

Government of
Northwest Territories

Tourism Programs and Services Catalogue



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This catalogue is a publication of the Department of Industry, Tourism and Investment (ITI) of the Government of the Northwest Territories (GNWT). 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 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: Funding Programs

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. The Program comprises the following three schedules:</p> <ul style="list-style-type: none">• Schedule 1: Business Planning and Transition Assistance• Schedule 2: New Product Development or Enhancement of Existing Product• Schedule 3: Marketing Assistance for Tourism Businesses	<p>An applicant is required to meet at least one of the following conditions in order to make an application under this Program:</p> <ul style="list-style-type: none">• 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 Aboriginal organization in the NWT• Intends to start a business in which Aboriginal cultural tourism is a significant component• Represents a group of separate businesses or operations intending to develop a market-ready Tourism Product Package	<p>Contact your regional ITI office:</p> <p>North Slave 867-767-9212</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>www.iti.gov.nt.ca/en/services/tourism-product-diversification-and-marketing-program</p>
<p>Fee: There is no fee for this program.</p>		

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 867-767-9212</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>Fee: There is no fee for this program.</p>		



Enviro Foto

Aboriginal Tourism Champions Program

Detailed Description	Eligibility Requirements	Contact Details
<p>The Aboriginal Tourism Champions Program aims to develop a network of Aboriginal people throughout the NWT with the skills and passion to energize and motivate communities and organizations to leverage tourism to improve economic, cultural, and environmental conditions.</p> <p>The goals of the Program are to:</p> <ul style="list-style-type: none"> • Support Aboriginal tourism development in the NWT • Strengthen Aboriginal cultural tourism capacity in Aboriginal communities • Promote tourism as a means for economic development, cultural revitalization and enhancing retention of original languages in NWT communities • Champion Aboriginal tourism development in communities throughout the NWT • Provide resources for Aboriginal people and organizations in the NWT with an interest in Aboriginal tourism; and • Develop a network of Aboriginal people throughout the NWT with the skills and passion to energize and motivate communities and organizations to leverage tourism to improve economic, cultural and environmental conditions 	<p>Eligibility under this program is restricted to NWT residents of Aboriginal Ancestry (First Nations, Inuit or Métis) who were born in and reside in a NWT community.</p>	<p>Contact your regional ITI office:</p> <p>North Slave 867-767-9212</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>Fee: There is no fee for this program.</p>		

Product Development: Funding Programs

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"> • Increase the attractiveness of NWT communities to visitors • Encourage partnerships between non-government organizations and private industry in the tourism sector • Increase the use of communications technology in tourism products • Create opportunities for the local economy and residents through the enhancement of tourism operations at the community level 	<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"> • Your organization operates on a non-profit basis and works to benefit the tourism industry and local economy in your community • Your project will increase the attraction of your community to visitors • Your 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 <p>If this is a multi-year project, future resources can be leveraged from other sources.</p>	<p>Contact your regional ITI office:</p> <p>North Slave 867-767-9212</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>www.iti.gov.nt.ca/en/services/community-tourism-infrastructure-contribution-program</p>
<p>Fee: There is no fee for this program.</p>		

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"> • Diversify the NWT and community economies • Establish or expand NWT businesses in support of employment and value added activities • Improve business knowledge and capacity; and • Investigate new sector opportunities 	<p>Contact your regional ITI office:</p> <p>North Slave 867-767-9212</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: www.iti.gov.nt.ca/en/services/support-entrepreneurs-and-economic-development-seed</p>

Fee: There is no fee for this program.



Enviro Foto

Skills Development: Funding Programs

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"> • Must be a resident of the NWT • Must have a valid Tourism Operator License or be a business, collective or organization that is engaged in the tourism sector • Must be legally entitled to be a business in the NWT • Must have a business plan 	<p>Contact your regional ITI office:</p> <p>North Slave 867-767-9212</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: www.iti.gov.nt.ca/bmp</p>
<p>Fee: There is no fee for this program.</p>		

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"> 1. Valid Tourism Operator Licence holders; 2. Non-government Visitor Information Centre; 3. Accommodations Sector; and 4. Individuals, businesses, collectives, not-for-profit tourism associations or organizations engaged in the tourism sector. <p>Up to 75% of training costs can be reimbursed (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"> • in-person courses or workshops • online courses • correspondence courses <p>Eligible costs may include:</p> <ul style="list-style-type: none"> • instructor/tuition fees • airfare or ground transportation • accommodations • course materials <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 867-767-9212</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:</p> <p>www.iti.gov.nt.ca/en/services/tourism-training-fund-program</p>
<p>Fee: There is no fee for this program.</p>		

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 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.</p>	<p>To be eligible for the program, a person (mentee) must meet the following criteria:</p> <ul style="list-style-type: none"> • Must be a resident of the NWT • Must be between 14 and 18 years old. • If older than 18, must be able to show proof of employment in tourism to qualify as a young professional and; • 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 	<p>Contact your regional ITI office:</p> <p>North Slave 867-767-9212</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:</p> <p>www.iti.gov.nt.ca/ymmp</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> <ul style="list-style-type: none">• Tourism Awareness• Quality Service• NWT Community Awareness <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.
	<p>Contact Details</p> <p>Contact your regional ITI office:</p> <p>North Slave 867-767-9212</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: www.iti.gov.nt.ca/en/services/tourism-training-resources/welcome-nwt</p>
<p>Fee: Cost of instructor and materials.</p>	



Stephanie Yuill

FirstHost NWT	
Detailed Description	Eligibility Requirements
<p>FirstHost NWT is a 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:</p> <ul style="list-style-type: none"> • 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 	None.
	Contact Details <p>Contact your regional ITI office:</p> <p>North Slave 867-767-9212</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, visit: www.iti.gov.nt.ca/en/services/tourism-training-resources/firsthost-nwt</p>
Fee: Cost of instructor and materials.	

NorthernMost Host	
Detailed Description	Contact Details
NorthernMost Host is a 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.	Contact your regional ITI office: North Slave 867-767-9212 Beaufort Delta 867-777-7196 Sahtu 867-587-7171 Dehcho 867-695-7500 South Slave 867-872-6430
Eligibility Requirements	
None.	
Fee: Cost of instructor and materials.	

Marine Safety Training

Detailed Description

Funding for boat safety, drowning prevention training and first aid training. ITI organizes courses for the tourism industry on an on-demand basis.

Eligibility Requirements

Valid Tourism Operator License holders.

Fee: There is no fee for this program.

Contact Details

Contact your regional ITI office:

North Slave | 867-767-9212

Beaufort Delta | 867-777-7196

Sahtu | 867-587-7171

Dehcho | 867-695-7500

South Slave | 867-872-6430

Starting a Tourism Business

Detailed Description

An introductory workshop aimed to inspire and inform interested entrepreneurs about what it takes to start a tourism business in the NWT. Participants will learn about the current tourism market and possible tourism businesses or tourism activities that can be developed.

You will learn about the Tourism Act, and how to get a tourism license – a legal requirement in the NWT. Additional information about further tourism business training, funding opportunities, and marketing considerations will also be provided.

½ day workshop

Fee: Free of charge.

Eligibility Requirements

For potential new owners/operators of a tourism business.

Contact Details

Contact your regional ITI office:

North Slave | 867-767-9212

Beaufort Delta | 867-777-7196

Sahtu | 867-587-7171

Dehcho | 867-695-7500

South Slave | 867-872-6430

Skills Development: Workshop or Self-Guided Workbook

Tourism Product Development	
Detailed Description	Eligibility Requirements
<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> <ul style="list-style-type: none">• 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 <p>1 day workshop</p>	<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 867-767-9212</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: www.iti.gov.nt.ca/en/services/tourism-training-resources/tourism-product-development</p>
<p>Fee: Free of charge.</p>	



Alasdair Veitch

Tourism Business Planning

Detailed Description

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.

1-2 day workshop

Fee: Free of charge.

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 | 867-767-9212

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/en/services/tourism-training-resources/tourism-business-planning



Tania Spencer

Tourism Marketing

Detailed Description

This is a hands-on workshop designed for owners/operators of a functioning 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.

1-2 day workshop

Fee: Free of charge.

Eligibility Requirements

Owners/operators of a functioning tourism business.

Contact Details

Contact your regional ITI office:

North Slave | 867-767-9212

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/en/services/tourism-training-resources/tourism-marketing



Arctic Adventure Tours

Product Packaging

Detailed Description

This self-guided workbook 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.

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: Free of charge.

Eligibility Requirements

None.

Contact Details

Contact your regional ITI office:

North Slave | 867-767-9212

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/en/services/tourism-training-resources/tourism-product-packaging



Tania Spencer

Marketing: Business Listings

Tourism Business Listings: Online and In Print	
Detailed Description	Eligibility Requirements
<p>All tourism businesses can have a complementary listing on the spectacularnwt.com website and in the annual Explorers' 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.1001</p> <p>membership@spectacularnwt.com</p>
<p>Fee: The annual membership fee is \$175 plus GST for preferred status in the listings.</p>	



J.F. Bergeron

Marketing: Print Advertising

Globe and Mail	
Detailed Description	Eligibility Requirements
<p>The Globe and Mail ad campaign is a major print campaign which NWTT runs each year. The ads appear over six to 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.1001 membership@spectacularnwt.com</p>
<p>Fee: From \$500-\$750 per ad. Pricing will vary depending on design and ad placement. The cost includes ad design. 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.

Contact Details

Membership Services, NWTT
867-873-5007 ext.1001
membership@spectacularnwt.com

Eligibility Requirements

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

Fee: For complete details, please contact Membership Services NWTT.

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

Deadline: September, 2017

Distribution:
35,000 print copies.
Guide is also available
online, and as a
downloadable PDF.

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, GoMedia, ITB, 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.1001
membership@spectacularnwt.com

Fee: From \$750. 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 ad sizes and locations are available.</p> <p>Web advertising opportunities include:</p> <ul style="list-style-type: none">• Slider Ads• Sponsored Stories• Featured Packages• Packages	<p>Must be an active member of NWTT.</p>				
	Contact Details				
<p>Fee: *Prices are only guidelines. For complete details please contact Membership Services NWTT. All ads are purchased for three months. Prices listed are for members (with member discount applied).</p> <table><tr><td>Slider Ads - \$300</td><td>Featured Packages - \$500</td></tr><tr><td>Sponsored Stories - \$700</td><td>Packages - No Cost to Member</td></tr></table>		Slider Ads - \$300	Featured Packages - \$500	Sponsored Stories - \$700	Packages - No Cost to Member
Slider Ads - \$300	Featured Packages - \$500				
Sponsored Stories - \$700	Packages - No Cost to Member				
<p>Membership Services, NWTT 867-873-5007 ext.1001 membership@spectacularnwt.com</p>					



Alasdair Veitch

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.1002 info@spectacularnwt.com
Cost: \$2000 *Savings of 30-35% when booked with NWTT.		
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.1002 info@spectacularnwt.com
Cost: \$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.1002 info@spectacularnwt.com
Cost: \$1350 *Savings of 30-35% when booked with NWTT.		

Houston Fishing Show

Detailed Description	Eligibility Requirements	Contact Details
Houston, Texas March Show attendance: 20,000	Must be an active member of NWTT to receive discounted rate.	Marketing and Partnerships Coordinator, NWTT 867-873-5007 ext.1002 info@spectacularnwt.com
Cost: \$630 *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.1002 info@spectacularnwt.com
Cost: \$1100 *Savings of 30-35% when booked with NWTT.		

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.1002 info@spectacularnwt.com
Cost: \$1500 *Savings of 30-35% when booked with NWTT.		

Calgary Outdoor Adventure Show

Detailed Description	Eligibility Requirements	Contact Details
<p>Calgary, Alberta</p> <p>Late March</p> <p>Show attendance: 13,000</p>	<p>Must be an active member of NWTT to receive discounted rate.</p>	<p>Marketing and Partnerships Coordinator, NWTT</p> <p>867-873-5007 ext.1002</p> <p>info@spectacularnwt.com</p>
<p>Cost: \$1150 *Savings of 30-35% when booked with NWTT.</p>		

Montreal Outdoor Adventure Show

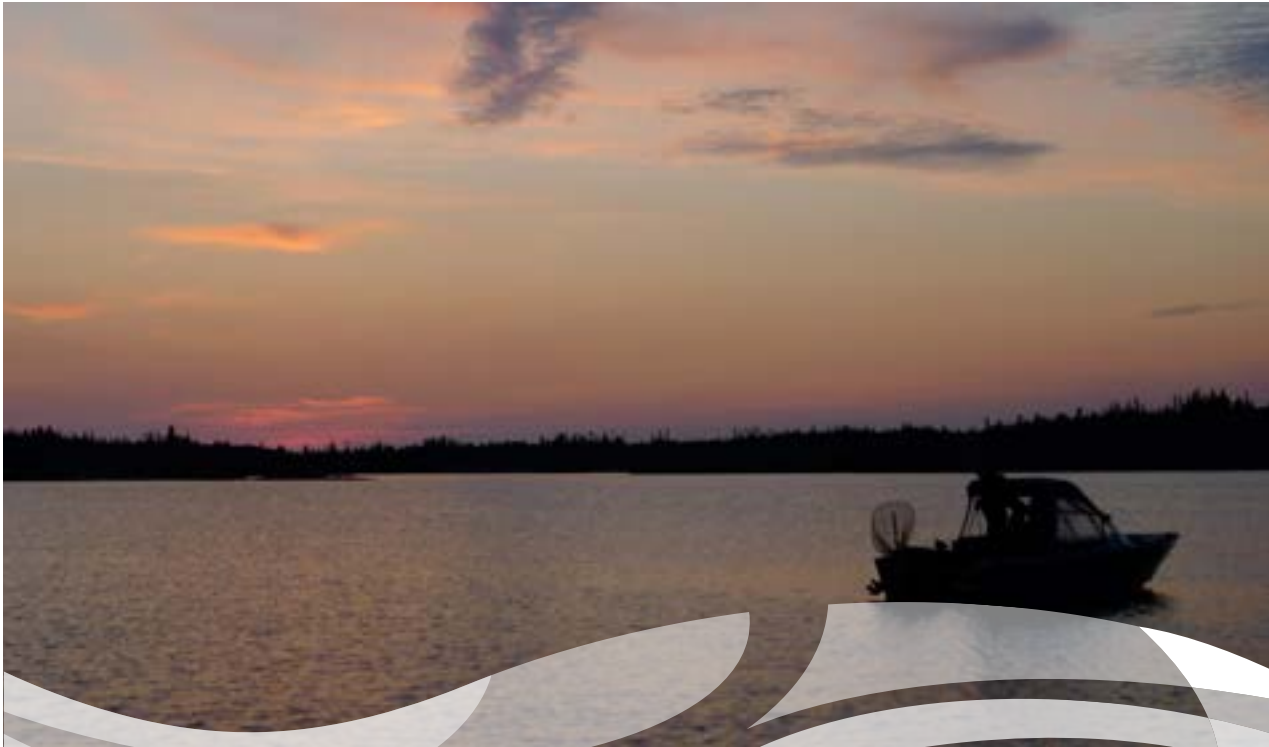
Detailed Description	Eligibility Requirements	Contact Details
<p>Montreal, Quebec</p> <p>Early April</p>	<p>Must be an active member of NWTT to receive discounted rate.</p>	<p>Marketing and Partnerships Coordinator, NWTT</p> <p>867-873-5007 ext.1002</p> <p>info@spectacularnwt.com</p>
<p>Cost: \$1340 *Savings of 30-35% when booked with NWTT.</p>		



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.	Must be an active member of NWTT and a member of the Travel Trade Program. 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).	Marketing Director, NWTT 867-873-5007 ext.1004 marketing@spectacularnwt.com
Fee: Please contact the Marketing Director for more details.		



Briony Wright

International Tourism Bourse (ITB)

Detailed Description	Eligibility Requirements	Contact Details
<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>	<p>Marketing Director, NWTT 867-873-5007 ext.1004 marketing@spectacularnwt.com</p>

Fee: \$6,500 for a section within the Canada area of the show.

Focus Canada-Japan

Detailed Description	Eligibility Requirements	Contact Details
<p>Japan October</p> <p>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 the Japanese tourism industry through networking events.</p>	<p>The Marketing Director for NWTT attends this annual event on behalf of NWTT members.</p>	<p>Marketing Director, NWTT 867-873-5007 ext.1004 marketing@spectacularnwt.com</p>

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

Showcase Canada-Asia

Detailed Description	Eligibility Requirements	Contact Details
<p>October</p> <p>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.</p>	<p>The Marketing Director for NWTT attends this annual event on behalf of NWTT members.</p>	<p>Marketing Director, NWTT</p> <p>867-873-5007 ext.1004</p> <p>marketing@spectacularnwt.com</p>

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

Canadian Inbound Tourism Asia Pacific (CITAP)

Detailed Description	Eligibility Requirements	Contact Details
<p>Vancouver</p> <p>December</p> <p>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.</p> <p>As an association to support the Receptive Tour Operators handling Asia Pacific markets in Canada, the Advocacy Committee speaks to and works with various levels of the government and industry related associations.</p>	<p>The Marketing Director for NWTT attends this annual event on behalf of NWTT members.</p>	<p>Marketing Director, NWTT</p> <p>867-873-5007 ext.1004</p> <p>marketing@spectacularnwt.com</p>

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

GoMedia Annual Conference

Detailed Description	Eligibility Requirements	Contact Details
<p>Canada</p> <p>Typically in the Fall</p> <p>GoMedia is an event hosted by Destination Canada that brings international travel media from their markets to one Canadian location to meet with media professionals from across the country.</p> <p>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.</p> <p>The Communications Coordinator prepares a flatsheet for these meetings with new tourism product and other newsworthy story possibilities from across the NWT.</p>	<p>The Communications Coordinator for NWTT attends this annual event on behalf of NWTT members.</p> <p>NWTT members with new tourism product and/or newsworthy story possibilities can contact the Communications Coordinator to be included in the featured product.</p>	<p>Communications Coordinator, NWTT</p> <p>867-873-5007 ext.1006</p> <p>communications@spectacularnwt.com</p>

Fee: GoMedia flatsheet: there is no fee.

The criteria to be included are: new product and/or newsworthy story possibilities.

NWTT Conference and AGM

Detailed Description

The NWTT Conference and AGM is held at the beginning of November each year. It is typically 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.1006

communications@spectacularnwt.com

Fee: Registration fees for the conference are available on the AGM website. The AGM is free for members to attend. Partnership opportunities are available ranging from \$7,500 to \$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.1001

membership@spectacularnwt.com

Fee: Varies.

Festivals	
Detailed Description	Eligibility Requirements
<p>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.</p> <p>Become a member to stay in the loop with upcoming partnership opportunities.</p>	None.
	Contact Details
	<p>Membership Services, NWTT</p> <p>867-873-5007 ext.1001</p> <p>membership@spectacularnwt.com</p>
Fee: Varies.	



Alasdair Veitch

Marketing: Familiarization Tours

Travel Trade

Detailed Description

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

Travel trade FAMs occur year-round.

Eligibility Requirements

Must be an active member of NWTT and a member of the Travel Trade Program.

Contact Details

Communications Officer, NWTT
867-873-5007 ext.1006
communications@spectacularnwt.com

Fee: Travel Trade recovers its costs by selling your packages. Representatives 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.



Briony Wright

Media

Detailed Description

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.

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.

Eligibility Requirements

Active members of NWTT are given priority for FAM tour participation.

Contact Details

Communications Officer, NWTT
867-873-5007 ext.1006
communications@spectacularnwt.com

Fee: Must be willing to provide tours/accommodations at a discounted rate or complementary.



Enviro Foto

Marketing: Web and Social Media

Social Media Promotions

Detailed Description	Eligibility Requirements	Contact Details
<p>NWTT uses five 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>For any tourism company operating in the NWT who follows and likes 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>	<p>Marketing Director, NWTT</p> <p>867-873-5007 ext.1004</p> <p>marketing@spectacularnwt.com</p>
Fee: Free of charge.		

Online Marketing Kit

Detailed Description	Eligibility Requirements
<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: marketing.spectacularnwt.com</p>	None.
	Contact Details
	<p>Communications Officer, NWTT</p> <p>867-873-5007 ext.1006</p> <p>communications@spectacularnwt.com</p>
Fee: Free of charge.	

Marketing: Content Marketing

Promotions on Web and Social Media		
Detailed Description	Eligibility Requirements	
<p>NWTT produces interesting story pieces on regions, tourism activities, and tourism operators. You are encouraged to share any potential story ideas, photos and videos which may be of interest to NWTT in their marketing promotions.</p>	Priority is given to members of NWTT.	
	Contact Details	
	Marketing Director, NWTT 867-873-5007 ext.1004 marketing@spectacularnwt.com	
Fee: Free of charge.		

Marketing: Regional Marketing

Tourism Business Mentorship Program		
Detailed Description	Eligibility Requirements	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>	None.	<p>Contact your regional ITI office:</p> <p>North Slave 867-767-9212</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: Included in membership.		

Marketing: Information and Call Centre Fulfillment

Fulfillment/Call Centre	
Detailed Description	Eligibility Requirements
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.	Must be an active member of NWTT.
	Contact Details
	Call Centre Coordinator, NWTT 867-873-5007 ext.1009 info@spectacularnwt.com
Fee: Included in membership.	

*All prices in the catalogue are subject to change.

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

Government of
Northwest Territories