

MEMBERSHIP CATEGORIES & RATES

Membership is valid for one year, from April 1st to March 31st. Benefits are available immediately upon payment.

REGULAR MEMBERSHIP is available to an NWT licensed business, NWT community, NWT organization or individual that is actively and directly involved in a tourism-related operation in the Northwest Territories. Regular Members may vote and may be elected to the Board of Directors. **\$175.00+GST**

ASSOCIATE MEMBERSHIP is available to any business or individual that provides goods and services to the travel or tourism industry in the NWT, or that is indirectly involved in the tourism industry in the NWT. Associate Members can vote, however, they are ineligible to sit on the Board of Directors. **\$175.00+GST**

AFFILIATE MEMBERSHIP is available to an employee of a Regular or Associate Member, to educators, students or individuals not directly engaged in the tourism industry, but that have a special interest and/or wish to be involved. This membership category is where employees of territorial and federal government departments who are involved in the tourism industry also fit. Affiliate members are not eligible to vote and are ineligible to sit on the Board of Directors. **\$75.00+GST**

Thank you for taking the time to explore the great benefits of membership with Northwest Territories Tourism. We look forward to working with you and achieving spectacular results for your tourism business, the tourism sector and the Northwest Territories.

Please fill out and fax or e-mail the form on the reverse of this panel to NWT Tourism. If you have any questions or concerns regarding membership, please feel free to contact us at any time.

For more information or to mail your membership application, contact our Membership Services Coordinator at:

Membership@spectacularNWT.com
Call us at: 1-867-873-5007 or 1-800-661-0788

WE ARE STRONGER TOGETHER – JOIN US!

NWTT is always open to hearing from its membership about issues that affect tourism businesses and the tourism sector. We work hard to address industry issues and we advocate on your behalf. The past years have been unprecedented and, together with our members and with the direction of our board of directors, NWT Tourism has been advocating diligently on behalf of our industry and our members.

Our advocacy activities have happened on the national front, through our participation with the Tourism Industry of Canada and Destination Canada, and our connection with our Member of Parliament, Michael McLeod. Within the Northwest Territories our activities include meetings with the COVID-19 Secretariat, the Minister of Industry, Tourism and Investment, CanNor representatives, local chambers of commerce, and government officials in all communities.

On the marketing front, with the announcement of the reinstatement of leisure travel, we are ramping up our marketing efforts for a safe return to tourism and look forward to welcoming visitors back to our spectacular territory.

We are stronger together. Become a member of NWT Tourism as we rebuild our industry to one that is strong, thriving, sustainable, and successful.

VISIT THE MEMBER WEBSITE FOR MORE INFORMATION:
MEMBERS.SPECTACULARNWT.COM.

FOR MORE INFORMATION ON NWT TOURISM OR MEMBERSHIP, PLEASE CONTACT US AT:

1-867-873-5007 or 1-800-661-0788
Email: membership@spectacularNWT.com

NORTHWEST TERRITORIES TOURISM
Box 610
Yellowknife, NT X1A 2N5 Canada

BE A MEMBER OF
NORTHWEST TERRITORIES
TOURISM AND ENJOY

SPECTACULAR BENEFITS



VISION STATEMENT

A thriving, vibrant, sustainable and successful tourism industry.

MISSION STATEMENT

To grow the tourism industry for the Northwest Territories in order to support a strong and sustainable economy.

HOW WE ACCOMPLISH OUR MISSION

Northwest Territories Tourism has a small complement of staff who, together with our Agency of Record, enthusiastic General Sales Agents and contractors, work together to plan, implement and evaluate annual marketing programs that promote the Northwest Territories as a spectacular tourism destination. We undertake research to understand consumer awareness and interest in Northwest Territories tourism products. We partner with Destination Canada, the Tourism Industry Association of Canada, the Indigenous Tourism Association of Canada, industry members, and others to advance our goals and objectives. We provide a variety of advertising, trade show and other opportunities for our members, some for free and some at reduced rates, enabling members to leverage their marketing initiatives with ours or to gain more impact with their marketing investments.

We have a stakeholder management plan to address key territorial and federal issues brought forward to us by our members, and we report on the progress in addressing these issues at our annual conference and Annual General Meeting. We meet with our membership annually, providing an update on our marketing plans and advocacy actions, and we provide professional development and networking opportunities through our annual conference. Visit our Member website for more information.

BOARD OF DIRECTORS

Northwest Territories Tourism is led by a Board of Directors with a broad base of experience in the Northwest Territories. The board includes up to sixteen members, seven of which are elected, seven which are appointed by Indigenous governments and two other appointed positions, one of which is an ex-officio position appointed by the Government of the Northwest Territories, our main funding partner. To see the current Board of Directors, please go to members.spectacularNWT.com.



NORTHWEST TERRITORIES TOURISM

Northwest Territories Tourism (NWTT) is the designated Destination Marketing Organization (DMO) that works on behalf of the Government of the Northwest Territories and all NWT tourism industry operators to promote the Northwest Territories as a travel destination. We are also the tourism industry voice for businesses in the Northwest Territories that are involved in the tourism industry.

SPECTACULAR BENEFITS

As a member of NWTT, take advantage of some of the spectacular benefits we offer. Below are some highlights, and you can find more detailed information by going to members.spectacularNWT.com

NO COST OPPORTUNITIES

Enhanced listing on the spectacularNWT.com website

- Members appear first at the top of all directories ahead of non-members.
- Members can have up to five photos to support your main listing.
- All of your social media accounts can be linked to your listing - Facebook, Tripadvisor, etc.
- You can use a contact form for consumers to contact you directly from our website with any inquiries they may have (optional).

Up to three free packages on the spectacularNWT.com website (per fiscal year)

- Members can supply information and a photo for up to three packages per fiscal year to be included within the packages directory of the spectacularNWT.com website. **Note:** packages are one of the top content types to be viewed by visitors to the site. Be sure to take advantage of this free offer to members.

Member to Member Benefits

- As a member, you can share exclusive discounts/offers to other members through our member website.

Be given priority to Participate in Familiarization (FAM) tours hosted by NWT Tourism

- Members are given first priority for visiting media, travel trade representatives and Meeting, Conference & Incentive Travel FAM tours. Work with us and showcase your tourism operation to outlets in national and/or international markets.

Member Communications:

- Obtain tourism marketing information through our ongoing communications to members that give you access to industry information, our marketing plans, publications and other important information.

Advocacy and other opportunities

- As a regular or associate member, you have the right to vote for the elected members of NWT Tourism's board and on matters of advocacy brought forward at the NWT Tourism AGM.
- Benefit from NWTT's industry lobby activities at a territorial level and in partnership with the Tourism Industry Association of Canada.

REDUCED COST OPPORTUNITIES

Consumer Shows

- Members have access to discounted rates on select consumer shows that NWT Tourism is attending.

Co-Op Opportunities

Take advantage of reduced rates on numerous advertising opportunities. The co-op program at NWT Tourism is quite extensive. By buying in to one of the opportunities, you have access to a much bigger market reach than you would if you invested on your own.

- The spectacularNWT.com website receives over 400,000 unique visitors who view over a million pages on our website per year. Packages and stories are the most-viewed content on the website. Any co-op advertising you do on our site gets you access to this audience, which is growing steadily.
- Our Facebook following is in excess of 70,000, and our combined social media following is over 114,000. Boosting a post for your business on our channels gets you access to this community.
- There are many other co-op opportunities available - a package developed by NWT Tourism staff is sent out to all members and made available through the co-op program.

Access an opportunity to participate in trade missions that may arise

When NWT Tourism participates in Trade Missions, which we have done several times in the past two years, only members have an opportunity to buy into the opportunity.

NORTHWEST TERRITORIES TOURISM

MEMBERSHIP APPLICATION 2022

This confirms I would like to be a member of Northwest Territories Tourism – Sign me up today!

BUSINESS / COMMUNITY / INDIVIDUAL NAME

CONTACT NAME

CONTACT MAILING ADDRESS

CONTACT PHONE NUMBER

CONTACT FAX NUMBER

CONTACT EMAIL ADDRESS

CHEQUE VISA / MASTERCARD

Please make cheque payable to Northwest Territories Tourism*

CARD NUMBER EXPIRY DATE

SIGNATURE

NAME OF CARDHOLDER

SPECTACULAR
NORTHWEST
TERRITORIES
SPECTACULARNWT.COM

WAIVED FOR 2022