

# NORTHWEST TERRITORIES TOURISM MARKETING PLAN

2017/18

SPECTACULAR  
NORTHWEST  
TERRITORIES





STEVENSBAKE

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# NWT TOURISM

## WHO WE ARE, WHAT WE DO

Northwest Territories Tourism (NWT Tourism or NWTT) is a non-profit organization serving close to 200 members whose businesses involve the tourism industry.

Through funding contribution agreements from the Government of the Northwest Territories, NWTT undertakes destination marketing activities for the Northwest Territories and works to enhance these efforts through other partnerships and funding agreements. The organization uses a variety of innovative marketing strategies to help build destination awareness and to drive business to our local tourism operators. NWT Tourism actively promotes all regions and tourism sectors of the NWT to our key domestic and international markets. NWT Tourism works closely with a variety of local, regional, national and international partners to establish our brand, uphold its reputation and to increase visitor revenues to the NWT.

### Vision:

A thriving, vibrant, sustainable and successful tourism industry

### Mission:

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

### Our Brand:

Our brand is our personality. It represents the essence of what we are offering to the world through our marketing. We offer discovery - a wonderfully childlike type of discovery. It is the thrill of the first time, the surprise of discovering something new, trying something you have never done before. Our definition of Spectacular NWT is simplicity, surprise, and awe.

The positioning of our brand is to encourage visitors to immerse themselves in a world of multisensory experiences that are surprising and rejuvenating. Our people are friendly, hospitable and great story tellers. Like the land they dwell in, there are quirky, honest and full of surprises.

# EXECUTIVE SUMMARY

The Government of Northwest Territories and Northwest Territories Tourism each have a five-year strategy with goals and objectives, and each annual cycle gives the opportunity to move closer to achieving them. The move to content marketing has commenced and has shown considerable success, and the next phase is now using the information gained to target profiles and match stories to personas. Using a research based marketing campaign, with one major integrated campaign and multiple minor campaigns which run through the year, is the plan for 2017/18.

Activities have been mapped out and are provided as part of an annual calendar which maps marketing activities in a chart by marketing and sales distribution channels. A detailed budget has been used to ensure accurate financial projections against which quarterly reporting will be provided, and the plan managed.

NWTT will be utilizing research to target personas with geographic locators, as the capacity to understand and use psychographics has been built within staff and the Agency of Record, Outcrop Communications. Destination awareness, and creating demand for Northwest Territories through the Spectacular NWT brand is the primary purpose of marketing activities. Implementation is through a major integrated promotional campaign, while smaller digital campaigns are focused on personas by activity. Targeting to build visitation into regions will be done with profiles developed based on knowing what products are available in the regions, and taking into consideration the motivators for purchasing by those profiles. Leads that result from marketing will contribute to sustainable

businesses and in turn, thriving communities with improved quality of life for residents who grow our important sector of visiting friends and relatives.

There is not a considerable difference in the marketing activities in 2017/18 from the previous year. The difference is in the tactics. There will be a targeted approach to market to personas, and a strong social media presence through the year ending with a digital presence audit to evaluate work completed through all digital avenues and the online presence of NWT information. Funding for core activities from GNWT is not expected to change. A budget has been developed to manage core activities, obligations and contracts within that funding based on our tactical plan. There is currently an application for additional funds into CanNor and thus, the approved marketing activity levels in 2017/2018 may be adjusted with additional projects if successful. The current budget may restrict opportunities to move internationally under the Destination Canada umbrella and to enter agreements that further push NWT out in conjunction with Destination

Canada's Team Canada initiatives unless the additional funds in the CanNor application are approved. Activities under the current budget may put pressure on NWTT staff to withdraw from supporting additional site inspections and familiarization tours requested by Destination Canada or NWT operators, but the assistance available will be prioritized to primary markets; Canada, USA, Japan, Germany and China, then secondary markets; South Korea and Australia. There is no intention of entering new marketplaces and activities will be maintained in distribution channels to grow the visitation and visitor spend without any increase in staffing or funds.

These are exciting times as tourism spend grows globally, social media importance grows exponentially, and content marketing gives us the opportunity to stay flexible to changing digital platform trends and move in a world market. Aligning Northwest Territories Tourism with the five- year focus of the Government of Northwest Territories will benefit everyone in the tourism industry, to combine strengths and overcome challenges working side by side, with different mandates but a shared belief in our spectacular Northwest Territories and what we offer to the world.



# MARKETING PLAN PROCESS



The 2017/18 NWT Tourism marketing plan establishes the priority markets and related marketing activities that NWT Tourism will implement to achieve the goal of increasing visitor revenues in the Northwest Territories.

Promotion of the Northwest Territories as a travel destination is taking place within a highly competitive global marketing context. Awareness of our destination and a choice to visit the NWT is influenced not only by NWT Tourism's tactics, but by the marketing strategy and investments of Destination Canada and of other competitors. This plan, therefore considered many external inputs in addition to applying the experience and knowledge of NWT Tourism's marketing team and the lessons learned in the implementation of previous years' plans.

NWT Tourism reviewed the 2015 Tourism Highlights published by the United Nations World Tourism Organization, as well as the Gateway to Growth, published by the Tourism Industry Association and many other documents produced by Destination Canada to understand recent visitation to Canada, trends in tourism globally and to Canada, and the psychographics of the visitors coming to Canada.

NWT Tourism was also an active participant in NorthStar 22 – an initiative undertaken in 2016 by Destination Canada to develop its own multi-year collaborative plan with involvement of its provincial and territorial partners as a strategy to move Canada toward 20 million visitors spending 20 billion dollars. The information shared by 2020 Destination Canada provided an opportunity for NWT Tourism to understand the longer-term direction of Destination Canada, how that direction would influence our own investments and partnerships, the planned investments by Destination Canada for 2017, and the cooperative partnership opportunities that will be made available to provincial and territorial marketing partners by Destination Canada.

At the territorial level, preparation for this marketing plan included a review of the most recently published NWT visitor data issued by the Government of the Northwest Territories. This included a review of visitor data by sector, regional visitation (where available), and the



updated information regarding the number of tourism operators by region, taking into consideration the kinds of products and services local tour operators are offering currently and where the growth of tourism product is taking place by region and sector.

A review of Tourism 2020 was also undertaken, to ensure that as marketing goals and tactics are considered for this annual marketing plan, that they would align with the goals and objectives of the Government of the Northwest Territories (GNWT) Tourism 2020 long term plan.

Other inputs that have been considered in the development of this plan include a review of the marketing performance metrics for NWT Tourism's 2016 marketing activities, ongoing dialogue with GNWT's Regional Tourism Development Officers, the inputs into the development of the NWT Tourism's five-year marketing strategy, "Towards a \$235 Million

Dollar NWT Tourism Industry", and advice received from the Tourism Marketing Advisory Council (TMAC) to assist NWT Tourism in finalizing its five-year marketing strategy.

Some of these inputs have shaped the annual marketing plan. Other inputs will shape the direction on implementation and tactical execution of this plan. For example, in partnership between NWTT and GNWT, Department of Industry, Tourism and Investment, detailed research was undertaken to better identify the outdoor adventure market and the motivations, barriers, challenges and additional incentives that would be needed in product and marketing for these target market segments to take guided paddling trips in the NWT. The results from this research will shape how we target our marketing for this sector, how we present our outdoor adventure paddling stories and what the success elements of our advertising content will be for the outdoor adventure sector.

The 2017/18 plan prioritizes the NWT tourism markets and have been developed on the basis that funds from the Government of the Northwest Territories will remain the same as the 2016/17 fiscal year. If plans could be augmented, should additional funds from other funding partners, such as the Canadian Northern Economic Development Agency, be successfully obtained, the proposal identifies all potential additional activities.



# THE TOURISM INDUSTRY AT A GLANCE

## GLOBAL CONTEXT

Travel is becoming one of the largest and fastest growing economic sectors globally and the outlook for the travel industry remains positive. According to the United Nations World Tourism Organization (UNWTO), the world's tourism industry was 9% of GDP, provided 1 in 11 jobs worldwide and had grown from 25 million international tourists in 1950 to 1184 million tourists in 2015.

Long term forecasts issued in 2015 for growth by UNWTO point to an estimated 3.3% annual growth rate between 2014 and 2030. The highest expectations for long term growth are for Asia-Pacific, followed by the Americas (+4% to +5%), followed by Europe (+3% to +4%), and then the Middle East and Africa.

Leisure travel accounts for just over half of international tourism arrivals.

The complexity of travel purchase decision making continues to increase, as does the competition in global marketing to reach the potential visitor. It is anticipated that by 2018 mobile and wireless devices will surpass computers as the tool used by people to access travel information and make travel reservations. Social media is continuing to play an increasing role in the path to purchase for consumers and destination marketers have to play fast and wise in this social space. Already there are multiple social media platforms which are growing as is the traffic on these platforms.

## CANADIAN CONTEXT

Canada welcomed close to 18 million overnight visitors in 2015. This was a growth rate of 7.5% over the previous year and Canada's growth was faster in 2015 than the world's growth rate of international arrivals which was +4.4%.

In June 2016, Destination Canada reported that year-to-date Canada had welcomed 7.89 million total arrivals from international markets halfway through the year, the highest on record, representing a 9.8% growth in international market visitation. There were gains in all markets, with Asia-Pacific (+27.4%), Latin America (+12.1%), Europe (+7.8%) and the United States (3.1%). Asia-Pacific growth was driven by strong performance from China.

With new investments in Destination Canada's marketing programs, including the three-year Connecting America program, and by shifting from traditional advertising to more content and digital marketing that is delivered on multiple platforms through partnerships, Destination Canada is pursuing a target of 20 million international visitors, spending \$20 billion Canadian dollars by 2020.

Using insight of the GNWT publication *"Tourism 2020: Opening Our Spectacular Home to the World"* NWT Tourism will work closely with ITI with our marketing efforts to ensure we do our best to assist in achieving the overall goals of the plan. The focuses outlined have intertwining elements with NWTT's 5-year Strategic Plan, and the work undertaken by NWTT will support Tourism 2020's success.

# TOURISM 2020

## OPENING OUR SPECTACULAR HOME TO THE WORLD GNWT SEP 2016

### Guiding Principles

Integrated, Sustainable, Community-Driven, Risk Sharing, Flexible.

### Focus I Visitor Attraction & Experience

1. Increase Visitor Volume and Visitor Spending
2. Increase Supply and Diversity of Tourism products
3. Sustain Demand through Visitor Experience Excellence

### Focus II Aboriginal Cultural Tourism

1. Support and Encourage the Development of Aboriginal Cultural Tourism

2. Increase Capacity to offer Aboriginal Cultural Tourism
3. Strengthen Aboriginal Cultural Tourism through partnerships

### Focus III Community Tourism Development

1. Build the Foundation for Community Tourism
2. Engage Stakeholders and Build Capacity for Tourism

### Focus IV Skills Development

1. Develop and Support the Tourism Workforce

### Focus V Tourism Research & Planning

1. Focused Research
2. Gather, Assess, Report and Monitor
3. Support Research through Partnerships and Engagement

### Partnerships will guide the success of Tourism 2020.

Industry, organizations and all levels of government are needed to achieve the goals and objectives of this Plan. Partnerships are needed to support the planning, delivery and/or funding associated with actions identified in this plan.

These partnerships will be supported through the development of an engagement and capacity building strategy.

*NWTT is a key partner in supporting the marketing- related goals of Tourism 2020. NWT Tourism is a non-profit organization representing close to 200 members whose businesses are part of the tourism sector. Through funding contribution agreements with the GNWT, NWTT undertakes all the destination marketing activities for the NWT and works to enhance these efforts through other partnerships and funding agreements.*

# NWT MARKETING STRATEGY

## NORTHWEST TERRITORIES VISITOR SPENDING (MILLIONS)

### Northwest Territories Visitor Spending

Purpose of Travel	2010-11	2015-16	2020-21	% increase
	Actual	Actual	Projected	5 years
Aurora Viewing	\$6.4	\$39.7		
Fishing	\$12.0	\$9.7		
General Touring	\$9.5	\$19.8		
Hunting	\$4.3	\$7.2		
Outdoor Adventure	\$5.8	\$7.0		
Visiting Friends & Relatives	\$6.6	\$8.5		
Total Leisure Visitors	\$44.6	\$91.9		
Business Travel	\$49.5	\$75.2		
<b>Total Spending (\$ millions)</b>	<b>\$94.1</b>	<b>\$167.1</b>	<b>\$235.0</b>	<b>41%</b>

## TOWARDS A \$235 MILLION NWT TOURISM INDUSTRY

### 5-Year NWT Tourism Marketing Strategy, NWTT 2016

#### Objective 1 – Markets

Increase the visitor spend to \$235 Million by 2020.

#### Objective 2 – Brand

Strengthen and uphold the Spectacular NWT Brand.

#### Objective 3 - Product/Attractions

Lead with our best.

#### Objective 4 - Efficient and Effective Partnerships

Strengthen our partnerships to enhance marketing efforts.

#### Objective 5 - Alive in a Digital World

Make digital marketing the centerpiece of all marketing programs.

#### Objective 6 - Research/Performance

Strengthen how research and results guide our decision making.

## FUNDING AGREEMENTS AND PARTNERSHIPS

The Government of the Northwest Territories (GNWT) contracts NWT Tourism to market on its behalf. Annual budgets are affirmed first through the NWTT Board, and then are tabled and approved in Legislature to maintain the flexibility to undertake marketing activities while remaining accountable for all funds to the benefit of all NWTT residents and NWT

The core marketing agreement with GNWT is built upon with funds made available under a contribution agreement linked to Tourism 2020. The contribution agreement for Tourism 2020 establishes a budget that supports two different kinds of specialized marketing initiatives. The first kind is regional and local marketing activities which partners Regional Tourism Development Officers (RTO), the Regional Superintendents and NWTT Marketing Director working together at a grass roots level

on mutually agreed on marketing activities. The second kind relates to special initiatives projects mutually agreed upon between GNWT and NWTT. Re-entry into the United States with Destination Canada through the “Connecting America” program is a key project being undertaken in this fiscal with these funds.

NWT Tourism also has an agreement with GNWT for Parks Marketing. The marketing work for territorial parks is integrated into the overall core marketing program so that it is a companion marketing piece. This agreement is aimed at enhancing the competitive positioning of NWT Parks both domestically and internationally by creating awareness for the NWT Parks offerings.

Core marketing activities are contracted and focus on broad awareness then specific activities available provided by operators in the NWT. Our focus in core activities must be on the domestic market which are the largest numbers of current visitors and most likely to

be converted, with all additional funds focused on international visitation which are more expensive to reach but have a higher spend per visit. This break down will be approximately a 70% domestic marketing, 30% international except in media which will be 50% domestic and 50% international which gives us the opportunity to increase our reach in broad awareness and build demand for our product for the future and growth markets.

The core marketing program is the most significant component of the overall marketing and is the largest portion of the funding agreement with the GNWT. The core marketing program is the large integrated campaign and mini campaigns, the four marketing channels of activities, and the geographic primary and secondary markets marketed to. All channels are used to reach the targeted audience with a variety of marketing activities as identified geographically dependent on the target and how best to reach them.

NWTT also works in partnership with the GNWT and signs an agreement to operate NWT Conference Bureau. The Conference Bureau is showing steady growth in assisting to win bids bringing groups to the Northwest Territories and increasing economic growth through tourism, building on the core marketing work of NWT Tourism. The manager is in place to prepare bids, target buyers and host familiarization activities. This agreement expires in March 2018 and NWT Tourism's aim is to continue to demonstrate economic value results that drive continued investment.

Destination Canada offers partnership and coop opportunities for marketing activities to promote Canada, and where these fit with NWT visitors and priorities, campaigns are being run to leverage the marketing spend both by NWTT and individual operators. Current marketing campaigns of Destination Canada that NWTT participates in target US Millennial travelers and National Angling Programs.

CANNOR funding is available by application for enhancing marketing and large scale developed campaigns and has been a huge asset in previous years, projects with CANNOR funding are now wrapping up and no further application can be made until current funding allocated has been received and completed. An application has been submitted to augment the 2017/2018 financial year with additional marketing research.

#### **ADDITIONAL POTENTIAL PARTNERS**

- *Indigenous and Northern Affairs Canada*
- *Community and Aboriginal organizations*
- *Wholesalers & Travel Trade; Europe, Asia Pacific & North America market targets*
- *Yukon, Alberta, Nunavut*
- *Industry Operators*



DESTINATION CANADA

## SWOT ANALYSIS

A SWOT analysis is a useful technique for understanding the strengths and weaknesses of the NWT Tourism industry in order to identify both the opportunities and threats the industry faces. In 2016 a detailed SWOT was undertaken as part of NWT Tourism's development of a 5 Year Marketing Strategy. This was revisited in preparing this plan, and the following summarizes our SWOT analysis.

### STRENGTHS

- Significant spectacular natural assets, including Aurora, wild rivers, numerous lakes, mountains, ocean coast, etc.
- Continent's most northerly public highway
- Increasing international flights from NWT target markets are coming into Calgary and Edmonton, where five airlines provide direct gateway connections into NWT.
- Authentic Aboriginal Culture
- Healthy fish populations

- Recent Increase in funding for Destination Canada's marketing initiatives
- Investment in development of Arctic Tourism - Northwest Passage and all season road to Tuktoyaktuk
- Engaged Communities in tourism planning & development and a recently developed toolkit and training implemented by GNWT ITI
- MCIT: Meetings, Conferences, Incentives & Conference Bureau focus

### WEAKNESSES

- High travel costs, especially outside of Yellowknife
- Limited activities available for visitors
- Poor transport infrastructure
- Limited Tourism Products/Services
- Lack of convention centre to host meetings over 350

### OPPORTUNITIES

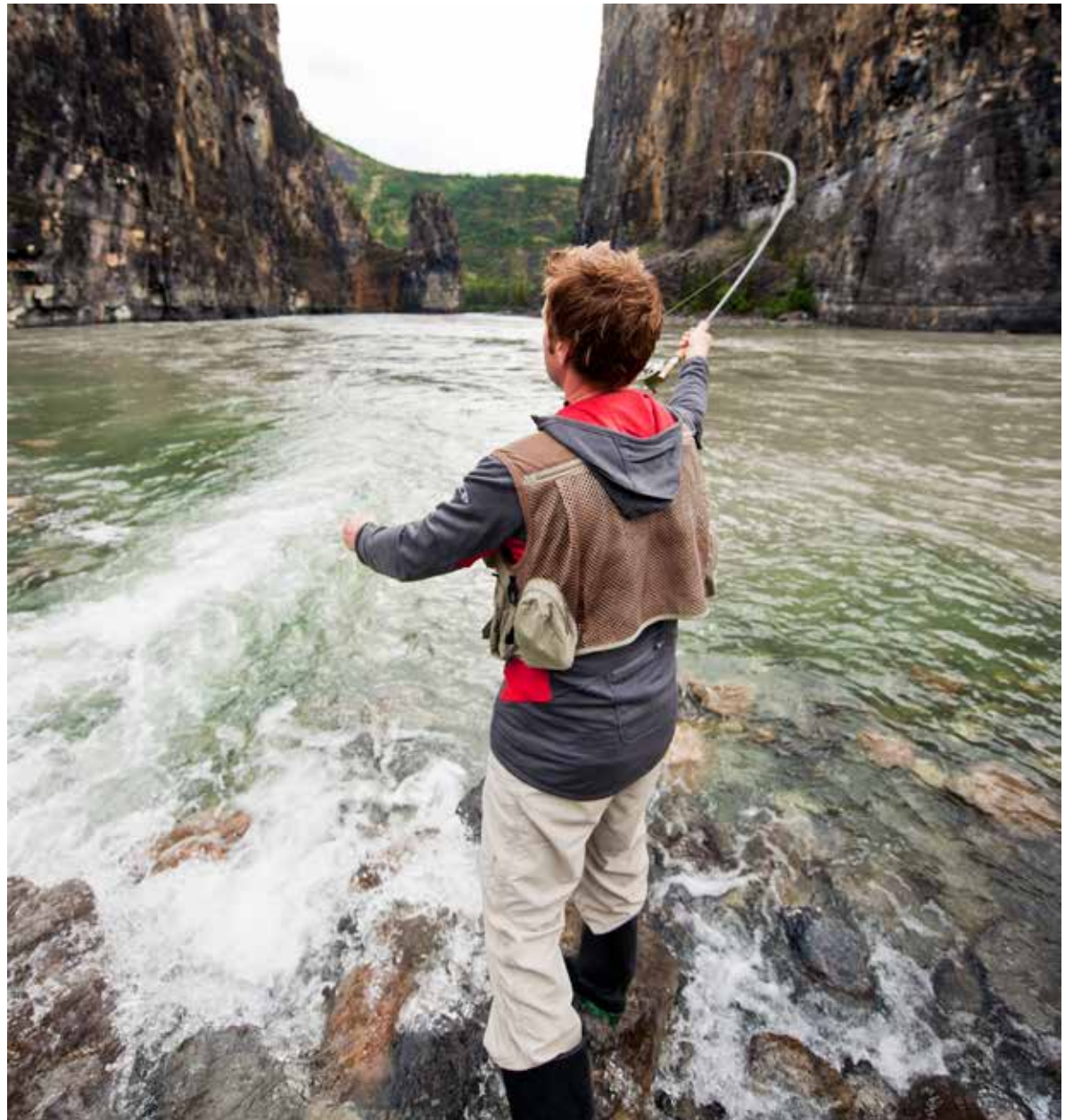
- Inuvik-Tuk Highway and access to the Arctic Ocean
- Five National Parks and a sixth being planned. Two are UNESCO World Heritage Sites.
- Fly fishing and women fishers
- Hiking trails and recent improvement to the Canol Trail
- New Business, Market, Trade Ready Standards and related training tools ready for implementation
- Increased accommodations in the capital city with the first 5 star accommodation on the horizon for early 2018
- Destination Canada's 2017 Angling Program
- Planned Celebrations that focus on Canada's 150th Anniversary
- 2017 Canada Summer Games in Winnipeg
- 2018 Arctic Winter Games in Hay River and Ft. Smith
- Yellowknife celebrates 50 years as the Capital City of NWT in 2017



- Destination marketing fee potential.
- Business Travel: growth of the higher spend visitor
- The availability of Destination Canada's 5 Year Strategy and an ability to better plan for leveraged marketing Opportunities

## THREATS

- Stiffer competition for Aurora Visitors both from domestic and international markets
- Price advantage held by fishing lodges in northern parts of provinces
- Changing air transport regulations and increasing air travel costs.
- Lack of capacity (airlines, accommodation, human resources) to sustain a growing market.
- Temporary Foreign Worker Program Constraints (foreign language service providers)
- Sunsetting of funding for NWT Conference Bureau in March 2018
- Changing weather patterns (Aurora).



*All of this information is leading to similar objectives: Create demand and market Spectacular products.*

# TOURISM MARKETING IN THE NWT

Reflecting on the global and Canadian growth in the tourism industry, and on the tourism growth that the Northwest Territories is enjoying, tourism in the NWT is a bright light for the NWT's economy. In 2014/15 tourism visitation grew 11% over the previous year, going from 84,810 visitors to 93,910 visitors. Visitor spending rose 14% from \$146.6 million to \$167.1 million.

## DIGITAL CONTENT

Digital content marketing allows us to broadly test the waters, or test targeted markets, where we have more information and have identified specific EQ and geographic information. The research helps determine markets which align with the goals set in Tourism 2020 and the 5 Year Strategic Plan. The content 'voice', the appropriate distribution channels and the targeted visitor are all considered. Digital content 'lives' on the website to drive visitors to operator websites to buy special packaged offers, or redirects to operator websites that offer purchase information.

In future, fresh content will continue to be in demand, but there will be less requirement for paid traffic as organic traffic builds through sharing and the website gains traction in search engines. Destination Canada is also pursuing content marketing and experiential or experience based stories. The shift to content marketing and increased traffic on our

websites also increases the data we can collect and the ability to target profiles even more clearly. Data also comes from operator information, to build a healthier marketing strategy which in turn grows our operators' businesses. Benchmarks and gaps can be identified. Communication with our visitors and partners is improved.

Marketing will be further focused. The next phase involves stories that have been created, matched to the specific personas we have identified, and employing research based metrics to market tourism products. When operators share their customer data, for example as the paddling outfitters did with NWT Tourism and GNWT in 2016, the partnership of trust, time and data by operators and funded research activities by NWTT, has resulted in strong profile understanding and an ability to more narrowly focus marketing activities for this sector. These profiles now allow us to target specific demographics, psychographic personas and the primary locations where these potential visitors can be found. The value of the investment into research is reflected in changes of direction to specifically target content to support NWT tourism businesses.

# HOW WE TARGET

## Marketing Segmentation Approaches

GEOGRAPHICAL	DEMOGRAPHIC	PSYCHOGRAPHIC	BEHAVIOURAL
country	age	lifestyle	buyer readiness
region	gender	social class	benefits sought
population	occupation	personal values	usage
climate	household income	attitudes	degree of loyalty

To specifically market to achieve increased visitation, we are defining our visitor's profiles and looking for more of the same. With all the market segmentation information we have collected and continue to collect, we are working continuously to more clearly define our audience, to understand their barriers to travel, to define where we find them and what motivates them to action.

# HOW WE ACQUIRE PSYCHOGRAPHICS

### 1. Interview and understand our existing audience.

Data collected from GNWT, NWTT, airlines, paddling operators and directly from paddlers through recent market research completed in 2016 all provide insight and understanding of the outdoor adventure and paddler segment; profiles, motivators, considerations and barriers that marketers must address and there have been some key takeaways from this research. This builds on the knowledge we have gained in completing 2014 research regarding anglers.

### 2. Use our website and social media analytics.

Feedback on our website and social media is instant. We look at what has moved people to click, call or engage with our website. We evaluate Facebook traffic – which content has had the most resonance and with whom? The content in our stories shows which stories, images and headlines get shared attention, the geographical locations they were read, who those readers are and who the sharers are. The table on the next page is just a sample of what stories resonate – but we are able to drill down into much more below the surface, using digital technologies and analytics.

### 3. Subscription to and application of Destination Canada's Explorer Quotient® (EQ).

As Canada's national tourism marketing organization, Destination Canada's marketing is aimed at learning everything about potential travellers to Canada and increasing Canada as a potential place to visit. The result, after years of research, is **Explorer Quotient® (EQ)**.

This innovative market segmentation tool comes from the science of psychographics – an evolution of the traditional field of demographics and the advantage of Canadian tourism marketers. It's a major leap forward, because these factors are what drive people to seek out certain types of experiences.

This proprietary research tool is changing the way travel experiences are developed, marketed and sold in Canada. In 2015 NWT Tourism began subscribing to this research tool to take advantage of Destination Canada's investment into researching visitors and qualifying them into profiles with advanced knowledge.

STORY HEADINGS	LISTED COUNT	VIEW COUNT
15 strange and dangerous places in Canada's Northwest Territories	2,740	46714
21 record-breaking things in Canada's Northwest Territories	127,280	25341
To Tuktoyaktuk, the scenic way	21,983	10102
WHY (AND WHEN) YOU NEED TO DRIVE THE INUVIK TO TUKTOYAKTUK ICE ROAD!	27,947	10094
15 reasons you'll fall for autumn in Canada's Northwest Territories	51,852	9084
The 23 best things about summer up north	68,270	8869
21 majorly zen places where you can totally chill out in the Northwest Territories	109,985	7792
How late do you have to stay up to watch the sun set in the Northwest Territories?	5,007	7654
The midnight sun is so freaky and wild that you've just gotta see it	85,215	6518
Here's 27 reasons why paddling in the Northwest Territories is a splash	28,629	5904

*Listed count refers to how many times a story has been listed as a headline or search pages and view count refers to how many times the story has been clicked for reading.*

NWTT staff, our Agency of Record and other tourism staff in the regions were provided EQ training in late 2015. EQ is the language that tourism professionals in Canada are using to further define how they market, collaborate to market across territories and provinces and this is the third and final year of contracted services by NWTT to fully access the EQ program.

Here's a breakdown of the segments, which markets they are found in and an overview of characteristics.

### **Cultural Explorers**

9% of both Canada and USA Markets. 15% of Australian Market. Cultural Explorers are defined by their love of constant travel and continuous opportunities to embrace, discover and immerse themselves in the culture, people and settings of the places they visit. Personality traits: Open, accepting, non-traditional, enthusiastic, creative.

### **Cultural History Buffs**

16% of Japan and South Korea Markets. 10% of Mexico and 12% of France markets. Seek an authentic experience and are willing to experience uncomfortable amenities and modes of travel.

### **Free Spirits**

12% both Canada and Germany Markets. 14% of USA Market. 11% of Japan and South Korea Markets. 17% of Chinese Market. 16% of Australian Market. Free Spirits are highly social and open-minded. Their enthusiasm for life extends to their outlook on travel. Experimental and adventurous, they indulge in experiences that are shared with others. Personality traits: Extroverted, driven, open, fun-loving, adventurous.

### **Gentle Explorers**

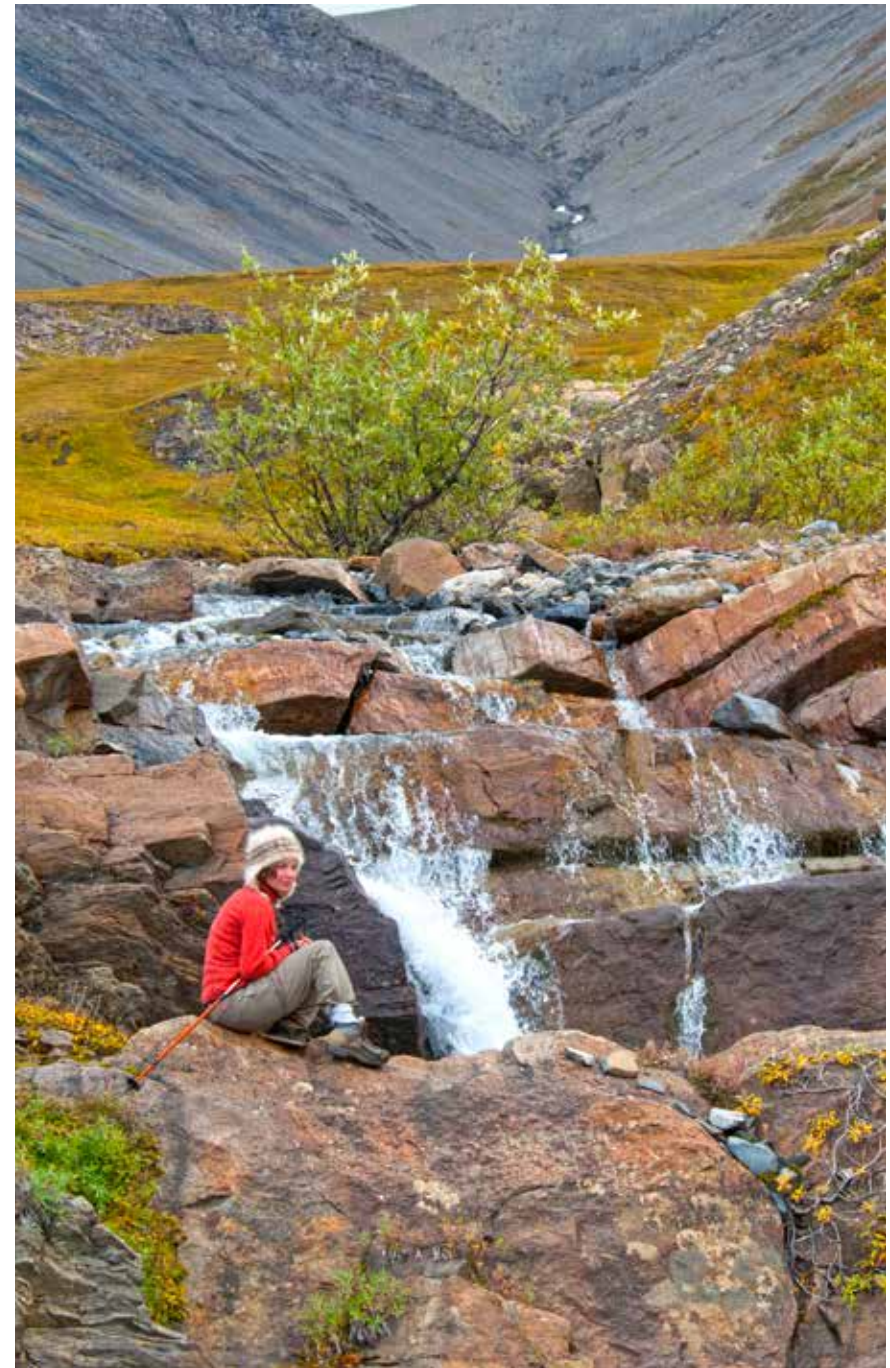
25% of Canadian Market. Gentle Explorers are primarily defined by their reluctance to venture far beyond the comfort of home and travel 'on condition,' demanding the comfortable environments for themselves when they must do so.

### **No-Hassle Travellers**

10% of Canadian Market. 11% Australian Market. No-Hassle Travellers are cautious, dutiful and reserved people who seek secure group travel that allows them to escape from the duties and obligations of everyday life.

### **Personal History Explorers**

13% of Canadian Market. 14% Japanese Market. 10% South Korea Market. As travellers, Personal History Explorers are primarily defined by their desire to connect to their own cultural roots – and do so by travelling in comfort, style and security.



J. BERGREN / NWT

### **Rejuvenators**

6% of Canadian Market. Rejuvenators are family-oriented people who travel with others to escape from the stresses of everyday life to get pampered and indulge themselves.

### **Authentic Experiencers**

12% of the Canada market. 11% of the USA Market & 13% of the Germany Market. Authentic Experiencers are typically understated travellers looking for authentic, tangible engagement with destinations they seek, with an interest in understanding the history of the places they visit. Personality traits: Steadfast, understated, responsible, interested, rational.

### **Social Samplers**

14% Australian Market. Social Samplers are defined by their affinity for travelling in groups, as well as by the idea that time is limited while travelling, thus they show a preference for focusing on 'must-see' attractions.

### **Aspiring Escapists**

20% China Market. Aspiring Escapists are stressed about life in general and more apprehensive about travelling – but if travel offers sufficient comfort and safety, they may be tempted to leave the comforts of home to escape.



GEROLD SIGL / NWT

## HOW WE APPLY DEMOGRAPHICS AND GEOGRAPHY

Psychographics and EQ are more recent tools being used in NWTT marketing and don't replace the value of understanding where our customers are coming from as the combined use of demographics, geographics and psychographics is an evolution. It all works together to give a clearer picture of who our customers are so we can understand them, and attract more of the same. We want to maintain and grow, and all this information is leading us into a stronger research-based decision making process in our marketing. Research has been done, numbers collected by GNWT on the visitor side and by NWTT on the marketing side, and this is building a picture of each of our visitor classifications by their main purpose of travel, their origins, and motivators.

## HOW WE USE PSYCHOGRAPHICS

Using our recent 2016 Outdoor Adventure Paddling research as an example, now that NWT Tourism knows our non-resident paddlers' psychographic profiles and their geographic base, and we understand their motivators, our tactics in the plan consider these inputs into who we target, what our message is and how we sell the NWT as the best destination for them to pursue their paddling experience.







# WHO NWT VISITORS ARE

While we can see why our visitors are coming to the NWT, and we can see where they are coming from, the information available to us has its limits. Here's a review of what we know and the statistics we have to work with that are specific to the regions of the NWT.

## Northwest Territories Visitation Statistics 2015/16

MAIN PURPOSE OF TRAVEL	# VISITORS	SPENT (MILLIONS)
Aurora Viewing	24,300	\$39.70
Fishing	4,600	\$9.70
General Touring	19,000	\$19.80
Hunting	510	\$7.20
Outdoor Adventure	2,400	\$7
Visiting Friends & Relatives	12,200	\$8.50
Total Leisure	63,010	91.9
Total Business	30,900	\$75.20
<b>Total</b>	<b>93,010</b>	<b>\$167.10</b>



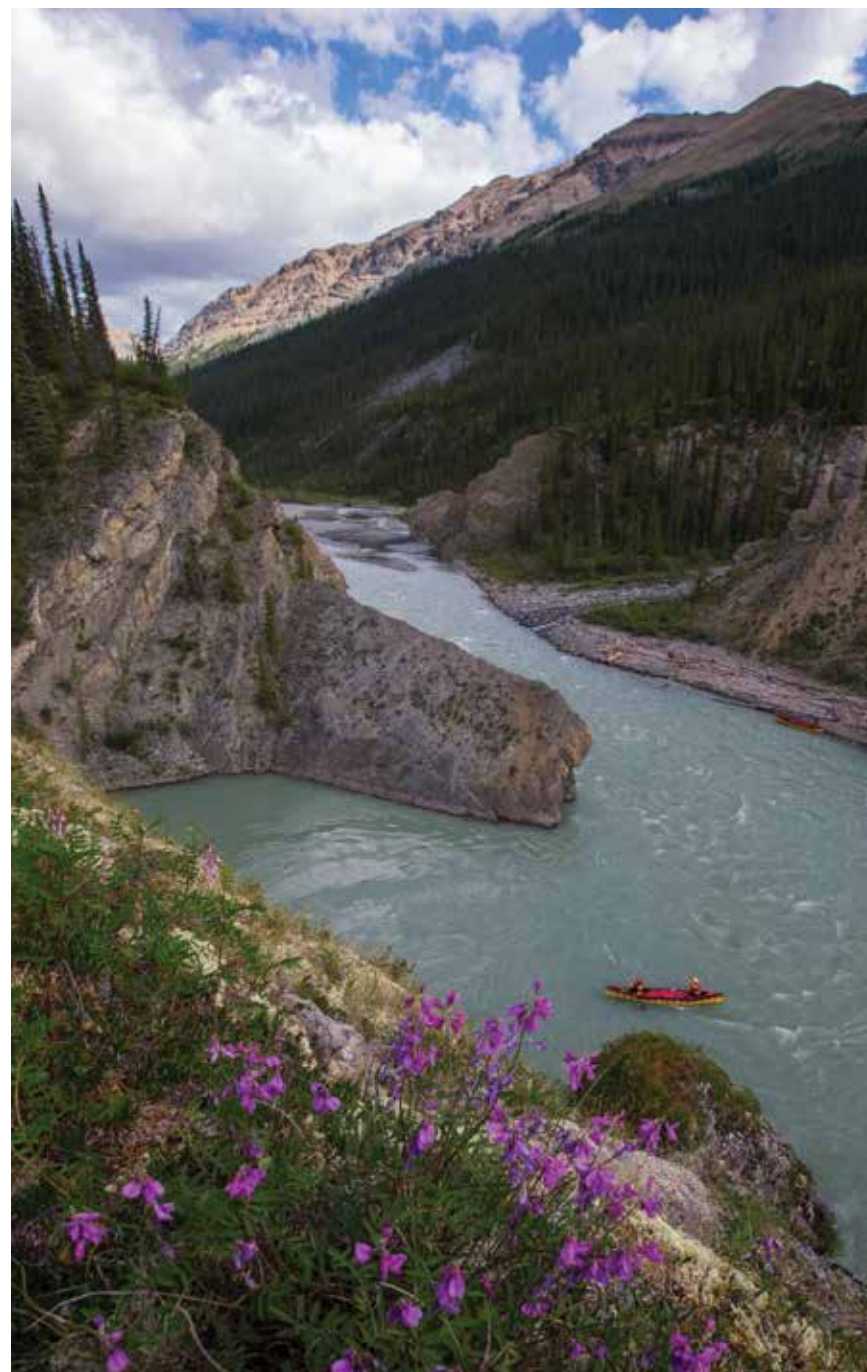
J. BERGERON / NWTT

## REGIONAL SPECIFIC FOCUS:

### Tourism operators & Primary Drivers

REGIONS	NUMBER OF LICENSED TOUR OPERATORS 2010	NUMBER OF LICENSED TOUR OPERATORS 2015	PRIMARY TOURISM DRIVERS
North Slave	36	39	Fishing, Aurora, General Touring
South Slave	25	28	Fishing & Paddling
Dehcho	11	9	General Touring & Paddling
Sahtu	15	15	Paddling, Hiking and Hunting
Western Arctic	24	10	General Touring, Hunting

NWT Tourism is committed to marketing all regions of the Northwest Territories and all regions are featured in our integrated campaigns wherever appropriate, as well as our mini-campaigns that speak to their highlights. NWT Tourism recognizes that increasing visitation to all regions of the NWT has an important economic benefit to communities, and marketing to their individual draws lifts the overall visitation to the mutual benefit. Working in partnership with the Regional Tourism Officers (RTOs), NWT Tourism develops individual regional plans annually, which acknowledge regional specific tourism drivers and priorities, and create campaigns to meet these needs. These activities will augment the larger branded marketing undertaken for the NWT and align with the principles of Tourism 2020.



# PRODUCT REVIEW



## **Business Travel**

*(45% of overall visitor spend 2015/16)*

Our business travel numbers to NWT show they have a considerably larger spend per night stay in comparison to any of the sectors in leisure travel. Business travellers in 2015 spent on average \$2433 per visitor while leisure travellers spent \$1458 on average. The business traveler makes up a significant part of the total number of NWT visitors though statistics collected do not separate whether they are part of the MC&IT or an independent business traveller.

Since the establishment of the NWT Conference Bureau in early 2015, conference revenue, which is estimated based on bids won and hotel contracts signed in the NWT through the bureau, is valued at \$1,877,000.00. At the time of writing this report, there are \$1,159,200 in conference bids that had been submitted for which NWT Tourism is awaiting bid decisions.

The capital city has been the primary beneficiary of meeting and conference business visitors. There are other communities capable of hosting small to mid-size conferences, and NWT Tourism actively promotes Yellowknife, Inuvik, Hay River, Norman Wells, Ft. Smith and Ft. Simpson as potential communities for smaller conferences. These communities have meeting facilities and guest services and although they have a smaller variety of tourism products available than in the capital city, there is potential for smaller communities to develop products

to meet this demand. Through promotion of the Northwest Territories to meeting organizers through the NWT Conference Bureau, there will be increased opportunities for NWT businesses to capitalize on the increases in this sector. Funding to the NWT Conference Bureau was extended to the end of the 2017/18 fiscal year to support the business travel activity being pursued by NWT Tourism through operation of the NWT Conference Bureau.



## **Aurora Viewing**

*(23% of overall visitor spend in 2015/16)*

Aurora sector is healthy with 24 operators and is a tourism business opportunity in every region of the NWT. This increase is reflected in the number of visitors that are making aurora their primary purpose to visit NWT, and the title held by NWT as the 'Aurora Capitol of the World'. The Winter Aurora is close to capacity with current flights and accommodations prior to the recent NOVA opening of 100+ rooms, and the Autumn Aurora is the opportunity for growth. Aurora has previously been primarily an International product; Japanese and Chinese. Growth has been seen in Canadian, US and Australian visitors which is a boost to both the Autumn season and general touring as these visitors are more likely to drive and camp during their visit to NWT. Aurora viewing has fierce competitors with significantly larger marketing budgets, and to grow market share we need to strengthen the promotion of this product as the 'Best in the World', found in the NWT.



## **General Touring** *(12% of overall visitor spend in 2015/16)*

To focus on our general touring market, we need to look at travellers who have both the time and money to take a trip of 7 or more nights to bring in visitors from outside the NWT to use our roads, territorial parks and national parks. For this segment, we see 72% of general touring visitors are Canadians, specifically Alberta, B.C., Ontario and NWT residents (this also points to the Visiting Friends & Relatives component). We can target general touring visitors in our close neighbours to tie to the use of overnight visits in NWT Parks and events in all locations and regions where the public are welcomed. There is an expectation of visitation increases along the Dempster Highway with the opening of the all-season road to the Arctic Coast. Even if travellers are only participating in shorter trips, this highlighted opening to the Arctic Ocean will draw attention North to the Northwest Territories and this is an excellent opportunity to focus attention on general touring options in the NWT.

US travelers are including the Dempster Highway in their exploration of the Alaska route and demographics fit both Canadian and US travelers within this activity reference. Travelers are usually over 55 years with adequate to high incomes, travel to the NWT by road and tend to be retired empty nesters.

While there have been increases in International visitors in NWT Parks for overnight stays, there is still capacity to host more and this is a target in our German and Australian segments in addition to the core domestic marketing. Itineraries have been created to improve this option for German

speaking visitors through our German market entry. Increases in this segment with RV partnerships involving Fraserway RV, which has added to its fleet in Edmonton, will continue to develop in the coming year.



## **Visiting Friends & Relatives** *(5% of overall visitor spend in 2015/16)*

Visiting Friends and Relatives has been a largely unidentified group as they are more difficult to quantify, their spend is less often in paid accommodations and they are difficult to market to, but their value to the overall visitor spend should not be unacknowledged. The opportunity to ensure the experience of the visiting friends and relatives lies in the resident acting as a host. Are NWT residents well educated on the tourism opportunities within the NWT? Do they have all the tools they require (maps, guides, visitor information centre assistance, excellent customer service) to ensure their families have an exceptional visit? Is there a change in collateral required in terms of overall quantity and availability of printed information? Our marketing to meet the needs of residents acting as hosts and the visiting friends and relatives, will be guided by social media in market as part of broad awareness campaigns, while support to visitor centres and their collateral will continue to be met by the NWTT call centre and GNWT ITI and others through Visitor Centre operations.



## Fishing

*(6% of overall visitor spend in 2015/16)*

Sport fishing has seen a decline in demand for overnight and longer fishing packages while demand for day packages which can be added to all other main activities are not being adequately met. Significant research and marketing have been invested in understanding the targets in this sector. This will move to the next stage with highly targeted marketing through social media to the identified developed profiles through our campaigns. In 2017 Destination Canada's cooperative program which include a targeted angling program to the United States will include marketing segments developed in 2016 for the NWT aimed at this market.



## Outdoor Adventure

*(4% of overall visitor spend in 2015/16)*

Research completed in 2016 for this sector was in-depth from multiple sources in large scale partnerships and the results have brought forward identification of the best target prospects. The two largest psychographic segments are 'Cultural Getaways' and 'Authentic and Affluent' from the Environics Research segmentations and a value these two segments share is cultural sampling. Locations they are largely found in are Toronto, Calgary and Vancouver with prioritized neighbourhoods. Using the research going forward to target social media through our digital campaigns, and using the persona comparisons for those sectors will be part of campaigns to address the biggest barrier; awareness. There's a surprising amount of opportunity

in this sector and this research has been shared with operator members in this industry so that they can take advantage of these learnings and apply them to their own product development and marketing.



## Hunting

*(4% of overall visitor spend in 2015/16)*

The supply side of sport hunting has experienced setbacks resulting in declines in the numbers of sport hunting visitors and revenues. The NWT industry is fully aware of the Barrenground caribou hunt suspension and the polar bear listing as an Endangered Species in the US which has limited a large segment of sport hunting activity. There is an opportunity to hunt other species to diversify but this market has flat lined at current numbers and does not appear to have potential growth in the coming financial year.



# IMPLEMENTATION FOCUS

The implementation of the integrated campaign and the use of brand materials and imaging through multiple channels is of significant value and has much greater impact than stand-alone pieces.

Our marketing campaigns harness a single identity (Spectacular NWT) through multiple channels, integrating regional, NWT Parks and core destination awareness. Social Media supports the website media stack, sponsored ads get the content into the marketplace and ideally organic reach spreads the content far and wide. This is easy to track and gives reportable data to reflect value. Traditional media is still used by several of our markets and it is important to integrate the message and images used in multiple channels. Our potential visitors can identify at a glance and build awareness of our destination through traditional media, though this is harder to track in terms of value. Our major campaign will use both new and traditional technologies. While creative inspiration remains in the hands of NWTT, our agency of record, Outcrop, has delivered essential product and truly makes NWTT shine in the marketplace. While this may not be visible regionally, our marketing has had excellent response in the travel trade and MCIT industries.

Large scale campaigns take the focus of all staff and Outcrop, acting as a team, to deliver consistent messaging with operators and all partners in each of our markets. Full team understanding of the target in each marketplace, reflected by research and data provided specific to NWT and Canada, is incredibly important to focus marketing and achieve stronger results. Knowledge will build as more results are tracked and digital content marketing results build a stronger vision of profiles within geographic locators. Data from the marketing plan underway in 2015/16 will strengthen the profiling information for the 2017/18 cycle. This data will not change the tactics for Travel Trade, Consumer and MCIT planning but could change the messaging.

The intent is one large scale campaign paired with multiple small scale campaigns, ending the year with an online presence audit. Strong research outcomes may result in direction changes in terms of removing spend in secondary markets where funds do not allow strong presence. Many influences outside of the control of NWTT and GWNT from global to local cannot always be foreseen; however the research to understand motivators has forever changed the way we market. The marketing we do to build visitation and visitor spend now relies on building and maintaining a strong, authentic digital presence.

## NWT Parks Specific Focus:

The planning process for NWT Parks will target one large scale promotion and active year-round with digital channels. It will include traditional media for annual publications specifically targeting US travellers and parks marketing will be integrated into the campaigns for destination awareness of the territory by NWT Tourism. Contracted marketing services alters from year to year and leaves some uncertainty as to the scale of projects, however estimations for the 2017/18 cycle are at the same financial figure as entered in 2016/17. Planning is underway for both financial cycles which will be exciting as this allows follow through from the profile information gained to more specifically targeting marketing to attract visitors to NWT parks that have the most capacity for occupancy and some seasonality with lower use periods.



J.E. BERGERON / NWT



# TACTICS & DISTRIBUTION CHANNELS BY NATION

Our primary focus is the consumer of our product. We want to reach them in the most effective, cost efficient and suitable way for their known entrance on the path to purchase model. In all channels, we lead to create demand and provide product match. To understand which distribution channels in which geographic markets, refer to the distribution channel icons attached to our primary and secondary markets. For example, for consumers in the Japan market, their path to purchase travel is most often through receptive tour operators/tour wholesalers and travel agents. For us to reach this visitor, our brand is sent through our Japanese website and social media direct to consumer to build demand, through travel trade via market showcases to build packaged product availability, and the opportunity to host familiarization tours in NWT to ensure product is provided.

To understand which sectors are those matched to which geographic markets, refer to the sector icons attached to our primary and secondary markets. For example, consumers in Japan and China primarily coming for Aurora viewing while German visitors come for general touring, outdoor adventure and Aurora.

We use multiple channels to reach our targets, but not all channels are suitable or used in all markets as shown through the below listings. Some trade shows, travel trade training or familiarization tour options are rotated on a bi-annual basis by geographic location due to prohibitive costs, but digital campaigns

provide fresh and inspiring content to create demand, even when we do not have a physical presence in a specific geographic market in that year.

The travellers to the NWT reflect the Canadian average where 75-80% of visitors are domestic travellers. Though there is not a controlled land entry/exit into the NWT to report exact origin numbers, numbers are reported by origin through the airport and the 2014 Road Visitor survey conducted by GNWT and reflect that NWT is not substantially different from the standard in Canada of domestic travelers.

## Distribution Channel Icons

- C** *Consumer and Call Centre*      **TT** *Travel Trade*
- M** *Media*      **MCIT** *Meetings, Conventions and Incentive Travel*

## Sector Icons

-  *Business*       *Paddling*       *Fishing*
-  *General Touring*       *Hunting*       *Aurora*
-  *Visiting Friends and Relatives*

PRIMARY

# CANADA

C M TT MCIT



**EQ TYPE:** Gentle Explorer, Free Spirits, Authentic Experiencers, Personal History Explorer

These are our primary visitors and are defined more by their primary purpose of visit as to how we reach them. All campaigns are integrated with a primary focus on digital. We do offer discounted consumer trade shows for local tourism suppliers while often including a NWT staff presence.

**EMERGING TRENDS:** Canadians are generally optimistic and travel intentions with an increased proportion believing they will travel more increasing to 38%. Growth in the visiting friends and relatives segment in NWT is a testament to growing foreign and interprovincial resident number increases. Domestic Millennials are budget travelers and not a NWT target traveler.

**NWT'S TRAVEL TRADE KEY ACCOUNTS:** Top of the World Travel. We primarily reach out to consumers direct in this market.

**RECEPTIVE TOUR OPERATORS (RTO'S):**

Discover Holidays, JAC, Entrée Destinations, Jonview, TPI, Maple Fun, Fresh Tracks, JPAC.

**TRAVEL TRADE SHOWS:** Rendez-Vous May 2018 hosted by Destination Canada, CITAP

**MEDIA TRADE SHOW:** GoMedia Canada Marketplace October 2017 (National and International Media)

**CONSUMER TRADE SHOWS:** Toronto Outdoor Show, Calgary Outdoor Show, Montreal Outdoor Show, Toronto Sportsman Show, Montreal Sportsman Show

**MCIT:** Incentive Canada, IncentiveWorks, CSAE, Tête a Tête

PRIMARY

# UNITED STATES

C M TT MCIT



**EQ TYPE:** Gentle Explorer, Free Spirits, Authentic Experiencers, Personal History Explorer

**EMERGING TRENDS:** The US is an established market that is still growing. Perception of Canadas safety and dollar value pushing Americans into Canada and then staying longer. Travel agents, travel guide books and traveler-review websites most influential for marketers. 68% of Millennial US travelers consider personal blogs the most influential in making destination location decisions. (Social Media Influencers). 2016 saw a growth to Canada of 6% and the growth target for 2017 is another 6%.

**NWT'S TRAVEL TRADE KEY ACCOUNTS:** We primarily reach out to consumers direct in this market.

**MCIT:** IMEX America

PRIMARY

 **JAPAN**

C M TT



**EQ TYPE:** Free Spirit, Personal History Explorer, Cultural History Buff.

**EMERGING TRENDS:** Consistently, Japanese visitors cite the top tourism experiences sought are cultural and historical attractions, beautiful scenery, and opportunities to experience local lifestyles. NWT is strongly associated with beautiful scenery. Japanese travelers are highly reliant on printed materials and rely on travel agents in the purchasing phase. Demographic 55+ yrs. and most often come for pleasure or visiting friends and relatives. Canada saw a 6% rise in 2016 of Japanese visitors and projects an additional 4% in 2017.

**NWT'S TRAVEL TRADE KEY ACCOUNTS:** HIS (Tokyo), HIS (Osaka), JTB World Vacations (Tokyo), JTB World Vacations (Osaka), JalPak, Kinki Nippon Tourist, Nippon Travel Agency.

**TRADE SHOWS:** Focus Canada (Japan) October 2017 hosted by Destination Canada

PRIMARY

 **GERMANY**

C M TT



**EQ TARGET:** Free Spirit, Authentic Experiencers

**EMERGING TRENDS;** Air Canada Rouge will pick up their first non-stop connection from Berlin to Canada (Toronto) 2018, operated four times per week. German Spectacular NWT site had no paid advertising in Q2 of 2016 but still generated 7270 engaged users through Facebook, there is considerable organic demand. Team Canada is investing \$7 Million in a leveraged integrated marketing initiative in 2017 which will additionally lift the SpectacularNWT Brand.

**NWT'S TRAVEL TRADE KEY ACCOUNTS:** SK Touristik, CRD, CANUSA Touristik, Diamir Erlebnisreisen, Haagin Alpin Tours, America Unlimited.

**TRAVEL TRADE SHOWS:** ITB Berlin March 2017

PRIMARY

 **CHINA**

C M TT



**EQ TARGET:** Free Spirits, Social Sampler, Aspiring Escapists

**EMERGING TRENDS:** Increased demand for video presentations for travel trade and content to social media (Weibo & WeChat) channels. Year over year up 22% to Canada and is now Canada's 2nd largest overseas inbound arrival. NWT target visitors are independent travellers in the affluent middle class aged 20-45yrs. Social media and digital channels are the most powerful tool as almost all destination planning and information is sourced online and average mobile consumption is 170 minutes per day. Chinese Millennials are the ideal target for NWT and Canada, of which there are 250 Million in this range. 7 additional visa application centres for Canada will be open by Fall 2017.

**NWT'S TRAVEL TRADE KEY ACCOUNTS:** Utour, Ctrip, CTS, Sinbad.com.cn, CTSHK Shengzhen, China Comfort Travel

**TRAVEL TRADE SHOWS:** Showcase Canada (China) October 2017 hosted by Destination Canada

SECONDARY



## SOUTH KOREA

C M TT



**EQ TARGET:** Free Spirit, Personal History Explorer, Cultural History Buff

**EMERGING TRENDS:** Destination Canada has moved into a two-year cycle for creating the Canada Showcase-Korea where all Canadian destinations meet with buyers which will reduce our travel trade spend which will be reallocated to consumer direct through digital channels. Canada saw an increase in visitors of 12% in 2016 and projects an additional 6% in 2017. Leisure travel from this market has seen year over year growth steadily for five years. Direct air capacity to Canada increased by 32% mainly to Toronto but testing into Calgary.

**NWT'S TRAVEL TRADE KEY ACCOUNTS:** Pharos Travelatifax, Hanatour, Naeil Tour, Mode Tour, Interpark Tour, Very Good Tour.

**TRAVEL TRADE SHOW:** Showcase (Korea) 2018 hosted by Destination Canada

SECONDARY



## AUSTRALIA

C M TT



**EQ TARGET:** Free Spirits, Cultural Explorer, No-Hassle Traveler, Social Samplers

**EMERGING TRENDS:** Travel trade and online sources most used in path to purchase model. Over 60% of targeted EQ type are active Facebook users. Destination Canada moving to a rotation of every second-year Corroboree Showcase of Canadian destinations which reduces Travel Trade spend in 2017 and funds will be redirected to consumer digital campaigns, which ties into Canadian content being reallocated by EQ focus to the Australian market. New daily direct flights added increased air capacity by 12% in 2016, visitation was up by 4% in 2016 and projected growth of 8% in 2017.

**NWT'S TRAVEL TRADE KEY ACCOUNTS:** Adventure World, Canada & Alaska Specialist Holidays, Adventure Destinations, Anderson Vacations, Momento Travel Services, Infinity.

**TRAVEL TRADE SHOWS:** Corroboree (Australia) 2019 hosted by Destination Canada

SECONDARY



## SWITZERLAND

C TT

**Where a potential overlap with Germany GSA activities.**

# KEY ACTIVITIES

## MAINTAIN:

**EXPLORERS GUIDE;** 30,000 copies

**E-NWT;** quarterly consumer e-newsletter

**CONSUMER TRADESHOWS;** 5 staffed by NWTT, 2 subsidized for operator buy-in. Projected; Toronto Outdoor Adventure Show, Calgary Outdoor Adventure Show, Vancouver Outdoor Adventure Show, Montreal Outdoor Adventure Show, Toronto Sportsman Show, Chicagoland Fishing Show

**1 MEDIA SHOW;** GoMedia. Rotate in Canada's Media Marketplace (U.S.) every second year which will fall in the 2018/19 calendar.

**MEDIA FAM PROGRAM;** Host 11 Media FAM's as per program policy.

**5 TRAVEL TRADE SHOWS PROJECTED;** Rendezvous Canada, ITB Berlin, Focus Canada-

Japan, Showcase Canada-Asia, National Tour Association.

**TRAVEL TRADE FAM PROGRAM;** Host 7 Travel Trade FAM as per program policy, no budget change.

**GSA;** Review contracts with Sales Agents internationally acting on our behalf with no budget change.

**4 MCIT MARKETPLACES, CONSIDERING;** Incentive Canada, Incentive Works, IMEX America, CSAE, Tete a Tete

**MCIT FAM PROGRAM;** Host 5 Buyers/Planners per program policy with no budget change.

## GROW:

**NWT WEBSITES;** Content. Canada/English, Japanese, French, German, Chinese, Korean. Re-evaluate after online presence audit completed for 2018/19 implementation.

**SOCIAL MEDIA;** Improve postings, increase engagement on all accounts, report social media activity and adjust to psychographic profile targeting.

**INTEGRATED CAMPAIGNS;** destination top-of-mind awareness to gain data. Specific stories/content to target profiles. Campaigns run as content on website/digital channels and participates in traditional marketing activities.

**MEDIA ASSETS;** identify gaps and co-ordinate FAMs and shoots to address. Acquire fresh images specific for marketing purposes. Media FAM focus to include social media influencers/content creators to match target profiles to market reach.

**MEDIA VALUE;** Generate increased media coverage through all primary markets and maintain reporting on International through Destination Canada monitoring.

**OPERATOR E-NEWSLETTER;** report quarterly to members and operators on which shows are upcoming, what marketing NWTT is doing on their behalf, dates to be aware of, new members, communication for NWTT to build awareness of programming available.

**DIGITAL AUDIT;** website, social media sites, online presence for 2018/19 implementation.

**COOPERATIVE ADVERTISING;** Increase number of marketing agreements with tour wholesalers from overseas markets

**MCIT REVENUE;** Increase revenue annually generated from MCIT with in-location business relationship development.

**MCIT/ BUSINESS TRAVELLER;** Develop stay another day strategy for Business and MCIT visitors for pre/post travel arrangements.

## ENCOURAGE:

- Use of GNWT host programs to develop customer service skills.
- Regional online presence audit, 2017/18 focus; TripAdvisor accuracy.
- NWT Conference Bureau sales targets exceeded and sharing value to businesses.
- Use of travel trade/export ready criteria tools recently developed by Yukon, NWT & Nunavut partnership
- Celebration of our major anniversaries; Canadas' Sesquicentennial, Yellowknife celebrating 50 years as the capital of NWT. Search for opportunities to highlight celebrations.



TERRY PARKER / NWTT



FRONTIER FISHING LODGE

# ANNUAL ACTIVITY CALENDAR

ACTIVITY	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH
<b>AGM &amp; Conference</b>								Inuvik 2017				
<b>eNWT</b>		spring issue		summer issue		fall issue			winter issue			
<b>Main Integrated Campaign</b>		design	design			feedback/ budget				run	run	run
<b>Mini campaigns</b>	run	run		run	run		run	run			run	run
<b>Consumer Shows</b>	Montreal Outdoor Adv Show (Apr 1-2 2017)									Chicagoland Fishing & Outdoor Show (Jan 2018)	Toronto Outdoor Adv show (Feb 2018)	Vancouver Outdoor Adv Show (Mar 2018) Toronto Sportsman Show (Mar 2018) Calgary Outdoor Adv Show (Mar 2018)
<b>Globe and Mail</b>							Winter campaign		Spring campaign			Summer campaign
<b>Milepost</b>						Dempster campaign						
<b>Guide Bulk Orders</b>						vacation planning			consumer show bulk shipping			
<b>GoMedia</b>						2017						
<b>Travel Trade Shows</b>		Rendezvous Canada, Calgary, 2017					Focus Japan, Showcase Canada Asia (China)				Corroboree Australia 2017, 2019	ITB Berlin, Germany, 2018
<b>FAM TOURS MEDIA &amp; TT</b>	<b>SUMMER HIGH SEASON</b>					<b>WINTER HIGH SEASON</b>						

# KEY ACTIVITIES

## CONSUMER PROMOTIONS

TACTIC	KEY OUTPUTS:	METRICS REQUIRED
<b>Explorers' Guide</b>	<ul style="list-style-type: none"> <li>To produce and distribute 30,000 copies of guide</li> </ul>	Audit required to confirm validity of distribution and print numbers.
<b>NWT Websites</b>	<ul style="list-style-type: none"> <li>To add new content to domestic websites weekly, International Monthly/Bi-Weekly.</li> <li>Monitor and report on all website activity</li> </ul>	<p>Monthly reporting. Increase overall numbers by 10% annually.</p> <p>All Sites require monitoring monthly. Site audit required by end of 2017 for implementation changes 2018. Increase overall jump offs from NWTT site to operator sites 10% annually.</p>
<b>Consumer Tradeshows</b>	<ul style="list-style-type: none"> <li>Attend 5 staffed by NWTT, offer two subsidized shows (two booths each) for operator buy-in.</li> </ul>	All shows attended must have metric; targets and goals attached, method of value measures standardized through Enter to Win, USB data, other.
<b>E-NWT</b>	<ul style="list-style-type: none"> <li>To produce and distribute 4 consumer e-newsletters</li> </ul>	Open rates, subscription increases.
<b>Social Media</b>	<ul style="list-style-type: none"> <li>Domestic social media channels daily posts. International Social Media weekly posts.</li> </ul>	Monthly reporting. Increase followers to all accounts 10% annually. Increase engagement 5% annually.
<b>Integrated Advertising</b>	<ul style="list-style-type: none"> <li>To generate general awareness content and distribute this through our promotional channels.</li> <li>To include all main activities listed as main purpose of travel to NWTT</li> <li>To develop specific content that relates directly to specific market personas.</li> <li>To support content marketing program in traditional advertising campaigns while focusing on digital and data collection.</li> <li>To develop regional content and distribute through our promotional channels</li> <li>To promote regional packages as part of our strategy to drive visitation to the regions. Ensure regional priorities are stated and met.</li> </ul>	<p>Use identified personas. Maintain market reach where we market consumer direct.</p> <p>International targets set, domestic requires matching visitation by activity to persona.</p> <p>Measure content engagement</p> <p>Increase content for use, images and stories to 400.</p> <p>Earlier planning process with regions, signed plan with tactics resolved before March of each year.</p>



# MEDIA PROMOTIONS

TACTIC	KEY OUTPUTS:	METRICS REQUIRED
<b>Travel Media Support</b>	· To respond to all travel media enquiries	Number of enquiries. Quarterly reporting
	· To respond to all photo video requests	Number of requests. Quarterly reporting
<b>Media Shows</b>	· To Attend Go Media Marketplace	Build contacts with new content creators who target personas in geographical markets we actively market in. Use opportunity to connect with media and for education and promotion
	· Promote NWT as a tourism destination to 30 domestic and international travel writers during pre-selected appointments	Generate 5 qualified leads for the NWTT Media Fam Program.
<b>Media FAM Program</b>	· To host 6 Media FAMs from Canada and the USA	Report on media value generated to operators. Generate over \$2Million in media coverage from each Canadian and USA markets. Target reach 10 Million people
	· To host 1 Media FAM from each China, Japan, Germany, South Korea and Australia.	Tag and share content through International websites and social media. Report on media value generated to operators. Generate over \$100,000 from each geographical market Media tour. Target reach 2 Million people.
	· Encourage interaction with content creators on social media channels. Include one influencer in Media Program and evaluate results.	Media Value, Reach, NWTT Social Media channel growth.
	· Encourage interaction with homegrown social media influencers. Outreach.	NWTT Social Media channel growth. Image captures
	· To ensure that all regions and sectors are featured in our Media FAM program	Give itineraries to RTO's in region prior to tour.
<b>Media Assets</b>	· To identify two significant video gaps that limit our marketing promotion of the NWT's tourism product	Target image purchase increases.
	· To coordinate Canto availability to media and operators.	Increased usage.
	· To coordinate up to two photo/video shoots to address these gaps	Acquire 50 new high-resolution images and video, 5 new HD videos/B roll for future

# TRAVEL TRADE PROMOTIONS

TACTIC	KEY OUTPUTS:	METRICS REQUIRED
<b>Travel Trade Support</b>	· To respond to all travel trade inquiries	Number of Enquiries. Quarterly Reporting
	· Train and use Tri-Province/Territory Export Ready Criteria with Operators	Increase in Export Ready Operators
	· To make sales calls to our key trade accounts	Number of Sales Calls
	· Review GSA Contracts: Germany, Japan no budget change.	Quarterly reporting, Contract Accountability.
<b>Trade Shows</b>	· To Attend Rendez-vous Canada (RVC)	Increase the number of NWT packages being sold by key travel trade accounts by 5%
	· To Attend ITB, Germany	Increase the number of packages sold by the travel trade from our primary overseas markets
	· To Attend Focus Japan-Canada	Increase the number of B2B sales meetings at trade shows by 5%
	· To Attend Showcase Canada-Asia, China	
	· To meet with 150 Travel Trade Companies and part of our B to B sales program	
	· To promote all NWT Export ready products	
	· To generate 25 sales leads for NWTT and our local tourism operators	
	· To Generate 5 qualified leads for the NWTT Trade FAM program	
<b>Travel Trade FAM Program</b>	· To host 1 Trade FAM from each of our primary and secondary overseas markets	Add at least one new package per FAM tour
<b>Cooperative Advertising</b>	· To ensure that export ready operators from all regions and sectors are featured in our Trade FAM program	
	· To enter into 10 cooperative marketing agreements with tour wholesales from our primary overseas markets (total for all markets combined)	Performance metrics as part of agreement with trade.
	· To enter into 5 cooperative marketing agreements with tour wholesales from our secondary overseas markets (total for all markets combined)	Performance metrics as part of agreement with trade.
	· To report all key outcomes our of travel trade coop advertising program	

## MEETING AND INCENTIVE PROMOTIONS

TACTIC	KEY OUTPUTS:	METRICS REQUIRED
<b>MCIT Support</b>	· To respond to all MCIT inquiries	Quarterly Reporting
	· Provide initial responses to all RFPs for meeting planners/associations looking to host their conferences in the NWT.	Number of RFPs submitted.
	· To maintain all information listed on the NWT Conference Bureau website	
<b>MCIT Shows</b>	· To attend 4 MCIT marketplaces	# Co-op partners participating. Co-op monies generated.
	· To meet with 30 qualified meeting planners and incentive travel buyers	
	· To generate 15 sales leads for conferences ranging in size from 50 to 500 delegates	
	· To generate 5 sales leads for incentive travel looking to book packages with our export ready tourism operators	
	· To identify 3 meeting planners for a FAM trip to the NWT	Generate \$1.5 Million in conference revenue.
	· To identify 2 incentive travel buyers for a FAM trip to the NWT	Generate \$50,000 in Incentive Travel revenue.
<b>MCIT FAM Program</b>	· To host 3 conference planners from Canada and the USA	
	· To host 2 incentive buyers from Canada and/or the USA	

# 2017/18 MARKETING PLAN BUDGET SUMMARY

The 2017/18 NWT Tourism Marketing Plan budget is divided into four separate sections. These include; Marketing Budget Projects Summary, Contribution Agreements, Marketing Channels and Budget Allocation per Country. The Marketing

Budget Projects Summary is an overview of the entire marketing budget and the various activities that will be used to carry out the plan. The Contribution Agreement section shows the breakdown of marketing activities based on the funding

source. The Marketing Channel section outlines the budgets as per consumer, media, travel trade and MC&IT promotions. Finally, the last section of Allocations Per Country, breaks costs attributed to each of our primary and secondary markets.

2017/18 Marketing Budget Projects Summary		Contribution Agreements			Marketing Channel				Budget Allocation Per Country								
Project Name	2017/18 Budget	Marketing	Parks	Tourism 2020	Consumer	Media	Travel Trade	MC&IT	Canada/USA	Japan	Germany	China	USA	Australia	Korea	France	UK
<b>Call Centre</b>																	
Mail and Delivery	\$ 50,000.00	\$ 50,000.00	\$ -	\$ -	\$ 50,000.00	\$ -	\$ -	\$ -	\$ 45,000.00	\$ 2,000.00	\$ 3,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Service Supplies	\$ 1,000.00	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Toll Free Telephone	\$ 12,000.00	\$ 12,000.00	\$ -	\$ -	\$ 12,000.00	\$ -	\$ -	\$ -	\$ 9,000.00	\$ -	\$ -	\$ -	\$ 3,000.00	\$ -	\$ -	\$ -	\$ -
Upgrades to System	\$ 10,500.00	\$ 10,500.00	\$ -	\$ -	\$ 10,500.00	\$ -	\$ -	\$ -	\$ 10,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Call Centre (\$73,500)</b>	<b>\$ 73,500.00</b>	<b>\$ 73,500.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 73,500.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 65,500.00</b>	<b>\$ 2,000.00</b>	<b>\$ 3,000.00</b>	<b>\$ -</b>	<b>\$ 3,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Consumer Show Program</b>																	
Shipping, Freight and Courier	\$ 4,000.00	\$ 4,000.00	\$ -	\$ -	\$ 4,000.00	\$ -	\$ -	\$ -	\$ 3,500.00	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ -
Show Fees and Services	\$ 33,500.00	\$ 33,500.00	\$ -	\$ -	\$ 33,500.00	\$ -	\$ -	\$ -	\$ 28,000.00	\$ -	\$ -	\$ -	\$ 5,500.00	\$ -	\$ -	\$ -	\$ -
Supplies	\$ 1,000.00	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Travel	\$ 26,500.00	\$ 26,500.00	\$ -	\$ -	\$ 26,500.00	\$ -	\$ -	\$ -	\$ 26,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Consumer Show Program (\$65,000)</b>	<b>\$ 65,000.00</b>	<b>\$ 65,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 65,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 59,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 6,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Agency Contracts</b>																	
Project Management (Agency of Record)	\$ 75,000.00	\$ 75,000.00	\$ -	\$ -	\$ 70,000.00	\$ -	\$ -	\$ 5,000.00	\$ 75,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Europe (Germany)	\$ 70,000.00	\$ 70,000.00	\$ -	\$ -	\$ 17,500.00	\$ 17,500.00	\$ 35,000.00	\$ -	\$ -	\$ -	\$ 70,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Asia Pacific (Japan)	\$ 60,000.00	\$ 60,000.00	\$ -	\$ -	\$ 10,000.00	\$ -	\$ 50,000.00	\$ -	\$ -	\$ 60,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Agency Contracts (\$205,000)</b>	<b>\$ 205,000.00</b>	<b>\$ 205,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 97,500.00</b>	<b>\$ 17,500.00</b>	<b>\$ 85,000.00</b>	<b>\$ 5,000.00</b>	<b>\$ 75,000.00</b>	<b>\$ 60,000.00</b>	<b>\$ 70,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Communications</b>																	
Media Shows	\$ 7,000.00	\$ 7,000.00	\$ -	\$ -	\$ -	\$ 7,000.00	\$ -	\$ -	\$ 7,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Media Familiarization	\$ 90,000.00	\$ 90,000.00	\$ -	\$ -	\$ -	\$ 90,000.00	\$ -	\$ -	\$ 30,000.00	\$ 10,000.00	\$ 10,000.00	\$ 20,000.00	\$ -	\$ 7,500.00	\$ 12,500.00	\$ -	\$ -
Media Events and Promotions	\$ 3,000.00	\$ 3,000.00	\$ -	\$ -	\$ -	\$ 3,000.00	\$ -	\$ -	\$ 3,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Newsletters and Publications	\$ 1,000.00	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Photography Contracts	\$ 70,000.00	\$ 70,000.00	\$ -	\$ -	\$ -	\$ 70,000.00	\$ -	\$ -	\$ 70,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Supplies and Materials	\$ 16,000.00	\$ 16,000.00	\$ -	\$ -	\$ -	\$ 16,000.00	\$ -	\$ -	\$ 16,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Travel	\$ 7,000.00	\$ 7,000.00	\$ -	\$ -	\$ -	\$ 7,000.00	\$ -	\$ -	\$ 7,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Communications (\$194,000)</b>	<b>\$ 194,000.00</b>	<b>\$ 194,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 194,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 134,000.00</b>	<b>\$ 10,000.00</b>	<b>\$ 10,000.00</b>	<b>\$ 20,000.00</b>	<b>\$ -</b>	<b>\$ 7,500.00</b>	<b>\$ 12,500.00</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Marketing</b>																	
General Advertising	\$ 885,000.00	\$ 885,000.00	\$ -	\$ -	\$ 720,000.00	\$ -	\$ 165,000.00	\$ -	\$ 555,000.00	\$ 90,000.00	\$ 80,000.00	\$ 125,000.00	\$ -	\$ 20,000.00	\$ 15,000.00	\$ -	\$ -
NWT Parks Promotion	\$ 65,000.00	\$ -	\$ 65,000.00	\$ -	\$ 65,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Regional Advertising	\$ 350,000.00	\$ 100,000.00	\$ -	\$ 250,000.00	\$ 350,000.00	\$ -	\$ -	\$ -	\$ 350,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Special Projects	\$ 220,000.00	\$ 100,000.00	\$ -	\$ 120,000.00	\$ -	\$ -	\$ -	\$ -	\$ 145,000.00	\$ -	\$ -	\$ -	\$ 75,000.00	\$ -	\$ -	\$ -	\$ -
Brochure Development	\$ 117,500.00	\$ 117,500.00	\$ -	\$ -	\$ 110,000.00	\$ -	\$ 5,000.00	\$ 2,500.00	\$ 117,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Business Meetings	\$ 4,000.00	\$ 4,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,000.00	\$ 4,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Memberships	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Promotional Materials	\$ 27,000.00	\$ 27,000.00	\$ -	\$ -	\$ 10,000.00	\$ -	\$ 12,000.00	\$ 5,000.00	\$ 20,000.00	\$ 3,500.00	\$ 3,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Research and Exit Survey	\$ 65,000.00	\$ 65,000.00	\$ -	\$ -	\$ 65,000.00	\$ -	\$ -	\$ -	\$ 65,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Travel	\$ 78,500.00	\$ 78,500.00	\$ -	\$ -	\$ -	\$ -	\$ 48,250.00	\$ 30,250.00	\$ 51,100.00	\$ 7,500.00	\$ 5,000.00	\$ 7,500.00	\$ 7,400.00	\$ -	\$ -	\$ -	\$ -
Trade FAMS	\$ 56,000.00	\$ 56,000.00	\$ -	\$ -	\$ -	\$ -	\$ 44,000.00	\$ 12,000.00	\$ 27,000.00	\$ 2,000.00	\$ 10,000.00	\$ 10,000.00	\$ -	\$ 3,500.00	\$ 3,500.00	\$ -	\$ -
Trade Shows Registration & Fees	\$ 49,000.00	\$ 49,000.00	\$ -	\$ -	\$ -	\$ -	\$ 27,500.00	\$ 21,500.00	\$ 36,500.00	\$ 1,500.00	\$ 7,500.00	\$ 3,500.00	\$ -	\$ -	\$ -	\$ -	\$ -
Digital Development-Website and Social Media	\$ 255,045.00	\$ 255,045.00	\$ -	\$ -	\$ 225,000.00	\$ -	\$ 28,545.00	\$ 1,500.00	\$ 166,500.00	\$ 18,045.00	\$ 12,000.00	\$ 23,500.00	\$ -	\$ -	\$ 17,500.00	\$ 17,500.00	\$ -
<b>Total Marketing</b>	<b>\$ 2,172,045.00</b>	<b>\$ 1,737,045.00</b>	<b>\$ 65,000.00</b>	<b>\$ 370,000.00</b>	<b>\$ 1,765,000.00</b>	<b>\$ -</b>	<b>\$ 330,295.00</b>	<b>\$ 76,750.00</b>	<b>\$ 1,602,600.00</b>	<b>\$ 122,545.00</b>	<b>\$ 118,000.00</b>	<b>\$ 169,500.00</b>	<b>\$ 82,400.00</b>	<b>\$ 23,500.00</b>	<b>\$ 36,000.00</b>	<b>\$ 17,500.00</b>	<b>\$ -</b>
<b>Market Ready Training</b>																	
AGM Logistics	\$ 6,000.00	\$ 6,000.00	\$ -	\$ -	\$ -	\$ -	\$ 6,000.00	\$ -	\$ 6,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Venue Expenses	\$ 23,000.00	\$ 23,000.00	\$ -	\$ -	\$ -	\$ -	\$ 23,000.00	\$ -	\$ 23,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Speaker Travel	\$ 10,000.00	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00	\$ -	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Speaker Fees and Expenses	\$ 21,000.00	\$ 21,000.00	\$ -	\$ -	\$ -	\$ -	\$ 21,000.00	\$ -	\$ 21,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Market Ready Training &amp; AGM</b>	<b>\$ 60,000.00</b>	<b>\$ 60,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 60,000.00</b>	<b>\$ -</b>	<b>\$ 60,000.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Total Budget</b>	<b>\$ 2,769,545.00</b>	<b>\$ 2,334,545.00</b>	<b>\$ 65,000.00</b>	<b>\$ 370,000.00</b>	<b>\$ 2,001,000.00</b>	<b>\$ 211,500.00</b>	<b>\$ 475,295.00</b>	<b>\$ 81,750.00</b>	<b>\$ 1,996,100.00</b>	<b>\$ 194,545.00</b>	<b>\$ 201,000.00</b>	<b>\$ 189,500.00</b>	<b>\$ 91,400.00</b>	<b>\$ 31,000.00</b>	<b>\$ 48,500.00</b>	<b>\$ 17,500.00</b>	<b>\$ -</b>
		<b>Total Contribution Agreement</b>			<b>Total Marketing Channel</b>				<b>Budget Allocation Per Country</b>								
		<b>\$ 2,769,545</b>			<b>\$ 2,769,545</b>				<b>\$ 2,769,545</b>								

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