

PARTNERSHIP ADVERTISING AND MARKETING OPPORTUNITIES

NORTHWEST TERRITORIES TOURISM

EXTEND YOUR MARKETING BUDGET
THROUGH PARTNERSHIPS

members.spectacularnwt.com

SPECTACULAR
NORTHWEST
TERRITORIES

SPECTACULARNWT.COM

ABOUT NWT TOURISM

Northwest Territories Tourism (NWTT) is a not-for-profit organization with a dual role as a destination marketing organization (DMO) and industry advocate. The DMO role is carried out on behalf of the Government of the Northwest Territories (GNWT).

We act as the NWT Tourism Industry Association (TIA) and serve over 200 member businesses connected to the tourism industry. The organization is governed by a board of directors that includes elected representation from the tourism industry, reflecting the varied sectors and regions and appointed directors that represent Indigenous governments from across the Northwest Territories. Our marketing plans are presented to the board, our members and our funding partners who provide input and feedback on target markets and marketing plans.

OUR VISION

A thriving, vibrant, sustainable and successful tourism industry.

OUR MISSION

To grow the tourism industry for the NWT to support a strong and sustainable economy.

NORTHWEST TERRITORIES TOURISM

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You can find us online at: www.SpectacularNWT.com



YOUR SPECTACULAR NWT BRAND

The #SpectacularNWT brand promises visitors a destination to immerse themselves in a world of multi-sensory experiences that are surprising and rejuvenating. These experiences leave a visitor forever changed. In a time where they are so precious, the NWT gives its visitors wide-open spaces, open roads and spectacular landscapes that evoke a sense of calm. Our people are friendly, hospitable, and generous. They are also natural storytellers. Like the land they live on, Northerners can be quirky, honest, and full of surprises.

The Northwest Territories has built a reputation as an iconic tourism destination. It is the third largest jurisdiction in Canada by area, and one of the smallest by population, resulting in lots of wide-open space and spectacular scenery. The Northwest Territories offers amazing skies, hundreds of lakes and rivers, towering mountains, vast plains, expansive ocean coastlines, and abundant wildlife. These are all part of the Northwest Territories' brand. Its enormity, geographic diversity, northern location, authentic Indigenous cultures, and friendly people offer something extraordinary to visitors in a land that offers so many spectacular moments.

The Spectacular NWT brand promises a Northwest Territories that offers spectacular scenery, experiences, and adventure.

OUR BRAND PROMISE

The Northwest Territories offers discovery – a wonderfully child-like type of discovery. We offer the thrill of a first-time experience, the surprise of discovering something new, the reward of trying something you have never done before.

Spectacular NWT is simplicity, surprise, and awe.

Something here will change you.

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STRONGER TOGETHER

Visitors are back! The shrieks of excitement on the lakes and rivers, the 'oo's' and 'aah's' of Aurora gazers, and the smiles around the dinner tables, as our guests once again experience the beauty and warmth of the Spectacular NWT and our NorthernMost hosts.

And after another unprecedented year in our industry, there is finally some optimism as we begin to rebuild our visitor economy. NWT Tourism remains committed to helping our members attract the right visitors to the Spectacular NWT and build awareness and desire for the NWT as a travel destination. Our members have always provided valuable feedback and, during the pandemic as we worked to keep audiences engaged, we relied on many of our partners to help guide marketing efforts.

Our co-operative marketing document has been rebuilt with renewed energy to help our members find their best customer. We want to hear from you. While our team is small, we are focused on delivering value to all 33 communities of the NWT and the businesses that work with us in the tourism industry.

The opportunities in our Co-op Partnership Program were built on member feedback and by working with regional and national partners to gain exposure in both the domestic and international markets. Our adaptable campaigns will help the tourism industry emerge wisely to attract the best customers to their business and community. In the pages that follow, we outline a variety of marketing opportunities that allow you to promote your tourism products and services while taking advantage of NWTT's engaged online following, its industry connections, and its marketing expertise. By partnering with NWTT on these marketing opportunities, you can gain access to:

UP TO
41,000
Unique visitors each month
at SpectacularNWT.com

80K
Facebook Followers

26.6K
Followers on Instagram



**LEVERAGE
NWTT'S INDUSTRY
CONNECTIONS**



**TARGET
THE RIGHT
AUDIENCE**



**MAXIMIZE
YOUR
REACH**

For more information about NWTT's marketing plans, head to the resources section on the Members Website members.spectacularnwt.com

SIMPLE WAYS TO STAND OUT

NWT Tourism's marketing activities begin with simple ways to stand out.

OUR WEBSITE

The website is the best tool we have to share the Spectacular NWT. Your business listing, three free packages, any community events, the attached images and videos, and your business are on display to the world here. Digital content is key for us to connect with audiences, so please ensure your listing represents you as best it can. Our team is here to help - ask us how.

KNOW YOUR AUDIENCE

The target audience is usually the starting point for marketing activities. Tell us who your customer is or contact us for further information on our target audiences and markets.

ATTENTION TO DETAIL

Close attention to content is vital. For example, written content needs to be clear, concise and error-free.

FRESH PHOTOS

Fresh photos are important! If you have recent, high-resolution photos that you want to be considered for use in your marketing activity, or in our social media (where appropriate), send them to us and post them on your social media. Be sure to include #SpectacularNWT so we see them!

VIDEOS

As with photos, post your video to social media! TikTok is not just for 18-year olds, and YouTube is used by all ages to learn about everything from how to paddle a canoe to stories of history and culture. Video is one of the most powerful marketing tools and helps build a desire in the minds of customers.

#SPECTACULARNWT

When you share these amazing images and videos, tag us! The key to our social media is #SpectacularNWT. Post your content and use the hashtag. We monitor this tag and can reshare these images/videos on our channels. We will always contact you first. We love fresh member content more than anything!

TESTIMONIALS

When possible, gather testimonials from happy customers. If you (or they) have a captivating story to share from their experience, consider promoting it through a co-op advertisement or story.

PARTNERSHIPS

We're better together! NWTT works with regional offices to create marketing programs that promote a variety of experiences in one community or region, allowing you to maximize the impact of your marketing dollars. Work with your regional tourism office or local partners to build packages.

NO COST OPPORTUNITIES

Membership definitely has its benefits. As an NWTT member, your products and services will be automatically listed on SpectacularNWT.com – one of the first and most influential resources potential visitors use to plan their trips. You will also have the advantage of working with our partners to craft specialized marketing materials that promote your products, services and regions to targeted audiences. These opportunities can be tailored to locals for NWT getaways or targeted at wider audiences. Work with our team to ensure you benefit from the ‘no cost’ opportunities that being a member of NWTT offers. The best opportunities for members can come from the simple benefits, such as an accurate and engaging website listing.

Enhanced Listings on SpectacularNWT.com

Members appear first at the top of all directories and can have up to five support photos. Your contact information, website and location needs to be up-to-date here. All of your social media accounts can be linked to your listing. (Example: accommodation, operator, attraction, etc.)

Up to Three Packages on SpectacularNWT.com

Have up to three packages in the dedicated packages section. (Example: itineraries, excursions, adventures, etc.)

NWTT works to promote operator packages through our marketing activities. If you have a specific package for a particular audience, let us know.

Familiarization Tours Hosted by NWTT

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

Member Communications

Ongoing communications to members gives you access to industry news, our marketing plans, publications and other important information.

Member-to-Member Benefits

As a member you can share exclusive discounts/offers with other members through our member’s website.

Advocacy and other Opportunities

Regular and associate members can vote to elect NWTT’s board and on matters brought forward at the NWT Tourism AGM.

Benefit from NWTT’s industry lobby activities at a territorial level in partnership with the Tourism Industry Association of Canada.

2023 PARTNERSHIP OPPORTUNITIES



CONTENT DEVELOPMENT 8-10

- Content Production
- Video Development
- Written and 'Story' Content



DIGITAL MARKETING 12-16

- E-newsletter Opportunities
- Social Media
- Package Promotion



PRINT MARKETING 18

- Brochures and Flat sheets
- Print Media



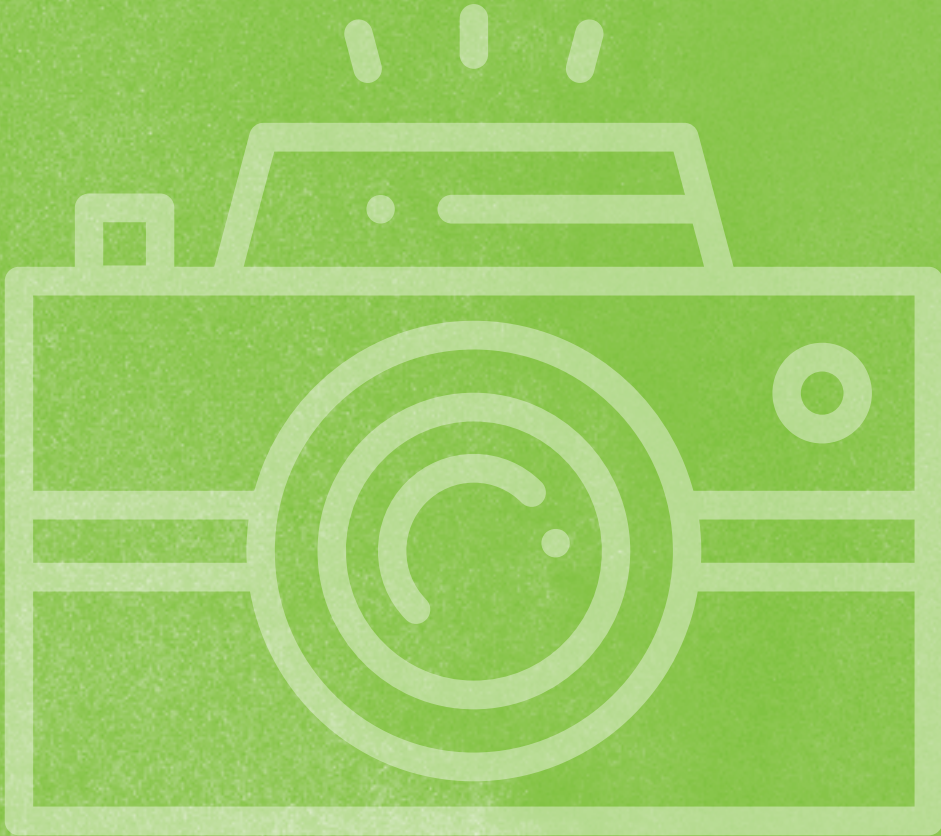
CHANNEL OPPORTUNITIES 20-23

- Media FAMs
- Trade FAMs
- Trade Shows
- Consumer Shows
- Marketing International



PARTNER PROGRAMS 25

- Government of the Northwest Territories
- Indigenous Tourism
- French-speaking Markets (CDETNO)
- Agency Services



CONTENT DEVELOPMENT

CONTENT PRODUCTION

OPPORTUNITY A

Bring us your ideas to see if we can work together to showcase the Spectacular NWT.

CUSTOM VIDEO, PHOTO AND INFLUENCER PACKAGES

At NWT Tourism, we are always looking for exciting, new ways to show the world your spectacular tourism experiences. Do you have ideas for videos that capture the wonder and beauty of the unique experiences you offer? Are there influencers you'd like to partner with? Do you want to acquire new photo assets? Bring us your ideas so we can help make them a reality. Here are some custom opportunities to get the conversation started.

VIDEO

In the past, we have offered a variety of video production opportunities for businesses, communities and regions. These include highlight packages that sell your experience or attractions with a feature video tailored for digital and social media consumption. We have expanded our offerings to tell Northern stories and we work with you to develop a concept and then shoot, edit and compile a finished NWTT co-branded video, which includes on camera interviews and a voice-over.

We also do a cutdown which captures an experience with a 1-3 minute video paired with music, but without interviews or voice-over. In each instance, the videos are featured on NWTT's social feeds and you receive both the finished video and raw footage. We also have the ability to do a virtual tour of your tourism product(s) using 360-video, allowing you to become a leader in your social space.



PHOTO/VIDEO ASSET ACQUISITION

Every year, NWTT offers members the opportunity to partner on photo and video asset acquisition. A video or photo content creator travels to your operation, lodge, community or region to capture an event or tourism product offering, allowing you to obtain new marketing assets.

NORTHERN/SOCIAL MEDIA INFLUENCERS AND FAM TOURS

A popular new way to introduce audiences to your tourism products is to have a social media influencer share their experiences of your offerings with their large, online followings. The NWT has many talented photographers, videographers and content creators who understand the North and can showcase your business, community or region to a national audience. We also partner with national and international media, so please reach out if you want to take advantage of media opportunities such as FAM tours.

PARTNERSHIP ADVERTISING AND MARKETING OPPORTUNITIES | NWT TOURISM

NWT Tourism reserves the right to edit all submitted content to maintain brand consistency and quality control.

**SPECTACULAR
NORTHWEST
TERRITORIES**

CONTENT DEVELOPMENT

VIDEO DEVELOPMENT

OPPORTUNITY B

WHY VIDEO?

Research from the Expedia Group shows that 62% of leisure travellers and 74% of business travellers say they want to see at least one video before making a final decision on their travel destination. NWTT video co-op opportunities allow operators to showcase their best while harnessing NWTTs impressive b-roll footage collection at no additional cost.

These video projects are documentary-style focusing on the story of the business versus selling a service or activity. Travel costs are not included, but we work with partners to ensure opportunities are open to remote NWT locations.

OPTION 1 (6 opportunities per year)	TOTAL COST	OPTION 2 (4 opportunities per year)	TOTAL COST
<ul style="list-style-type: none"> ▪ Initial discussion to plan/outline the video ▪ 3-5 min final video provided as a Google Drive link ▪ One day shoot that includes: <ul style="list-style-type: none"> ▫ 1 interview and 1 activity filmed in 1 location ▫ Includes one revision from client 	\$4,000	<ul style="list-style-type: none"> ▪ Initial discussion to plan/outline the video ▪ 6-10 min final video provided as a Google Drive link ▪ Two day shoot that includes: <ul style="list-style-type: none"> ▫ 2 interviews, 2 locations, multiple activities (up to 3) ▫ Drone footage can be part of the shoot if a drone is allowed at the location. This depends on the location's proximity to the airport and flight paths. ▫ Includes two revisions from client 	\$6,750

OPTIONAL ADD-ONS (to either package)

- 1 minute cutdown for use on social media.
- 2 vertical cutdowns 30-60 seconds each for Tik Tok or Instagram Stories.

CONTENT DEVELOPMENT

STORY DEVELOPMENT

OPPORTUNITY C

NWT Tourism's SpectacularNWT.com website is built around the concept of stories. This includes stories about the wonders of the Northwest Territories, our rich history and culture, along with profiles of the NWTT's operators and the amazing experiences they provide guests. These stories keep potential visitors dreaming about the NWT. If you would like to feature your lodge, accommodation, operation or other tourism experience in a story that will appear on the website for a minimum of three full months, purchase a "NWTT Partnership Story" or a "Feature Story" and let NWTT do the rest.

	COST
FEATURE STORY	\$900

DEADLINE: Open

AVAILABILITY:

Eight (8) opportunities per year

OPEN TO: All members

CREATIVE REQUIREMENTS:

Members will be asked to provide NWTT with a creative brief, the text (300 to 700 words) and up to six (6) high-resolution photos for use in the story. To ensure your story matches the style and approach of the website, our agency staff may edit the text and photos provided. You will have the opportunity for one (1) round of minor revisions. The agency will also format the story and upload it to the site as part of the cost.

	COST
NWTT PARTNERSHIP STORY	\$1,500

DEADLINE: Open

AVAILABILITY:

Eight (8) opportunities per year

OPEN TO: All members

CREATIVE REQUIREMENTS:

Members should have a clear, concise idea of the story and message they would like to convey in their Feature Story. Our agency staff will write a story based on the information the member provides. The copywriter may also wish to speak with the member, to follow up on any questions. You should also be prepared to supply up to six high-resolution photos for the story.



DIGITAL MARKETING

DIGITAL MARKETING

NWT Tourism has embraced innovative digital marketing, keeping pace with how travellers research, plan and book travel. While we have referred to this strength in years past, we truly go from strength-to-strength with data-driven, consumer-centric marketing based on sound knowledge of our destination. With over 85,000 mentions, the hashtag #SpectacularNWT is used widely by residents and travellers alike, and user-generated content continues to populate NWT social media channels. The Spectacular NWT website is diverse and robust and, while always offering opportunities for improvement, it is comparable on an international stage. The content strategy has enabled some fantastic success in search engine optimization (SEO) and search engine marketing (SEM) – a strength we will continue to build on.

While we present various options to buy in on our digital marketing activities, one of our most engaged audiences is our monthly newsletter;

OPPORTUNITY D

E-NEWSLETTER OPPORTUNITY

Each month we email subscribers information about the SpectacularNWT. With over 29,000 Subscribers and an open rate of 20%, the audience here has already opted into our content marketing and is engaging with NWT stories and visual content. Members now have the opportunity to place packages into this newsletter to encourage bookings in a specific month. There are twelve (12) opportunities a year – one per month.

	COST
PACKAGE E-NEWSLETTER PLACEMENT (12 per year) Must Have a NWT Website Package to Promote	\$300

DIGITAL MARKETING

SOCIAL MEDIA

OPPORTUNITY E

FACEBOOK

Get your message out to more than 80K NWTT Facebook followers with customized content on a proven advertising platform. Your business will get the exposure you're looking for with social ads that include boosting posts to reach target audiences, both by demographic and geographic metrics. These boosted posts will also link to your social media page, helping you grow your own Facebook following.

INSTAGRAM

Instagram, where a picture says a thousand words. Engage with our tens of thousands of followers and increase your presence on a leading social platform. Social ads include boosting posts to reach target audiences both by demographic and geographic metrics.

OPTION 1 (2 spots per month)

\$300

Purpose/Objective

If you want to reach a wide audience with NWTT supporting your event, promotion, community, etc.

- One (1) targeted Facebook ad to your selected target demographic, featuring your event, community or business. **Ad will not appear on NWTT's profile page.**
 - Ad will appear across Facebook Audience Network (this will also include Instagram feed, stories along with Facebook feed, stories, search results, right column & in-stream video).

Option 2 (2 spots per month)

\$500* Includes \$300 for Boosting

Purpose/Objective

If you want to tap into the NWTT's engaged audience of Facebook followers **AND** reach a wide audience.

- One (1) boosted Facebook post to your selected target demographic, featuring your event, community or business. **Ad will appear on NWTT's profile page.** In addition to:
 - Appearing across Facebook Audience Network (this will also include Instagram feed, stories along with Facebook feed, stories, search results, right column & in-stream video).

OPTION 3 (2 spots per month)

\$600* Includes \$300 for Boosting

Purpose/Objective

If you want to tap into over a hundred thousand combined followers on Instagram & Facebook **AND** reach a wide audience.

- One (1) boosted Facebook post to your selected target demographic, featuring your event, community or business. Post will appear on NWTT's profile page.
- One (1) organic Instagram Collab featuring your event, community, or business.
- One (1) organic Instagram story on Facebook & Instagram:
 - Live for 24 hours
 - Swipe Up Link included
 - Client handle

OPTION 4 (2 spots per month)

\$200

Purpose/Objective

If you want tap into NWTT's engaged audience of followers on Instagram.

- One (1) organic Instagram collab featuring your business and/or community. Post will appear on both your timeline and NWTT's.

WHAT IS NEEDED FROM OPERATORS?

- The brand's social media handle
- Assets
 - Photos
 - Videos
- Suggested target audience
 - Age
 - Location
 - Gender (if desired)
 - Languages (if desired)
 - Interests (optional)
 - Behaviours (optional)
- Link to a particular website page (i.e. event page, promotion page, etc)
- Extra budget for paid promotion (if desired at extra cost)

RECOMMENDATIONS FOR OPERATORS

- Paid promotions (this means boosted posts & targeted ads) should run for a minimum of one (1) week.
- Recommended ad spend is \$100/per week (i.e. a co-op running for two weeks would generate good results with a minimum ad spend of \$200.)
- All promotional content posted on NWTT's profile page will be archived after the promotion is done. Content not promotional in nature and/or evergreen content will remain. (i.e. a co-op raising awareness of a particular lodge or outfitter, an annual event of interest to general public, etc)

DIGITAL MARKETING

PACKAGE PROMOTION

OPPORTUNITY F

Leverage the reach of NWT Tourism’s website by having your tourism package or itinerary listed as a “featured package” on SpectacularNWT.com’s packages page for 30 days. Featured packages get two main advantages: inclusion in the Featured Packages section of the homepage, as well as top placement in the package’s directory.

Rates

	COST
Monthly placement Three (3) opportunities per month	\$300
Reporting No Reporting is provided for this cost-effective opportunity. A full report of website performance, including your listing, can be provided.	\$700

Package Campaign

DEADLINE: Open

AVAILABILITY: Twelve (12) opportunities per year

OPEN TO: All members

CREATIVE REQUIREMENTS:

To prepare a feature package, members will complete a package form that we will provide. When a user clicks on your featured package, a separate page with text and photos will open with the details of the package and a link to your website.



SUMMER FISHING ADVENTURE

M BLACHFORD LAKE LODGE & WILDERNESS RESORT

- all-inclusive lodge
- canoeing and kayaking
- lake trout
- northern pike
- stand up paddling

Blachford Lake offers trophy sized Lake Trout and Northern Pike! In recent years the winning entries in our Trophy Release Contest were a 48 lb. Lake Trout, and a 32 lb. Northern Pike. Whitefish can be caught in Blachford Lake, and Walleye (around 4 or 5 lb.) can be caught on two of the ad...

Starting at
\$1,400
+ Gratuities (10%) + GST and \$198 Fuel Surcharge Per Person



MACKENZIE ARCTIC EXPEDITION

M NORTH STAR ADVENTURES

- boat tours
- on the land

We are 100% Indigenous owned. We are from the North, we know the North. Boat the mighty Mackenzie River to the Arctic Ocean! This is an epic boat trip of over 1,800kms (almost 1,300 miles), during the trip you will get to experience firsthand the pristine, exotic and untouched wilderness of...

Starting at
\$17,995.00
+ GST/person



MACKENZIE NAHANNI EXPERIENCE

M NORTH STAR ADVENTURES

- art & craft tours
- city tours
- cultural demonstrations
- flight tours
- nature tours

100% Indigenous owned and operated Experience the pristine wilderness and wildlife here in Canada's pristine wonderland, the Northwest Territories! Start in Yellowknife, drive the Mackenzie Highway, boat on the mighty Mackenzie River, fly into the world famous Nahanni National Park Reserve and ex...

\$6,795
CAD + GST / Person



MOUNTAIN RIVER, NWT

M BLACK FEATHER - THE WILDERNESS ADVENTURE COMPANY

- canoeing and kayaking
- experienced paddling
- hiking tours
- mackenzie mountains
- nature photography
- nature tours
- on the land
- white water

The Mountain River is our "Guides' Choice" as the best wilderness canoeing river in Canada. Awesome alpine scenery bathed in constantly-changing colours, dramatic canyons, exciting Class 1 to 3 whitewater, and non-stop current - all in a pristine wilderness setting - make this trip a "must" for expe...

\$7,895
CAD + GST



THE BROKEN SKULL RIVER

M BLACK FEATHER - THE WILDERNESS ADVENTURE COMPANY

- canoeing and kayaking
- experienced paddling
- nature photography
- nature tours
- on the land
- white water

150 km of pure whitewater fun, the Broken Skull River is known in Mountain Dene as Pijj'ineh' Lee'tp' Deel, pronounced Pip-en-ay Lee-toh Day. It is in one of Canada's newest national parks, Naáits'ihch'oh National Park Reserve. The river is a little-known tributary of the fabled South Nahanni Ri...

\$8,395
CAD + GST & National Park fee



PRINT MARKETING

BROCHURES AND FLATSHEETS

OPPORTUNITY G

Do you need a special hand-out or information piece to help promote your tourism product, event, community, or region? Work with NWT Tourism and our local design agency to create a new, glossy two-sided flatsheet to get your message out. This includes the creation of your flatsheet, which will feature professionally designed story and package offerings. You will receive a PDF version of your flatsheet that you can use for your own marketing purposes. Let us help you share your message to potential visitors and partners.

Rates

	COST
Design of two-sided flatsheet	\$1,000
Design of Tri-fold brochure	\$1,500

DEADLINE: Open all year

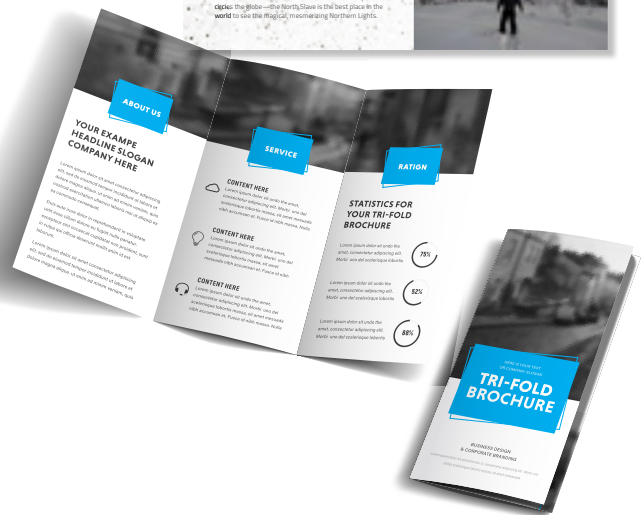
AVAILABILITY: Five (5) opportunities available

OPEN TO: All operators, communities and regions

CREATIVE REQUIREMENTS:

Our expert local content team will write and design your flatsheet, but will need your suggestions as well as a selection of high-resolution photos. It is important that you have packages that can be promoted. If you are a community or region, it is key to include current businesses or regional themes that the agency can build around. You should also provide logos and contact information for businesses. Two rounds of minor revisions are included in this opportunity.

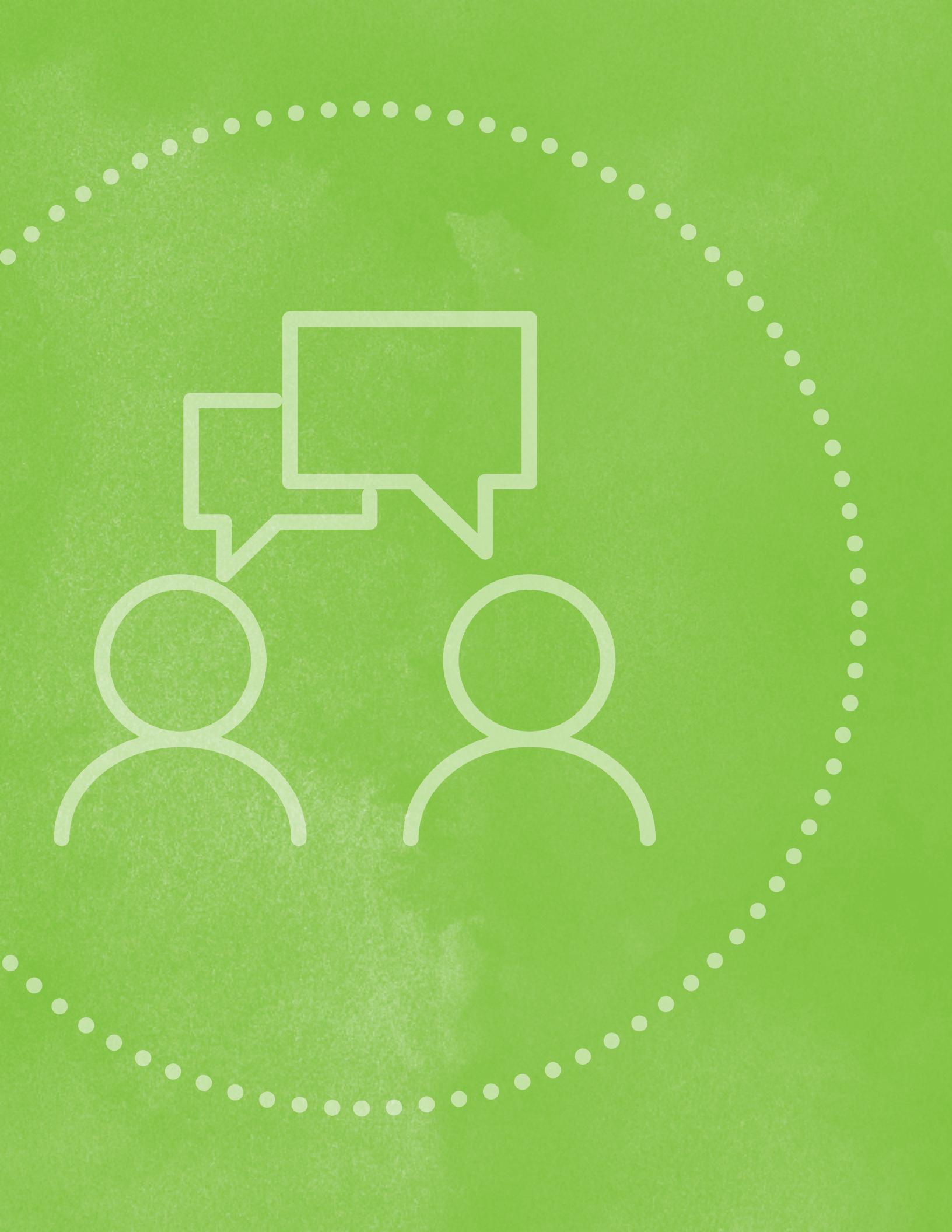
*Printing Not Included



PARTNERSHIP ADVERTISING AND MARKETING OPPORTUNITIES | NWT TOURISM

NWT Tourism reserves the right to edit all submitted content to maintain brand consistency and quality control.





CHANNEL OPPORTUNITIES

NWT TOURISM MARKETING CHANNELS

OPPORTUNITY H

MARKETING CHANNELS

NWT Tourism approaches our marketing through four key distribution channels: direct-to-consumer, travel trade, media, and the Meetings, Conventions, and Incentive Travel (MCIT) sector. While direct-to-consumer is often the preferred method to advertise for most businesses, our partners offer us extended global reach and the ability to connect with audiences other than our own-often in other languages.

MEDIA PARTNERSHIPS

One of the most effective ways to increase destination awareness is through paid, earned, and owned media channels. NWTT has always hosted 'travel media' in the past, and NWTT is approaching media partnerships in new and more dynamic ways.

EARNED MEDIA is content about the destination that has been created or shared by a third-party site, a travel or news publication, or the public.

Often earned media comes from traditional and online media that specialize in reporting on travel and destinations. NWTT builds relationships with travel media through travel media marketplaces organized by Destination Canada, and by matching qualified travel media to products their audiences are interested in following. Any mentions, shares, reposts, or reviews on our social channels would also be considered earned media.

Receiving earned media coverage is the most cost-effective way to expand reach and general awareness for a destination. While we would love to engage in every opportunity that arises, we do not always have a resource to fully support media focused on telling NWT stories. We always recognize that travel media plays a crucial role in promoting our destinations. Please reach out if you have a Familiarization (FAM) you would like some advice on supporting and we will see how we can help. If you are interested in hosting media, then please also make us aware of this. Members must be ready to host media tours knowing that the destination has little to no control over what is said or when it will be published.



TRADE PARTNERSHIPS

The travel ecosystem is an intriguing web of experiences, travel agents, online travel agents (OTA), booking agents, wholesale agents, airlines, hotels and many more. The travel trade is made up of the intermediary and liaison organizations between travellers and tourism suppliers. These organizations include tour operators, regional tour operators (RTOs), wholesalers and travel agents. These all promote and sell to North American and overseas markets to create an essential link between tourism suppliers and potential customers.

The travel trade has played a vital role in marketing the NWT to our key international marketplaces where direct marketing to the consumer is cost-prohibitive and destination awareness is low. As the tourism industry recovers, there will be a need to rebuild and connect with the domestic travel trade. NWTT benefits from working with the travel trade as it has established sales networks and a loyal client base. Our General Sales Agents (GSA) act as an extension in their respective markets to ensure awareness is high and they have developed long-standing relationships with key accounts. Our marketing efforts to countries outside the United States and Canada rely heavily on the travel trade distribution channel.

As part of the overall NWTT travel trade strategy, we will attend key travel trade marketplaces (such as Rendez-vous Canada), make sales calls and present product training in-person or through webinars. We also provide the travel trade with regular updates on export-ready products in the NWT, host travel trade professionals on familiarization (FAM) tours (both in-person and virtually where applicable) and establish co-operative marketing partnerships with key trade accounts.

Members who are interested in these opportunities must have completed the Business, Market, and Trade (BMT) Ready program with the GNWT, must be willing to host media or trade at an agreed discounted rate, must be willing to pay commissions to trade partners and, most importantly, work with NWTT and its partners on mutually agreed upon goals.



AIR CANADA

DESTINATION INDIGENOUS



Expedia®



Tripadvisor

CHANNEL OPPORTUNITIES

CONSUMER SHOWS

OPPORTUNITY I

NWT Tourism has a responsibility to you—our members and stakeholders—to ensure any marketing campaigns or sales tools that we use to promote the NWT and our operators provide a solid return on investment. For this reason, we will always ensure that the co-operative consumer show program line-up remains fluid, and we are ready to attend new shows and markets to best serve our members. Let us know which shows matter to you.

At this time, consumer shows are planned to go ahead in 2023. If you make a deposit on a show and the show is subsequently cancelled, rest assured that your deposit will be returned by NWTT.

CONSUMER SHOW	DATES	BOOTH SPACES AND SPEAKING SPOTS AVAILABLE
Toronto Outdoor Adventure Show	February 24-26	TBD
Vancouver Outdoor Adventure Show	March 4-5	TBD
Toronto Sportsmen's Show	March 16-19	TBD
Montreal Outdoor Adventure Show	March 25-26	TBD
Calgary Outdoor Adventure Show	March 18-19	TBD

CHANNEL OPPORTUNITIES

MARKETING INTERNATIONAL

OPPORTUNITY J

NWT Tourism, and many of its members, have cultivated visitation from several international markets. We are offering you an opportunity to communicate directly with these visitors in their primary languages. NWT works with some great partners and General Sales Agents that can tailor and translate your message into French, Japanese, German, Mandarin, Cantonese, Spanish and even Australian! These resources can help you sell your products and packages in these crucial markets. Let NWT help you market to these important travellers when the time is right to invite them back. Bring us your requests and we'll help you navigate the international marketplace with the tools that deliver the message you want.

2018년 노스웨스트 준주 관광청
포커스 코리아

AURORA TOURS NET
www.auroratours.net
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오로라 빌리지 (AURORA VILLAGE)
www.auroravillage.com
이메일: info@auroravillage.com

빅-텐 아로라 빌리지는 워터 베이크 케네디의 AURORA WONDERS TOURS
www.backtothemt.com
이메일: info@backtothemt.com

홍콩랜드 레이크 로지 (BLACKFORD LAKE LODGE)
www.blackfordlakelodge.com
이메일: info@blackfordlakelodge.com

익스플로러스 어벳 (GROSNAY WILDERNESS TRAVEL)
www.moodak.com
이메일: info@moodak.com

카스라 레이크 로지 (KASRA LAKE LODGE)
www.kasralake.com
이메일: info@kasralake.com

시골 노던 어드벤처 (ORIGINAL NORTHERN ADVENTURES)
www.sarnel.ca
이메일: info@sarnel@msn.ca

노스 트러 어드벤처 (NORTH STAR ADVENTURES)
www.northstaradventures.ca
이메일: info@northstaradventures.ca

페티슨 포인트 레이크 로지 & 마이 백야드 투어를
www.petersonspointlake.com
www.mylakeadventures.com
이메일: peterson@petersonspointlake.com

SPECTACULAR NORTHWEST TERRITORIES
자세한 정보는 저희 홈페이지를 방문하거나 팀에 문의하세요!
이메일: contact@spectacularnwt.com
SPECTACULARNWT.COM

NORTHWEST TERRITORIES TOURISM 2018
住宿的地方

作为自然旅游基地的育选之地，西北地区的住宿需求日益增长，不断有新酒店开业，同时现有的酒店正在扩建中，客房数量增多，各种设施不断完善，为客人提供更舒适的环境和贴心的服务选择

耶洛奈夫 的酒店、汽车租赁、客栈和民宿为游客提供近1000间客房，酒店价格每晚自\$125.00 - \$250.00不等，以下是我们推荐。

<p>EXPLORE HOTEL 客房数量: 207 官方网站: www.explorehotel.com 电话: 243-8411100</p> <p>住宿设施: 1 传统住宿 / 私人浴室 / 特色装饰 / 免费早餐 / 免费停车场 / 自行车出租 / 免费上网 / 洗衣房 / 免费行李寄存 / 24小时前台服务</p>	<p>CHATEAU NOVA HOTEL 客房数量: 110 官方网站: www.chateauhotel.ca/chateau-nova 电话: 243-8611111</p> <p>住宿设施: 1 传统住宿 / 私人浴室 / 免费早餐 / 免费停车场 / 自行车出租 / 免费上网 / 洗衣房 / 免费行李寄存</p>	<p>QUALITY INN YELLOWKNIFE 客房数量: 127 官方网站: www.qualityinn.com/yk 电话: 243-8633333</p> <p>住宿设施: 1 传统住宿 / 私人浴室 / 免费早餐 / 免费停车场 / 自行车出租 / 免费上网 / 洗衣房 / 免费行李寄存</p>
<p>CAMEL BUSSES 客房数量: 10 官方网站: www.camelbuses.com 电话: 243-8611111</p> <p>住宿设施: 1 传统住宿 / 私人浴室 / 免费早餐 / 免费停车场 / 自行车出租 / 免费上网 / 洗衣房 / 免费行李寄存</p>	<p>DAVEY INN & SUITES 客房数量: 110 官方网站: www.daveyinn.com 电话: 243-8611111</p> <p>住宿设施: 1 传统住宿 / 私人浴室 / 免费早餐 / 免费停车场 / 自行车出租 / 免费上网 / 洗衣房 / 免费行李寄存</p>	<p>SUPER 8 YELLOWKNIFE 客房数量: 110 官方网站: www.super8.com/yk 电话: 243-8611111</p> <p>住宿设施: 1 传统住宿 / 私人浴室 / 免费早餐 / 免费停车场 / 自行车出租 / 免费上网 / 洗衣房 / 免费行李寄存</p>

SPECTACULAR NORTHWEST TERRITORIES
如需更多信息，请访问我们的网站，或与我们联系获取详细情况
电话: 243-8611111
SPECTACULARNWT.COM

宿泊施設 2019

最高のアドベンチャー旅行先として、ノースウェスト準州では宿泊施設の収容能力が増え続けています。新しいホテルがオープンし、既存のホテルが拡張している中で、訪客の皆様がアメニティ、快適さ、料金といった面で幅広いオプションを提供しています。

イエローナイフでは、ホテルからモテル、イン、ベッド&ブレックファストまで、約300室が利用可能です。ホテルの価格設定は、一泊あたり小売価格で\$125.00~\$250.00ほどです。以下に、推奨宿泊施設をご紹介します。

<p>EXPLORE HOTEL 客房数量: 207 官方网站: www.explorehotel.com 电话: 243-8411100</p> <p>住宿设施: 1 传统住宿 / 私人浴室 / 特色装饰 / 免费早餐 / 免费停车场 / 自行车出租 / 免费上网 / 洗衣房 / 免费行李寄存 / 24小时前台服务</p>	<p>CHATEAU NOVA HOTEL 客房数量: 110 官方网站: www.chateauhotel.ca/chateau-nova 电话: 243-8611111</p> <p>住宿设施: 1 传统住宿 / 私人浴室 / 免费早餐 / 免费停车场 / 自行车出租 / 免费上网 / 洗衣房 / 免费行李寄存</p>	<p>QUALITY INN YELLOWKNIFE 客房数量: 127 官方网站: www.qualityinn.com/yk 电话: 243-8633333</p> <p>住宿设施: 1 传统住宿 / 私人浴室 / 免费早餐 / 免费停车场 / 自行车出租 / 免费上网 / 洗衣房 / 免费行李寄存</p>
<p>CAMEL BUSSES 客房数量: 10 官方网站: www.camelbuses.com 电话: 243-8611111</p> <p>住宿设施: 1 传统住宿 / 私人浴室 / 免费早餐 / 免费停车场 / 自行车出租 / 免费上网 / 洗衣房 / 免费行李寄存</p>	<p>DAVEY INN & SUITES 客房数量: 110 官方网站: www.daveyinn.com 电话: 243-8611111</p> <p>住宿设施: 1 传统住宿 / 私人浴室 / 免费早餐 / 免费停车场 / 自行车出租 / 免费上网 / 洗衣房 / 免费行李寄存</p>	<p>SUPER 8 YELLOWKNIFE 客房数量: 110 官方网站: www.super8.com/yk 电话: 243-8611111</p> <p>住宿设施: 1 传统住宿 / 私人浴室 / 免费早餐 / 免费停车场 / 自行车出租 / 免费上网 / 洗衣房 / 免费行李寄存</p>

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PARTNERSHIP PROGRAMS

PARTNER PROGRAMS

GOVERNMENT OF THE NORTHWEST TERRITORIES

Tourism is an important part of the Northwest Territories economy and The Department of Industry, Tourism and Investment (ITI) works in partnership with NWTT to promote the NWT as a spectacular world-class tourist destination. ITI also provides resources and support to the tourism industry in the NWT for marketing, Indigenous tourism, community and industry engagement, infrastructure, skills development, and research and planning. For more information on programs and funding contact your regional ITI office or visit

iti.gov.nt.ca/en/tourism

INDIGENOUS TOURISM

NWTT works closely with the Indigenous Tourism Association of Canada (ITAC). With an ITAC membership, there are many benefits and many opportunities to grow your business. Any person or organization that has an interest in advancing Indigenous tourism in Canada may apply to become an ITAC Member. Members have the opportunity to participate in ITAC marketing, sales and business development programs. ITAC Members who are market-ready and no less than 51% Indigenous-owned, also have the option to be listed on the NWTT Indigenous tour operator pages, destinationindigenous.ca, in *Nations Magazine* and participate in joint marketing campaigns.

Indigenoustourism.ca/membership/

FRENCH-SPEAKING MARKETS (CDETNO)

Our partner for all things Francophone is the Conseil de développement économique des Territoires du Nord-Ouest (CDETNO). We work together to share the beauty of the NWT to French-speaking audiences, and CDETNO can help you connect with this audience.

If you are a Francophone business, or offer services in French, CDETNO can help grow your business and attract new guests. Start with a post on their French language [Facebook](#) page and work with them to connect with your French-speaking audience.

cdetno.com/en/services-2/tourism/

AGENCY SERVICES

Our Agency of Record, Outcrop Communications, is open to members who wish to enlist professional agency services. Members can connect directly with Outcrop to get support in areas such as

- **Advertising Coordination:**

Services include developing ad creative, writing content and placing ads through the NWTT co-op advertising program.

- **Funding Application Support:**

Outcrop can offer NWTT members assistance to fill out funding applications for programs that are specifically related to marketing. These applications will include (but are not restricted to) funding programs offered through ITI, Canadian Northern Economic Development Agency (CanNor) and ITAC.

- **Strategic Advice:**

NWTT members can meet with the Tourism Strategist at Outcrop to discuss their business ideas and to discuss the best approach for them to move forward. This will ensure that they receive some strategic advice on whether or not the idea has the potential to be successful. It can focus on what the current tourism market environment is like, who their target markets are, what resources are available to support their business ideas, and what partners from the public and private sectors would be a good fit with their business idea(s).

outcrop.com



CO-OP OPPORTUNITIES ORDER FORM

PLEASE FILL OUT IN FULL

For an online version of
this form, scan here



Name of Company

Company Website

Contact

Phone

Extension

Email

Mailing Address

Postal Code

Opportunities

Member

- | | | |
|-----------------------------|---|--------------------------|
| A: Content Development | | <input type="checkbox"/> |
| B: Video Development | <input type="checkbox"/> Option 1 <input type="checkbox"/> Option 2 | <input type="checkbox"/> |
| C: Story Development | | <input type="checkbox"/> |
| D: E-newsletter Opportunity | | <input type="checkbox"/> |
| E: Social Media | <input type="checkbox"/> Option 1 <input type="checkbox"/> Option 2 <input type="checkbox"/> Option 3 <input type="checkbox"/> Option 4 | <input type="checkbox"/> |
| F: Package Promotion | | <input type="checkbox"/> |
| G: Brochures and Flatsheets | | <input type="checkbox"/> |
| H: Consumer Shows | | <input type="checkbox"/> |
| I: Marketing International | | <input type="checkbox"/> |

If there are multiple choices under the selected opportunity, please specify which one you would like:

Total: _____ \$

Note: All ads must be paid for when purchased. All ads must be for activities / businesses located in or accessed through the NWT.



