendance: 28,000	Must be an active member of NWTT to receive discounted rate.	Marketing and Partnerships Coordinator, NWTT 867-873-5007 ext.228 advertising@spectacularnwt.com
Fee: \$1350   *Savings of 30-35% when booked with NWTT		

## Houston Fishing Show

Detailed Description	Eligibility Requirements	Contact Details
Houston, Texas Show attendance: 20,000	Must be an active member of NWTT to receive discounted rate.	Marketing and Partnerships Coordinator, NWTT 867-873-5007 ext.228 advertising@spectacularnwt.com
<b>Fee: \$630</b>   *Savings of 30-35% when booked with NWTT		

## Vancouver Outdoor Adventure Show

Detailed Description	Eligibility Requirements	Contact Details
Vancouver, British Columbia Early March Show attendance: 19,000	Must be an active member of NWTT to receive discounted rate.	Marketing and Partnerships Coordinator, NWTT 867-873-5007 ext.228 advertising@spectacularnwt.com
<b>Fee: \$1100</b>   *Savings of 30-35% when booked with NWT		

## Toronto Sportsman Show

Detailed Description	Eligibility Requirements	Contact Details
Toronto, Ontario Mid March	Must be an active member of NWTT to receive discounted rate.	Marketing and Partnerships Coordinator, NWTT 867-873-5007 ext.228 advertising@spectacularnwt.com
<b>Fee: \$1500</b>   *Savings of 30-35% when booked with NWTT		

# Calgary Outdoor Adventure Show

## Detailed Description

Calgary, Alberta  
 Late March  
 Show attendance: 13,000

## Eligibility Requirements

Must be an active member of NWTT to receive discounted rate.

## Contact Details

Marketing and Partnerships  
 Coordinator, NWTT  
 867-873-5007 ext.228  
 advertising@spectacularnwt.com

**Fee: \$1150** | \*Savings of 30-35% when booked with NWTT

# Montreal Outdoor Adventure Show

## Detailed Description

Montreal, Quebec  
 Early April

## Eligibility Requirements

Must be an active member of NWTT to receive discounted rate.

## Contact Details

Marketing and Partnerships  
 Coordinator, NWTT  
 867-873-5007 ext.228  
 advertising@spectacularnwt.com

**Fee: \$1340** | \*Savings of 30-35% when booked with NWT



Benji Straker

# Marketing: Events and Conferences

Rendez-vous Canada (RVC)		
Detailed Description	Eligibility Requirements	Contact Details
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.	<p>Must be an active member of NWTT and a member of the Travel Trade Program.</p> <p>Operators/destinations with export-ready product that are prepared to enter into contract with buyers (provide wholesale net rates to be honoured for the duration of a contract).</p>	<p>Marketing Director, NWTT</p> <p>867-873-5007 ext.224</p> <p>marketing@spectacularnwt.com</p>
<b>Fee:</b> \$6,500 for a section within the Canada area of the show.		

International Tourism Bourse (ITB)	
Detailed Description	Eligibility Requirements
<p>Germany – March.</p> <p>ITB is the world’s leading travel trade show. The Canadian Pavilion is organized by the Canadian Tourism Commission (CTC) and business appointments are organized with targeted travel trade.</p>	<p>The Marketing Director for NWTT attends this annual event on behalf of NWTT members.</p>
	Contact Details
<p><b>Fee:</b> \$6,500 for a section within the Canada area of the show.</p>	<p>Marketing Director, NWTT</p> <p>867-873-5007 ext.224</p> <p>marketing@spectacularnwt.com</p>

## Showcase Asia

### Detailed Description

October.

Showcase Canada Asia brings Canadian suppliers together with over 100 qualified buyers from mainland China, Taiwan, Hong Kong, South Korea, Thailand, Malaysia, Singapore, Philippines and Indonesia.

### Eligibility Requirements

The Marketing Director for NWTT attends this annual event on behalf of NWTT members.

### Contact Details

Marketing Director, NWTT  
867-873-5007 ext.224  
marketing@spectacularnwt.com

**Fee: \$3,600** for two delegates to attend the show (one set of appointments) plus travel.

## Focus Japan

### Detailed Description

Japan – October.

Focus Canada-Japan is a tourism workshop that will bring together Canadian suppliers with over 70 Japanese tourism professionals to promote Canadian destinations, tourism products and experiences. The event will also help Canadian businesses enhance their sales and business relationships with key players in Japanese tourism industry through networking events.

### Eligibility Requirements

The Marketing Director for NWTT attends this annual event on behalf of NWTT members.

### Contact Details

Marketing Director, NWTT  
867-873-5007 ext.224  
marketing@spectacularnwt.com

**Fee: \$1,000** for up to two delegates (\$500 per additional) plus travel.



## Canadian Inbound Tourism Asia Pacific (CITAP)

### Detailed Description

Vancouver – December.

CITAP Members receive report on Asia Pacific markets based on information/ data provided from the Receptive Tour Operators who are the front-line people when it comes to inbound travel news about the Asia Pacific.

As an association to support the Receptive Tour Operators handling Asia Pacific markets in Canada, our Advocacy Committee speaks to and works with various levels of the government and industry related associations.

**Fee:** \$500 for a booth, plus travel.

### Eligibility Requirements

The Marketing Director for NWTT attends this annual event on behalf of NWTT members.

### Contact Details

Marketing Director, NWTT

867-873-5007 ext.224

[marketing@spectacularnwt.com](mailto:marketing@spectacularnwt.com)



Alasdair Veitch

# GoMedia Annual Conference

## Detailed Description

Canada – Typically September.

GoMedia is an event hosted by the Canadian Tourism Commission (CTC) that brings international travel media from their markets to one Canadian location to meet with media professionals from across the country.

The NWTT Communications Coordinator has scheduled appointments with media where they discuss story ideas, what is new, itineraries and possible story themes. These meetings may result in published stories on the NWT, future media FAM tours, etc.

The Communications Coordinator prepares a flatsheet for these meetings with new tourism product and other newsworthy story possibilities from across the NWT.

## Eligibility Requirements

The Communications Coordinator for NWTT attends this annual event on behalf of NWTT members.

NWTT members with new tourism product and/ or newsworthy story possibilities can contact the Communications Coordinator to be included in the featured product.

## Contact Details

Communications Officer, NWTT  
 867-873-5007 ext.226  
[communications@spectacularnwt.com](mailto:communications@spectacularnwt.com)

**Fee: \$500** | Annual attendance: 120 media

GoMedia flatsheet: there is no fee. The criteria to be included are: new product and/or newsworthy story possibilities.



Briony Wright



## NWTT Conference and AGM

### Detailed Description

The NWTT Conference and AGM is held at the beginning of November each year. It is 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 varying tourism-related topics, and discuss changes in the tourism industry.

During the annual general meeting, board members are voted in and advocacy issues are discussed and voted upon.

The conference typically lasts 2-3 days and is followed by a gala dinner and industry awards on the last evening.

### Eligibility Requirements

Must be an active member of NWTT.

### Contact Details

Communications Officer, NWTT  
867-873-5007 ext.226  
communications@spectacularnwt.com

**Fee:** NWTT Members: \$200 | Non-Members: \$300 | Day Pass: \$150 | Guest (dinner only): \$100

The AGM is free for members to attend. Partnership opportunities are available ranging from \$100-\$7,500.

## Special Events

### Detailed Description

Throughout the year NWTT participates in special events such as Tourism Week. NWTT provides updates to membership throughout the year with opportunities for partnership involvement.

Become a member to stay in the loop with upcoming partnership opportunities!

### Eligibility Requirements

Must be an active member of NWTT.

### Contact Details

Membership Services, NWTT  
867-873-5007 ext.221  
membership@spectacularnwt.com

**Fee:** Varies

# Festivals

## Detailed Description

Throughout the year NWTT participates in promotion of festival packages in the NWT. NWTT provides member updates throughout the year with opportunities for partnership involvement.

Become a member to stay in the loop with upcoming partnership opportunities!

**Fee:** Varies

## Eligibility Requirements

None.

## Contact Details

Membership Services, NWTT  
867-873-5007 ext.221  
[membership@spectacularnwt.com](mailto:membership@spectacularnwt.com)



Enviro Foto

# Marketing: Familiarization Tours

Travel Trade	
Detailed Description	Eligibility Requirements
<p>Familiarization (FAM) tours for qualified media from North America and overseas markets are coordinated by NWTT's Communications Coordinator to showcase the NWT and generate media coverage of tourism product in the NWT.</p> <p>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 or TV.</p>	<p>Must be an active member of NWTT and a member of the Travel Trade Program.</p>
	Contact Details
	<p>Marketing Director, NWTT 867-873-5007 ext.224 marketing@spectacularnwt.com</p>
<p><b>Fee:</b> The Travel Trade recover their costs and make their fee by selling your packages. They take your "Net 20" and "Net 25" rates and charge the customer the retail price. The net rate allows them to keep 20-25% of the retail cost and you, as the tourism company, receive 75-80% of your retail rate for these customers. As a result, you do not pay for any advertising or other promotional expenses and you receive customers at 75-80% of your full price.</p>	

Media	
Detailed Description	Eligibility Requirements
<p>Familiarization (FAM) tours for qualified media from North America and overseas markets are coordinated by NWTT's Communications Coordinator to showcase the NWT and generate media coverage of tourism product in the NWT.</p> <p>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 or TV.</p>	<p>Active members of NWTT are given priority for FAM tour participation.</p>
	Contact Details
	<p>Communications Officer, NWTT 867-873-5007 ext.226 communications@spectacularnwt.com</p>
<p><b>Fee:</b> Must be willing to provide tours/accommodations at a discounted rate or complimentary.</p>	

# Marketing: Web and Social Media

Social Media Promotions	
Detailed Description	Eligibility Requirements
<p>NWTT uses 5 social media platforms to actively engage with consumers as well as deepen its relationships with key audiences. The social media handles are as follows:</p> <p>Facebook: Spectacular Northwest Territories (formerly Northwest Territories Tourism)</p> <p>Twitter: @SpectacularNWT @NWTfishing @NWTaurora @NWTbusiness</p> <p>Instagram: Spectacularnwt</p> <p>Pinterest: Spectacular NWT</p> <p>YouTube: spectacularnwt</p>	<p>Must actively interact with NWTT via social media.</p> <p>If you wish to link your posts to our social media accounts please use the hashtag #SpectacularNWT and we can repost your content to our audience.</p> <p>Any tourism operator operating in the NWT who follow and like any of our social media channels NWTT will follow and like your tourism business back and often promote your product/service offerings to its audience.</p>
	Contact Details
	<p>Marketing Coordinator, NWTT</p> <p>867-873-5007 ext. 228</p> <p>shannon@spectacularnwt.com</p>
<p><b>Fee:</b> There is no fee for this program</p>	

Online Marketing Kit		
Detailed Description	Eligibility Requirements	Contact Details
<p>NWTT keeps a marketing blog current with all recently produced ads. You are encouraged to stay current with what's been recently produced.</p> <p>Visit: <a href="http://marketing.spectacularnwt.com">marketing.spectacularnwt.com</a></p>	<p>None.</p>	<p>Communications Officer, NWTT</p> <p>867-873-5007 ext.226</p> <p><a href="mailto:communications@spectacularnwt.com">communications@spectacularnwt.com</a></p>
<b>Fee:</b> There is no fee for this program		

## E-Newsletter Advertisement

Detailed Description	Eligibility Requirements	Contact Details
NWTT sends out an E-Newsletter four times a year to approximately 20,000 subscribers. Ad space is available.	Must be an active member of NWTT.	Communications Officer, NWTT 867-873-5007 ext.226 communications@spectacularnwt.com
	Fee: \$250	

## Marketing: Package Promotion

Package Promotion		
Detailed Description	Eligibility Requirements	Contact Details
It is not the role of NWTT to develop tourism packages, but its goal is to promote market-ready packages within the NWT. Please visit our website for package ideas and examples: <a href="http://spectacularnwt.com/plan-your-trip/packages">spectacularnwt.com/plan-your-trip/packages</a>  If you want to get involved in package promotion, please contact us for more details.	Must be an active member of NWTT.	Marketing Coordinator, NWTT 867-873-5007 ext. 223 katherine@spectacularnwt.com
	Fee: Included in membership.	

# Marketing: Regional Marketing

Regional Marketing	
Detailed Description	Contact Details
<p>NWTT and the ITI regional officers work together to promote regional specific advertising campaigns.</p> <p>Please contact your ITI Regional Tourism Officer for more information.</p>	<p>ITI Regional Tourism Officer:</p> <p>North Slave   867-920-8967</p> <p>Beaufort Delta   867-777-7196</p> <p>Sahtu   867-587-7171</p> <p>Dehcho   867-695-7500</p> <p>South Slave   867-872-6430</p>
Eligibility Requirements	
None.	
<p>Fee: Included in membership.</p>	

# Marketing: Information and Call Centre Fulfillment

Fulfillment/Call Centre	
Detailed Description	Eligibility Requirements
<p>The NWTT Call Centre takes calls and emails from people during regular hours of operation on behalf of members. They send out NWTT guides to visitor centers as well as to individuals who request the information (which include member listings). Members can also log in to the website to generate sales leads and statistics.</p>	<p>Must be an active member of NWTT to receive discounted rate.</p>
	<p>Contact Details</p> <p>Marketing Coordinator NWTT</p> <p>867-873-5007 ext. 223</p> <p>katherine@spectacularnwt.com</p>
<p>Fee: Included in membership.</p>	

\*All prices are subject to change.

\*\*Buy-ins occur on a first come, first served basis.



