

# Tourism Programs and Services Catalogue





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

Kîspin ki nitawihtîn ê nîhiyawihk ôma âcimôwin, tipwâsinân.  
Cree

Tłı̨chǫ yati k’è è . Dí wegodí newq dè, gots’o gonede.  
Tłı̨chǫ

ʔerihtl’ís Dëne Sųłiné yati t’á huts’elkér xa beyáyatí theʔqá ʔat’e, nuwe ts’én yólti.  
Chipewyan

Edí gondí dehgáh got’le zhatié k’é é edat’éh enahddhë nide naxets’é edahlí.  
South Slavey

K’áhshó got’ne xádá k’é hederi ʔedjhtl’é yeriniwé ní dé dúle.  
North Slavey

Jii gwandak izhii ginjìk vat’atr’iјahch’uu zhit yinohthan jí’, diits’at ginohkhìi.  
Gwich’in

Uvanittuaq ilitchurisukupku Inuvialuktun, ququaqluta.  
Inuvialuktun

Ć̄d<sup>1</sup> ɁɁ<sup>2</sup> b<sup>3</sup>Δ<sup>4</sup> Ɂ<sup>5</sup>ɁɁ<sup>6</sup>Δ<sup>7</sup>Δ<sup>8</sup> Ɂ<sup>9</sup>Δ<sup>10</sup> Ɂ<sup>11</sup>Ɂ<sup>12</sup> Ɂ<sup>13</sup>Ɂ<sup>14</sup> Ɂ<sup>15</sup>Ɂ<sup>16</sup> Ɂ<sup>17</sup>Ɂ<sup>18</sup> Ɂ<sup>19</sup>Ɂ<sup>20</sup> Ɂ<sup>21</sup>Ɂ<sup>22</sup> Ɂ<sup>23</sup>Ɂ<sup>24</sup> Ɂ<sup>25</sup>Ɂ<sup>26</sup> Ɂ<sup>27</sup>Ɂ<sup>28</sup> Ɂ<sup>29</sup>Ɂ<sup>30</sup> Ɂ<sup>31</sup>Ɂ<sup>32</sup> Ɂ<sup>33</sup>Ɂ<sup>34</sup> Ɂ<sup>35</sup>Ɂ<sup>36</sup> Ɂ<sup>37</sup>Ɂ<sup>38</sup> Ɂ<sup>39</sup>Ɂ<sup>40</sup> Ɂ<sup>41</sup>Ɂ<sup>42</sup> Ɂ<sup>43</sup>Ɂ<sup>44</sup> Ɂ<sup>45</sup>Ɂ<sup>46</sup> Ɂ<sup>47</sup>Ɂ<sup>48</sup> Ɂ<sup>49</sup>Ɂ<sup>50</sup> Ɂ<sup>51</sup>Ɂ<sup>52</sup> Ɂ<sup>53</sup>Ɂ<sup>54</sup> Ɂ<sup>55</sup>Ɂ<sup>56</sup> Ɂ<sup>57</sup>Ɂ<sup>58</sup> Ɂ<sup>59</sup>Ɂ<sup>60</sup> Ɂ<sup>61</sup>Ɂ<sup>62</sup> Ɂ<sup>63</sup>Ɂ<sup>64</sup> Ɂ<sup>65</sup>Ɂ<sup>66</sup> Ɂ<sup>67</sup>Ɂ<sup>68</sup> Ɂ<sup>69</sup>Ɂ<sup>70</sup> Ɂ<sup>71</sup>Ɂ<sup>72</sup> Ɂ<sup>73</sup>Ɂ<sup>74</sup> Ɂ<sup>75</sup>Ɂ<sup>76</sup> Ɂ<sup>77</sup>Ɂ<sup>78</sup> Ɂ<sup>79</sup>Ɂ<sup>80</sup> Ɂ<sup>81</sup>Ɂ<sup>82</sup> Ɂ<sup>83</sup>Ɂ<sup>84</sup> Ɂ<sup>85</sup>Ɂ<sup>86</sup> Ɂ<sup>87</sup>Ɂ<sup>88</sup> Ɂ<sup>89</sup>Ɂ<sup>90</sup> Ɂ<sup>91</sup>Ɂ<sup>92</sup> Ɂ<sup>93</sup>Ɂ<sup>94</sup> Ɂ<sup>95</sup>Ɂ<sup>96</sup> Ɂ<sup>97</sup>Ɂ<sup>98</sup> Ɂ<sup>99</sup>Ɂ<sup>100</sup>.  
Inuktitut

Hapkua titiqqat pijumagupkit Inuinnaqtun, uvaptinnut hivajarlutit.  
Inuinnaqtun

Aboriginal Languages Secretariat: 867-767-9346 ext. 71037  
Francophone Affairs Secretariat: 867-767-9343

Government of      Gouvernement des  
Northwest Territories      Territoires du Nord-Ouest

# 2017/18 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 (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.



*Destination Canada/NWT Tourism*

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# Product Development/ Marketing Funding Program

## 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 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

### **There is no fee for this Program.**

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](http://www.iti.gov.nt.ca/TPDMP)



# Product Development Funding Program

## Aboriginal Tourism Champions Program

### Description

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 consider tourism as an option to improve economic, cultural, and environmental conditions.

Selected Champions act as resources to people and organizations in smaller NWT communities to develop, expand and improve authentic Aboriginal tourism products and initiatives.

This may include organizing workshops and seminars, providing training, connecting Aboriginal tourism businesses with available services and funding, and working with local governments, businesses and the tourism industry.

### Eligibility Requirements

Eligibility under this Program includes NWT residents of Aboriginal ancestry (First Nations, Inuit or Métis) who were born in and reside in an NWT community.

#### **There is no fee for this Program.**

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/ATC](http://www.iti.gov.nt.ca/ATC)

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## 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 small 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.



# Product Development Funding Program

## 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.

### **There is no fee for this Program.**

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](http://www.iti.gov.nt.ca/CTC)

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## Community Tourism Infrastructure Contribution Program

### Description

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.

## 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.

*Jason van Bruggen/NWT Tourism*

- 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.

### **There is no fee for this Program.**

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](http://www.iti.gov.nt.ca/CTIC)

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## **Support for Entrepreneurs and Economic Development (SEED)**

### Description

The 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

### **There is no fee for this Program.**

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](http://www.iti.gov.nt.ca/en/services/support-entrepreneurs-and-economic-development-seed)





# 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
- On-line courses
- Correspondence courses

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

### 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.

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 75% of eligible training costs can be reimbursed.

### **There is no fee for this Program.**

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](http://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

## **There is no fee for this Program.**

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](http://www.iti.gov.nt.ca/BMP)

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## 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 less than 18 years old but no younger than 14



# Skills Development

- If employed in the tourism industry and more than 18 years old, show proof of employment in tourism to qualify as a young professional
- If older than 18, and not employed in the tourism industry, provide a motivation letter addressing why the applicant wants to be mentored, how the mentorship will help them and what they plan to do after the mentorship

## **There is no fee for this Program.**

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](http://www.iti.gov.nt.ca/YMP)

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## **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.

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### **Eligibility Requirements**

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

## **There is no fee for this Program.**

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](http://www.iti.gov.nt.ca/en/services/tourism-training-resources/welcome-nwt)

*Martina Gebrovská/  
Blachford Lake Lodge/NWT Tourism*

## 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.

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### Eligibility Requirements

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

#### **There is no fee for this Program.**

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](http://www.iti.gov.nt.ca/en/services/tourism-training-resources/northernmost-host)

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## FirstHost NWT

### Description

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:

- 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

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



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### Eligibility Requirements

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

#### **There is no fee for this Program.**

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/firsthost-nwt](http://www.iti.gov.nt.ca/en/services/tourism-training-resources/firsthost-nwt)

# Skills Development



## 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.

#### **There is no fee for this Program.**

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.

#### **There is no fee for this Program.**

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/marine-safety-training](http://www.iti.gov.nt.ca/en/services/tourism-training-resources/marine-safety-training)

## 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.

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### Eligibility Requirements

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

#### **There is no fee for this Program.**

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](http://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.

#### *½ Day Workshop*

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### Eligibility Requirements

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

#### **There is no fee for this Program.**

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



# Skills Development Workshop or Self-Guided Workbook



Bill Braden/NWT Tourism

## Tourism Product Development

### Description

Tourism Product Development is a workshop designed for tourism operators interested in developing a new tourism service or product. This workshop is useful for both new tourism businesses and existing tourism operators.

At this workshop, participants will gain 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

*1 day workshop*

### Eligibility Requirements

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

### **There is no fee for this Program.**

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-product-development](http://www.iti.gov.nt.ca/en/services/tourism-training-resources/tourism-product-development)

## 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 through the tourism marketing workshop)
- A financial plan

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

**1-2 day workshop**

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## Eligibility Requirements

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

**There is no fee for this Program.**

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](http://www.iti.gov.nt.ca/en/services/tourism-training-resources/tourism-business-planning)

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## Tourism Marketing

### Description

In Tourism Marketing, 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 workshop and applied to real-world marketing tasks like developing ads, brochures, websites, social media, and travel media.

**1-2 day workshop**

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## Eligibility Requirements

Owners/operators of a tourism business in the NWT.

**There is no fee for this Program.**

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



*Paul Smith/NWT Tourism*



# Skills Development Self-Guided Workbook

## Social Media

Jason van Bruggen/NWT Tourism

## Product Packaging

### Description

A self-guided workbook that 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. 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.

### **There is no fee for this Program.**

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/tourism-product-packaging](http://www.iti.gov.nt.ca/en/services/tourism-training-resources/tourism-product-packaging)

## 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

Regional Facebook Pages:

Beaufort Delta: [www.fb.com/GNWT-ITI-Beaufort-Delta](http://www.fb.com/GNWT-ITI-Beaufort-Delta)

Dehcho: [www.fb.com/IndustryTourismInvestmentDehcho](http://www.fb.com/IndustryTourismInvestmentDehcho)

South Slave: [www.fb.com/Industry.Tourism.Investment.South.Slave](http://www.fb.com/Industry.Tourism.Investment.South.Slave)

North Slave: [www.fb.com/IndustryTourismInvestmentNorthSlave](http://www.fb.com/IndustryTourismInvestmentNorthSlave)

Sahtu: [www.fb.com/GNWT-ITI-Sahtu](http://www.fb.com/GNWT-ITI-Sahtu)

En français: [www.fb.com/IndustrieTourismeInvestissement](http://www.fb.com/IndustrieTourismeInvestissement)

### Eligibility Requirements

No requirements, simply follow the ITI social media accounts for up to date information on tourism programs and services.

### **There is no fee for this Program.**

Contact details for regional ITI office on back cover.



## Marketing Business Listing



## Marketing Print Advertising

*Yuichi Takasaka/NWT Tourism*

### Tourism Business Listings: Online and in Print

#### Description

All tourism businesses in the NWT can have a complimentary listing on the SpectacularNWT.com website and in the annual Explorers' Guide.

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 print and online formats, members are identified with an "M" symbol beside their business name. NWTT members get preferred status on the website and in the Explorers' Guide.

#### Eligibility Requirements

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

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

**The annual membership fee is \$175 plus GST for preferred status in the listings.**

#### For more information:

Membership Services - NWTT  
867-873-5007 ext.1001  
[membership@spectacularnwt.com](mailto:membership@spectacularnwt.com)



### NWT Explorers' Guide

#### Description

The Explorers' Guide is the go-to publication for visitors planning a trip to the NWT. About 30,000 copies of the annual publication are printed and it is also available to view/download from the NWTT website, SpectacularNWT.com.

#### Eligibility Requirements

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

**Deadline to confirm advertising spot is the end of August.**

**The Explorers' Guide is also available online, and as a downloadable PDF.**

#### For more information:

Membership Services - NWTT  
867-873-5007 ext.1001  
[membership@spectacularnwt.com](mailto:membership@spectacularnwt.com)



## Marketing Print Advertising



## Marketing Web Advertising

Hans Pfaff/NWT Tourism

### Flatsheets

#### Description

A tourism 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.

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#### Eligibility Requirements

NWTT membership

**From \$750. Includes design fees.**

**For more information:**

Membership Services - NWTT  
867-873-5007 ext.1001  
[membership@spectacularnwt.com](mailto:membership@spectacularnwt.com)

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### 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.

Web advertising opportunities include:

- Slider Ads, Sponsored Stories, Featured Packages, Packages

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#### Eligibility Requirements

NWTT membership

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

**All ads are purchased for three months.**

**For more information:**

Marketing and Partnerships Coordinator - NWTT  
867-873-5007 ext.1002  
[conferences@spectacularnwt.com](mailto:conferences@spectacularnwt.com)



## Marketing Consumer Shows

### Chicagoland Fishing and Outdoor Adventure Show

Chicago, Illinois  
April

### Toronto Outdoor Adventure Show

Toronto, Ontario  
Late February

### Ottawa Travel and Vacation Show

Ottawa, Ontario  
March

### Toronto Sportsman Show

Toronto, Ontario  
Mid-March

### Calgary Outdoor Adventure Show

Calgary, Alberta  
Late March

### Montreal Outdoor Adventure Show

Montreal, Quebec  
Early April

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### Eligibility Requirements

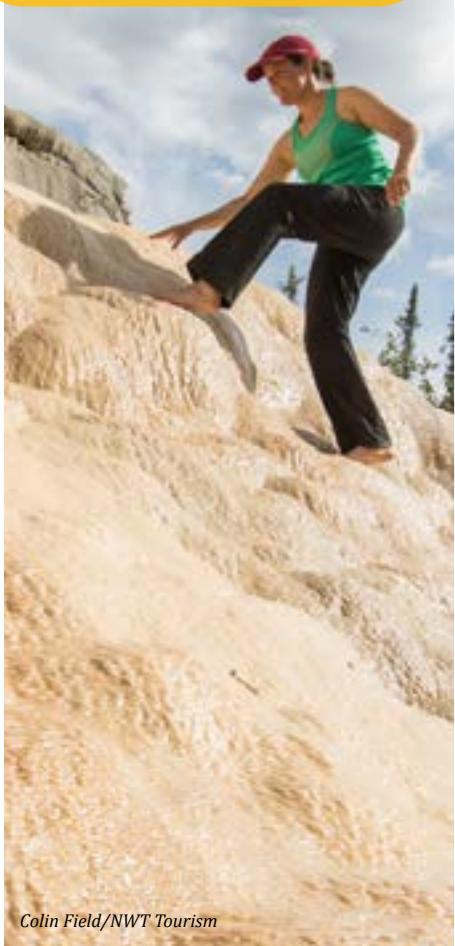
NWTT membership

**\*Savings of 20-25% when booked with NWTT**

**For more information:**

Marketing and Partnerships Coordinator - NWTT  
867-873-5007 ext.1002  
[conferences@spectacularnwt.com](mailto:conferences@spectacularnwt.com)

# Marketing Events and Conferences



Colin Field/NWT Tourism

## 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.

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).

**Please contact the NWTT Marketing Director for more details.**

### For more information:

Marketing Director - NWTT

867-873-5007 ext.1004

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

## NWTT Conference and AGM

### Description

The NWTT Conference and AGM are held annually 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.

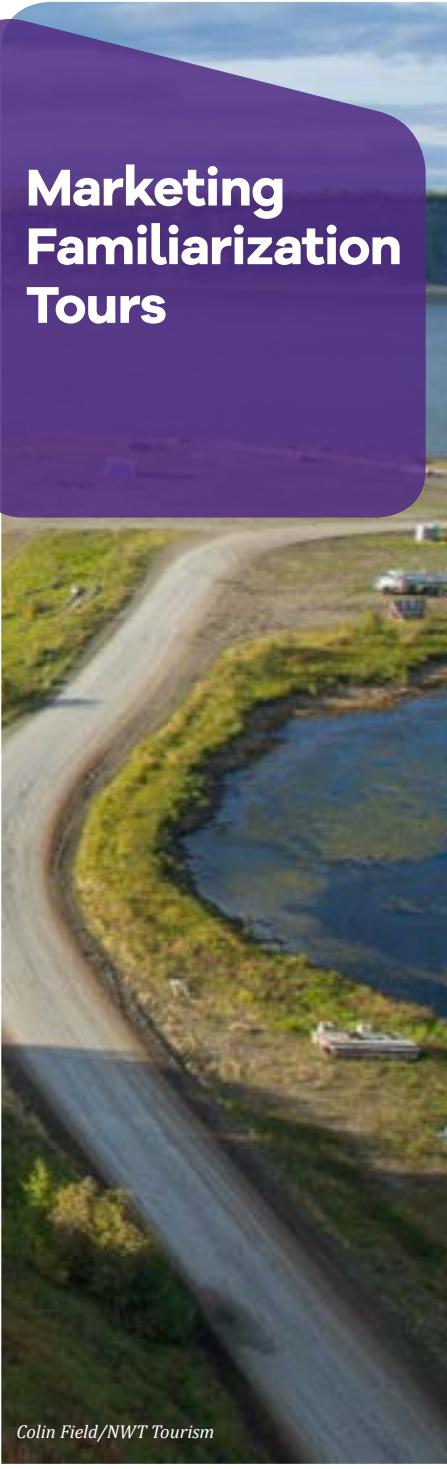
**Registration fees for the conference are available on the AGM website.**

### For more information:

Communications Officer - NWTT

867-873-5007 ext.1006

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



# Marketing Familiarization Tours

## Travel Trade

### Description

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

Travel Trade FAM tours occur year-round.

### Eligibility Requirements

NWTT membership and a member of the Travel Trade Program.

**The Travel Trade Program recovers costs and earns 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.**

#### For more information:

Marketing Director - NWTT

867-873-5007 ext.1004

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

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## Media

### Description

Media familiarization (FAM) tours for qualified media from North America and overseas markets are coordinated by NWTT's Communications Officer 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 or TV.

### Eligibility Requirements

NWTT members are given priority for FAM tour participation.

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

#### For more information:

Communications Officer - NWTT

867-873-5007 ext.1006

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



## Marketing Co-op Advertising

## Marketing Web and Social Media

Colin Field/NWT Tourism

### 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.

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#### Eligibility Requirements

NWTT membership

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

**For more information:**

Marketing and Partnerships Coordinator - NWTT  
867-873-5007 ext.1002  
conferences@spectacularnwt.com

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### Online Marketing Blog

#### Description

NWTT maintains a current marketing blog with all recently produced ads.

Visit: [marketing.SpectacularNWT.com](http://marketing.SpectacularNWT.com)

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#### Eligibility Requirements

None.

**Free of charge.**

**For more information:**

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

# Social Media

## Description

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:

**Facebook:** Spectacular Northwest Territories (formerly Northwest Territories Tourism)

**Twitter:** @SpectacularNWT @NWTfishing @NWTaurora @NWTbusiness

**Instagram:** Spectacularnwt

**Pinterest:** Spectacular NWT

**YouTube:** spectacularnwt

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## 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 networks.

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.

## Free of charge.

### For more information:

Marketing Coordinator - NWTT

867-873-5007 ext.1008

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



*Pat Kane/NWT Tourism*

## Marketing Web and Social Media



*Samantha Stuart/NWT Tourism*

### 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 centers as well as to individuals who request the information (which include member listings). Members can also log in to the website to take advantage of sales leads and statistics.

#### Eligibility Requirements

NWTT membership

#### **Included in membership.**

#### **For more information:**

Call Centre Coordinator - NWTT  
867-873-5007 ext.1009  
[info@spectacularnwt.com](mailto:info@spectacularnwt.com)

### 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.

#### **Free of charge.**

#### **For more information:**

Marketing Director - NWTT  
867-873-5007 ext.1004  
[marketing@spectacularnwt.com](mailto:marketing@spectacularnwt.com)

## Notes

## **For more information from your ITI Regional Tourism Officer:**

Beaufort-Delta  
867-777-7196

Dehcho  
867-695-7500

North Slave  
867-767-9212

Sahtu  
867-587-7171

South Slave  
867-872-8046

Government of  
Northwest Territories