

NORTHWEST TERRITORIES TOURISM

# MEMBER MARKETING OPPORTUNITIES

EXTEND YOUR MARKETING BUDGET  
THROUGH PARTNERSHIPS

SAHTU MACKENZIE MOUNTAIN ANGELA GZOMSKI / NWTT

SPECTACULAR  
NORTHWEST  
TERRITORIES

SPECTACULARNWT.COM





# ABOUT NWT TOURISM

Northwest Territories Tourism (NWT) 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.

## 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.**

## NORTHWEST TERRITORIES TOURISM

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F: 867 873 4059

E: [info@spectacularNWT.com](mailto:info@spectacularNWT.com)

You can find us online at: [www.SpectacularNWT.com](http://www.SpectacularNWT.com)

Check out our funding and resources page here:

[www.members.spectacularnwt.com/resources/links-resources](http://www.members.spectacularnwt.com/resources/links-resources)



# STRONGER TOGETHER

The opportunities in our Co-op Partnership Program were created with consideration of our members needs and current marketing trends both domestic and international. Our adaptable campaigns will help you to attract your target customer, the best visitor for your business and community. In the pages that follow, we outline a variety of marketing opportunity that will allow you to promote your tourism products and services. Take advantage of NWTT's engaged social media following, its industry connections, its marketing experience. By partnering with NWTT on these marketing opportunities, you can gain access to:

UP TO  
**51,000**

Unique visitors each month  
at SpectacularNWT.com



**MAXIMIZE  
YOUR  
REACH**

**81K**

Facebook Followers



**TARGET  
THE RIGHT  
AUDIENCE**

**30.6K**

Followers on Instagram



**LEVERAGE  
NWTT'S INDUSTRY  
CONNECTIONS**



MUSKOXEN HERD WAYNE LYNCH / NWTT

For more information about NWTT's marketing plans, head to the resources section on the Members Website [members.spectacularnwt.com](https://members.spectacularnwt.com)

# VIDEO DEVELOPMENT

## BENEFITS

- Showcase your business in a custom made video that can be used across platforms.
- Attract traffic to your social media pages, post to your website, or use your new video in a social or E-Newsletter Co-op with NWTT!

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 and utilize NWTT's 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.

Maximum three opportunities per year

COST

### Promotional Video

Starting at **\$4,500**

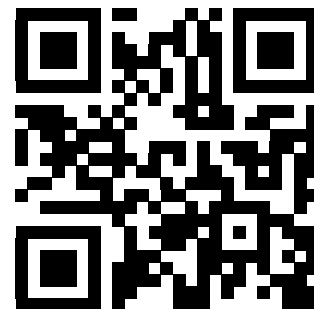
- Initial discussion to plan and story board the video
- 3-5 min final video provided as a Google Drive link
- Drone Footage can be part of the shoot if allowed at the location. This depends on the location's proximity to the airport and flights paths.
- One day shoot that includes:
  - One interview and one activity
  - filmed in one location
  - Includes two revisions from client
- One 60 second vertical cut down for social media use.



click play to watch video

## WHAT IS NEEDED FROM OPERATORS?

- Suggested target audience
  - Age
  - Location
  - Gender (if desired)
  - Languages (if desired)
  - Interests (optional)
  - Behaviours (optional)
- Collaborate with NWTT to create story line. Availability to be on-site during filming.



or scan QR code

# PHOTO ACQUISITION

## BENEFITS

- Receive tangible updated images to refresh your content
- Opportunity to better sell your products digitally, use on social media platforms or other Co-op opportunities with NWTT

NWTT offers members the opportunity to partner on image acquisition. A videographer or photographer travels to your operation, lodge, community or region to capture an event or tourism product offering, allowing you to obtain new marketing assets. Photographer retains image copy right; NWTT and partners have image usage rights.

*\* Travel costs are not included, but we work with partners to ensure opportunities to are open to remote NWT locations.*

Maximum eight opportunities per year	COST
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### Photo Assets

Starting at \$1,000

- Collaborate with NWTT to select a photographer for your project based on availability.
- NWT Tourism, its members, agencies and partners may use all assets for the purpose of promoting tourism to the Northwest Territories. A credit to the photographer should appear wherever possible with any assets published.



LOCATION PHOTOGRAPHER / NWTT

## WHAT IS NEEDED FROM OPERATORS?

- Suggested target audience
  - Age
  - Location
  - Gender (if desired)
  - Languages (if desired)
  - Interests (optional)
  - Behaviours (optional)
- Availability and on-site during filming.



NAMUSHKA LODGE SARAH PRUYS / NWTT

# WEB STORY DEVELOPMENT

## BENEFITS

- Create content that can be used for many purposes - post on your website, social platforms, in a newsletter and more!
- Link to your package for more exposure.

NWT Tourism's SpectacularNWT.com website is built around the concept of stories. This includes stories about the wonders of the Northwest Territories, its rich history and culture, along with profiles of the NWT's operators and the amazing experiences they provide guests. Content marketing help to deliver incremental results over time and funnels the right customer to your website, these stories keep potential visitors dreaming about the NWT.

Maximum eight opportunities per year

COST

### Feature Story

\$1,000

**DEADLINE:** Open

**AVAILABILITY:** Eight (8) opportunities per year

**OPEN TO:** All members

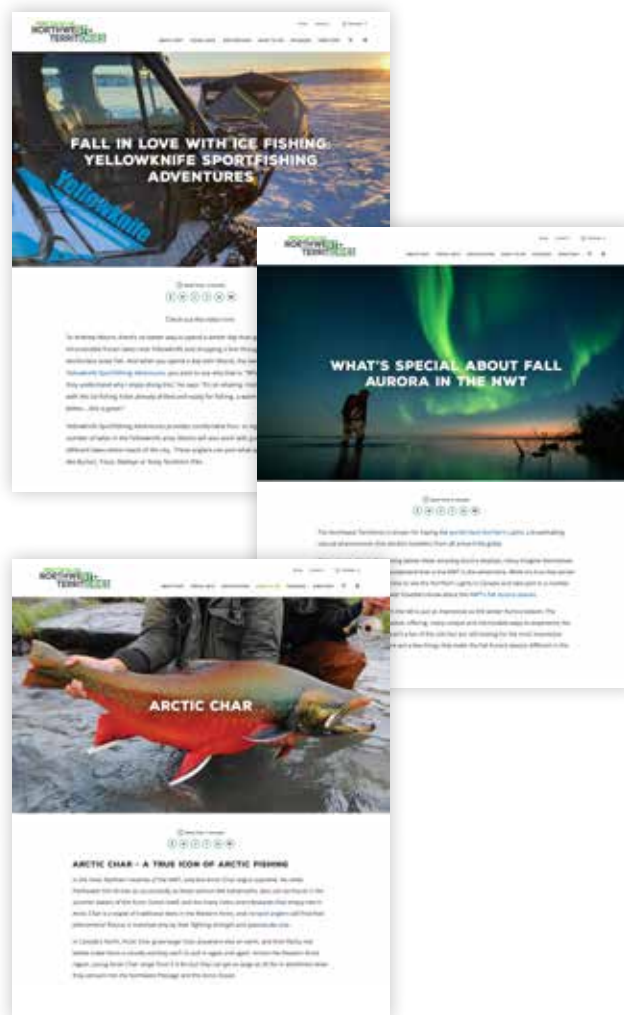
### CREATIVE REQUIREMENTS:

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. 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.

*\*Additional revisions will be at an additional cost*

## WHAT IS NEEDED FROM OPERATORS?

- A concise plan for the story idea and message
- Up to 6 high resolution photos
- Available for consult or interview by story author





# SOCIAL MEDIA

## BENEFITS

- Tap in to over 100K of combined followers on Instagram and Facebook!
- Reach a wide demographic and increase your own social media following in the process.

## FACEBOOK & INSTAGRAM

Both these proven advertising platforms let you engage with tens of thousands of followers and increase your presence across leading social platforms. 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 following on either platform.

Maximum two opportunities per month

COST

### Social Media Post

\$600

#### Purpose/Objective

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

- 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

*All promotional content posted on NWTT's profile page may be archived after the promotion is done.*

## 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)



GRACE LAKE JULIEN SCHRODER / NWTT

## PARTNERSHIP ADVERTISING AND MARKETING OPPORTUNITIES | NWT TOURISM

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

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# SPECTACULARNWT.COM PACKAGE PROMOTION

## BENEFITS

- More exposure for a package you wish to promote
- Our homepage will display your content for a maximum of 30 days

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. The homepage will feature three packages from three separate operator per month. Operators are limited to showcase one package per month.

Maximum 12 opportunities per year,  
per operator

COST

**Package Placement - One Month**

**\$300**

### Package Campaign

#### CREATIVE REQUIREMENTS:

Members will provide:

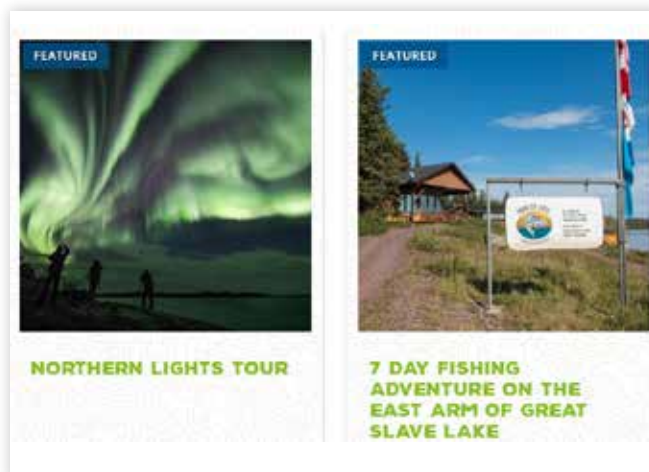
- Up to 5 photos
- Brief description of package & name of package
- Pricing & Dates
- Terms & Conditions

## WHAT IS NEEDED FROM OPERATORS?

- Package name
- Short description of the package
- Activities included
- Date ranges offered
- Whats included in the package
- Terms and Conditions
- Price
- Included photos you wish to use

UP TO  
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Unique visitors each month  
at SpectacularNWT.com





# CONSUMER SHOWS

## BENEFITS

- More exposure to a target audience
- Great way to meet potential clients in person, create bookings, and brand awareness

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 explore other shows and markets where possible.. Let us know which shows matter to you.

Why attend consumer shows? It's an excellent way to gain exposure, connect with potential clients, understand your target audience, and create brand awareness. Outdoor Adventure Shows offer a fun and busy environment to promote your product, network with other operators in the tourism industry, and generate more traction for your business.

## PREVIOUSLY ATTENDED CONSUMER SHOWS

Toronto Outdoor Adventure Show

Vancouver Outdoor Adventure Show

Montreal Outdoor Adventure Show

Calgary Outdoor Adventure Show

## WHAT IS NEEDED FROM OPERATORS?

- A tangible product to purchase for potential clients at the show.
- All marketing collateral such as brochures, leaflets, displays, etc. will need to be prepared beforehand from the operators for the Outdoor Adventure Show.
- You will be working with our Member Service & Consumer Markets Coordinator to book a booth and receive important information.
- Please keep in mind that operators are responsible for booking their own flights and accommodations.





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