

# 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 any 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 are ineligible to sit on the Board of Directors. **\$175.00+GST**

☐ **AFFILIATE MEMBERSHIP** is available to any 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 NWTT. 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 email the form on the reverse of this panel to NWTT. If you have any questions or concerns regarding membership, please feel free to contact us at any time.

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

[membership@spectacularnwt.com](mailto: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. Despite the past challenges faced by the tourism industry, together with our members and with the direction of our Board of Directors, NWTT has been advocating diligently on behalf of our industry and our members.

Our advocacy activities have happened on the national front, through our collaboration with TIAC, ITAC, and our connection with our Member of Parliament, Michael McLeod. Within the Northwest Territories our activities include meetings with 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 NWTT as we rebuild our industry to one that is strong, thriving, sustainable, and successful.

**VISIT THE MEMBER WEBSITE FOR MORE INFORMATION:**  
[members.spectacularnwt.com](http://members.spectacularnwt.com).

**FOR MORE INFORMATION ON NWTT OR MEMBERSHIPS, PLEASE CONTACT US AT:**

**1-867-873-5007 or 1-800-661-0788**  
**Email: [membership@spectacularnwt.com](mailto:membership@spectacularnwt.com)**

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

## BE A MEMBER OF NORTHWEST TERRITORIES TOURISM AND ENJOY

# SPECTACULAR BENEFITS

**SPECTACULAR NORTHWEST TERRITORIES**

PAUL ZIZKA / NWTT

## 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 (NWTT) has a small complement of staff who, together with our Agency of Record, enthusiastic General Sales Agents, and contractors 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 (TIAC), the Indigenous Tourism Association of Canada (ITAC), industry members, and others to advance our goals and objectives. We provide a variety of advertising, trade shows and other opportunities for our members, some free of charge 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 at [members.spectacularnwt.com](http://members.spectacularnwt.com).

## BOARD OF DIRECTORS

NWTT 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 learn more about the current Board of Directors, please go to [members.spectacularnwt.com](http://members.spectacularnwt.com).



## 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 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 visiting [members.spectacularnwt.com](https://members.spectacularnwt.com)

## INCLUDED IN YOUR MEMBERSHIP

### 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 their 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](https://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 NWTT

- Members are the first to be informed of upcoming visiting media, travel trade representatives and Meeting, Conference & Incentive Travel FAM Tours. Being a member with NWTT allows operators to showcase their businesses to outlets in national and/or international markets.

### Member communications:

- By receiving ongoing member communications crawling with marketing information, NWTT members have access to industry knowledge, our marketing plans, publications, and other useful materials.

### Advocacy and other opportunities

- As a Regular or Associate Member, you have the right to vote for the elected members of NWTT's Board and on matters of advocacy brought forward at the NWTT AGM.
- Benefit from NWTT's industry lobby activities at a territorial level and in partnership with TIAC.

## REDUCED COST OPPORTUNITIES

### Consumer Shows

- Members have access to discounted rates on select Consumer Shows that NWTT is attending.

### Co-op opportunities

Take advantage of reduced rates on numerous advertising opportunities. The Co-op program at NWTT is quite extensive; by buying into one of the opportunities, you have access to a much bigger market reach than you would if you invested on your own.

- NWTT provides its members with discounted rates on numerous advertising opportunities. Participating in Co-op opportunities is a joint effort that enables members to get an even wider market reach.
- The [spectacularnwt.com](https://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 made on our website grants our members a continuously growing audience.
- Our Facebook followers surpass 70,000 and our combined social media following is over 114,000. Members can share posts on their business on NWTT's social media platforms and have access to our online community.
- Being a member also grants limited monthly Co-op opportunities.

### Trade missions

When NWTT undertakes Trade Missions, the chance to participate is reserved to members only.

## NORTHWEST TERRITORIES TOURISM

# MEMBERSHIP APPLICATION

This confirms I would like to be a member of NWTT.  
**Sign me up today!**

BUSINESS / COMMUNITY / INDIVIDUAL NAME

CONTACT NAME

CONTACT MAILING ADDRESS

CONTACT PHONE 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**