

CELEBRATE TOURISM WEEK 2018

THANK YOU NWT

#SpectacularNWT is how we show our beautiful territory to the world. That’s a big job and we depend on the support of NWT residents to help us do that. Whether you use the hashtag on social media or provide local expert advice on our social media posts – thank you for sharing our Spectacular space to the world.

TOURISM SUCCESS IS WORTH CELEBRATING

The tourism industry contributes so much to our territory – not only in terms of investments from visitors, but from jobs as well. The role of Northwest Territories Tourism is to market our territory as a destination for travellers, and promote the members who offer tourism related products and services. We do this through integrated marketing approaches in key markets. We also spend a lot of time

showing off this great place. This includes hosting travel media, members of the travel industry and representing NWT at key industry shows. This year, we also welcomed over 100 travel agents from

the Ensemble group here for their annual conference in March. This work is all done to continue to grow the number of visitors to our Spectacular territory!



Residents like @peter.f.k help the tourism industry by sharing great content on social media.

HERE’S HOW YOU HAVE HELPED TOURISM IN THE NWT:

160 businesses are members of NWTT that are focused on tourism services

43,666 social media posts shared using #SpectacularNWT

350,000 people read the 392 stories on SpectacularNWT.com 757,386 times

JOIN THE CONVERSATION:



PAT KANE / NWT

NWT HOST CONTEST

Nominate an NWT’er for the **NWT Host Contest!** Post on your social media who you’re nominating and why – don’t forget to use #NWTHost so we can see your entry. **Ten prizes of \$250** are up for grabs.

NWT RESIDENTS ARE GREAT HOSTS!

A good NWT host will explain to visitors why sunscreen still needs to be applied at 11pm in the summer, offer to take photos to help travellers avoid those awkward-angled selfies and provide tips to survive a first outhouse experience!

The Department of Industry, Tourism and Investment is recognizing the excellent northern hospitality that has helped grow tourism into the record-breaking \$200M industry it is for us today.

For others who want to hone their hospitality skills, 2-hour-long NorthernMost Host workshops are available throughout Tourism Week.

THANK YOU NWT

Tourism Week wouldn’t be complete without saying a BIG THANK YOU to the skilled, passionate and dedicated tourism and hospitality workforce who exemplify what it means to be a great NWT Host 365 days of the year. Keep on impressing visitors and leaving them with lasting memories of our Spectacular NWT!



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LEARN MORE:
WWW.ITI.GOV.NT.CA/NWTHOST

