



NORTHWEST TERRITORIES TOURISM

MARKETING PLAN 2018/19

SPECTACULAR
NORTHWEST TERRITORIES





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ABOUT US

NORTHWEST TERRITORIES TOURISM

Northwest Territories Tourism 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, Northwest Territories Tourism undertakes all the 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. Northwest Territories Tourism actively promotes all regions and tourism sectors of the NWT to our key domestic and international markets. Northwest Territories 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.

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FUNDING SOURCES

The Government of the Northwest Territories (GNWT) contracts Northwest Territories Tourism to market on its behalf. Annual budgets are affirmed first through the Northwest Territories Tourism 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 NWT residents and GNWT.

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 is regional and local marketing activities which partners Regional Tourism Development Officers (RTO), the Regional Superintendents and Northwest Territories Tourism Marketing Director working together at a grass roots level on mutually agreed on marketing activities. The second relates to special initiatives

projects mutually agreed upon between GNWT and Northwest Territories Tourism.

Northwest Territories Tourism also enters into 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 growing destination awareness for long term visitation to our destination, in addition to specific targeted activities with the intention of growing immediate visitation. 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.

Northwest Territories Tourism also works in partnership with the GNWT and has an agreement to operate the 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 Northwest Territories Tourism. The manager is in place to prepare bids, target buyers and host familiarization activities. While this agreement expires in March 2018, Northwest Territories Tourism has demonstrated economic value results that drive continued investment. Destination Canada offers partnership and co-op 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 Northwest Territories Tourism and individual operators. Current marketing campaigns of Destination Canada that Northwest Territories Tourism

participates in domestically are the National Angling and National Hunting Programs. Industry members also invest in marketing their business and tourism experiences, with a number of market and trade ready businesses partnering with Northwest Territories Tourism. This is achieved through co-operative advertising, tradeshow promotions and by providing in-kind supports for media and travel trade familiarization 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 wrapping up in the 2017/18 fiscal year and no further application can be made until current funding allocated has been received and completed, and new funding criteria made available by the federal government.



NORTHWEST TERRITORIES TOURISM BRAND

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 storytellers. Like the land they dwell in, they are quirky, honest and full of surprises.

SPECTACULAR
NORTHWEST 
TERRITORIES

INTRODUCTION TO THE PLAN

Northwest Territories Tourism has been working to market the Northwest Territories since 1996. As a not-for-profit destination marketing organization, its relationship with industry members, the Government of the Northwest Territories, the federal government and residents is aimed at building a healthy tourism industry to support a strong and sustainable economy.

The demand for the Northwest Territories has seen steady growth in both domestic and international markets. This is reflected in reporting available from the Government of the Northwest Territories. Marketing insights and visitation insights from research data and marketing results has led to the intention to push more strongly to digital campaigns. Our focus will be to reach visitors by targeting the main purpose of their activity and the personas who are currently interested, while narrowing reach to those who have time and money to make the NWT their next destination.

Long term view of potential visitors is top of mind in our discussion of Millennials as a target audience but they are currently not the highest target for visitation growth and should be considered as an emerging market.

Content marketing has been a strong directional push of the organisation and its Agency of Record. The past year has been an opportunity to evaluate all content and usability to gain new perspective and insights to prepare for the next step of content marketing.

The shift to focused content marketing, which began in 2016, has shown considerable success. As we get narrower on the focus of specific personas, the content being produced is performing better. We will continue to use research as the basis of any campaign, but plan to shift from one major annual campaign to a focus on year round mini campaigns.

This plan maps out activities which have been scheduled in the annual calendar by both channel and market. A detailed

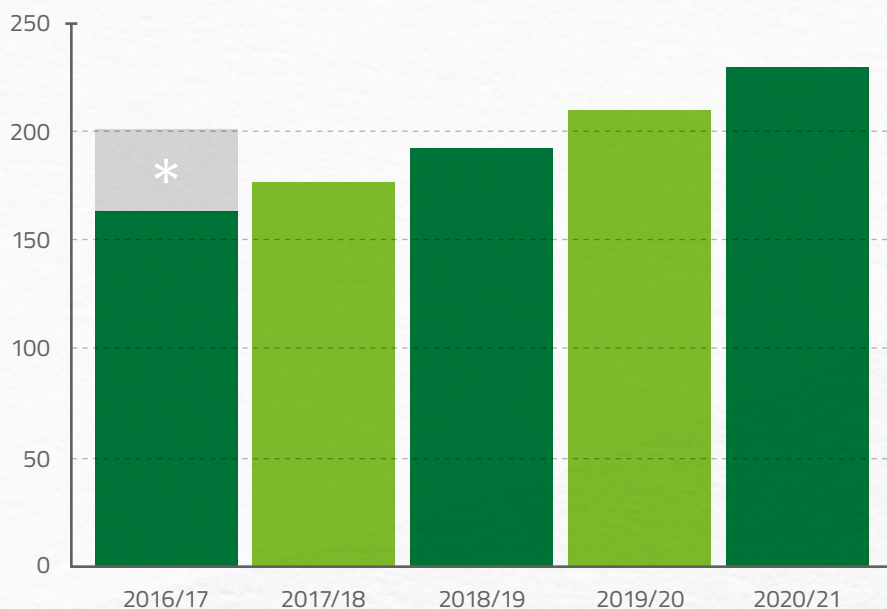


budget outlines the financial resource allocation as well as provides guidance for quarterly reporting.

While marketing activities and the focus on the main target audiences remain consistent, there are a few changes to this year's tactical marketing approach that are worth highlighting. These changes are recommended based on available reporting data from multiple sources and current marketing findings, and are believed to be the best approach in the year ahead to promote the NWT as a destination of choice to the right target markets.

KEY TACTICAL CHANGES FOR 2018-19 MARKETING

1. Reduced print presence and expenditure; the Explorers' Guide will be presented as a lure piece and will no longer contain any listings or advertisements.
2. Marketing activities in Europe will be scaled back, and more focus will be put into Asian markets, specifically China.
3. A digital presence audit will be undertaken to evaluate the online sentiment towards the Northwest Territories and to support destination management planning.
4. Increased content marketing efforts will focus new content into the planning and booking cycle all year long, as opposed to a single large integrated domestic campaign historically undertaken.
5. Reduced Northwest Territories Tourism staff time in consumer shows, while increasing support for tourism operators to attend and succeed in selling directly to consumers.
6. Induce international marketing collateral from proven domestic content, moving our international consumer facing websites to social media content in the language and emotional connection needs of those markets.
7. Implement a region-specific photoshoot to build specific marketing assets on an annual basis, rotating throughout the NWT focusing on one region each year. This will be accomplished by reducing Media Familiarization trips in order to increase and update necessary visual assets.



PROJECTED TARGETS

Referenced from the 5-Year Northwest Territories Tourism Marketing Strategy

* Indicates 2016/17 visitor expenditure exceeding initial projected target.

Total expenditure in millions of dollars (CAD).



OUR INDUSTRY

GLOBAL CONTEXT

Worldwide outbound travel remains on an upward growth path. In 2016 the number of worldwide outbound trips grew by 3.9%, led by Asia (+11%), including 18% growth in the rapidly developing Chinese market, and +11% for the Republic of Korea. North America grew well with a 6% rise in international trips, driven by the strong US market (+7%), but South America, where Brazilian outbound travel plummeted by 15%, showed only a 1% increase. European outbound travel grew by 2.5%, with highest growth from the UK (+6%) and Germany (+4%).

The outlook is very positive, with world outbound travel predicted to continue in growth by between 4% and 5%, driven once again by Asia and the USA, and with some stronger growth out of Europe. The Chinese are expected to go on more international trips for many years to come and the increases seen since 2011 shows China had the largest growth in outbound travel globally over the past 5 years. Canada's share of the global travel declined until 2015 and is now seeing small growth to 1.6% in 2016 with Destination Canada planning for that growth to increase with a stronger Team Canada approach to all markets.

In terms of purpose of trip, leisure travel remains by far the largest segment of outbound trips (75% share) and this segment grew by 4% during the first eight months of 2016. The overall market shares of business trips as well as of visits to friends and relatives (VFR trips) and other private trips remained about the same. However, when segmented further, the number of business trips rose by only 1% while VFR and other private trips went up by 9%.



3.9%

Worldwide
Outbound Trips

(2016 Growth)

Asia – 11% (18% growth in China / 11% in Republic of Korea)

N. America – 6% (7% growth in U.S.A.)

S. America – 1% (-15% growth in Brazil)

Europe – 2.5% (6% growth in U.K. / 4% in Germany)

The Asian economy continued to grow well in 2016 and is expected to maintain a solid growth path. After GDP growth of 4.8% in 2015, the Asian region is forecast to grow by 4.6% in 2016 and 2017, slowing to a 4.4% increase in 2018. In China, fiscal impulses will continue to generate annual economic growth rates of about 6%, but Japan and South Korea may be held back by low growth in international trade.

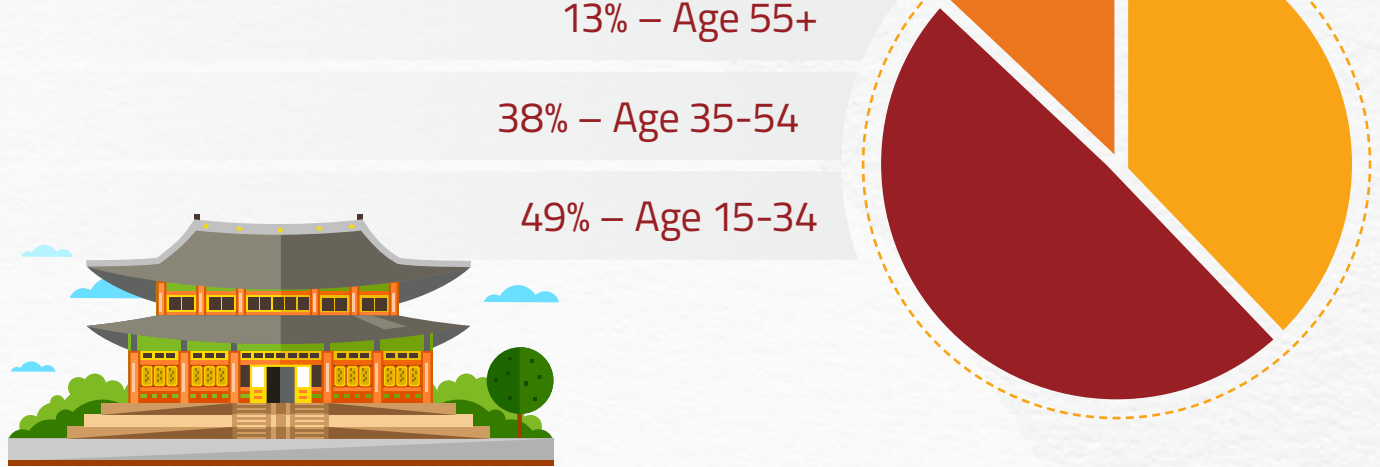
The social-demographic profile of Asian outbound travellers reflects a trend towards more short-haul holidays within Asia. About 38% of Asians taking international trips are aged between 15-34 while a further 49% are aged 35-54, and only 13% are aged over 55, according to World Travel Monitor® figures. The proportion of older international travellers is much higher in Europe and North America.

In 2016, the USA has been one of the world's best-performing outbound markets with a 7% increase in outbound trips, while the overall North America outbound market grew by 6%. The key factor is the strong US dollar, which has increased the purchasing power of US travellers; their average spending per trip increased by 3%. The outlook for North American outbound travel remains very positive, with IPK's Travel Confidence Index pointing to further growth of 6% in 2017. The value of the Mexican traveller into Canada has increased with the federal change in visa requirements. Investment into this market by Destination Canada has been undertaken due to the substantial visitor increase. Mexico holds massive potential for Canada and Destination Canada is bringing forward a co-investment program to align a Team Canada approach to enhance efforts for a stronger marketing presence in Mexico.

Given the extent of media coverage of terror attacks over the last 1-2 years, consumers cannot be blamed for thinking that they face a significant risk from terror attacks. According to the latest World Travel Monitor® survey, conducted in September 2016, as many as 45% of international travellers had serious safety and security concerns. About two-thirds of these respondents said they still plan to travel abroad but only to destinations they perceive as safe. A further 14% plan to go on holiday within their own country instead of taking a foreign trip, and 19% said they would not travel at all until the security situation had improved. There are particularly high levels of safety concern among outbound travellers from South Korea, Russia, Japan and China. The 'safest' destinations on a global scale are seen as Australia, Canada, Finland and Switzerland, followed by Scandinavian countries.

ASIAN OUTBOUND TRAVELLERS Social Demographic Profile

According to World Travel Monitor®



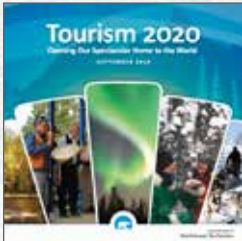
The rise of accommodation market disruptors such as Airbnb still have a relatively low market share according to World Travel Monitor® figures, but the fast-expanding Airbnb is primarily a commercial business rather than a 'sharing platform'. It diverts rental accommodation from residents to tourists while generating additional visitor volumes for destinations, something to be considered in destinations where there are concerns about peak visitor volumes and infrastructure capacity. While Airbnb and other 'sharing' accommodation providers remain a relatively small part of the travel industry, there is criticism of their impact in some destinations around the world, where excessive numbers of visitors effectively take apartments out of the commercial rental sector and drive up prices. In contrast, the impact on the traditional hotel sector seems to be relatively limited to date and is seen to be more damaging to cities and residents than hotels. In 2016, Airbnb announced

a headline-making move to expand their business to launch a new platform combining Homes (accommodation), Places (destination information) and Experiences (local activities), and with the promise that Flights and Services will be added in the future and the clear signs of wider ambitions in the travel industry.

'Millennials' are a large market segment who are being seen by many as a key market to generate growth in coming years. Definitions on age range widely but they are generally identified by Destination Canada as people born between the mid 80's and late 90's (currently aged 20 - 35). They are identified with characteristics such as the desire for authentic cultural experiences and as those who use technology intensively. Millennials are seen by many in the international tourism industry as a new key market to generate much of the industry's targeted growth in the coming years. In 2015 data, the proportion of holidays out of total trips,

length of trip and type of accommodation booked by Millennials were similar to trips taken by older travellers. However, the main difference was in their spending, with European Millennials spending less than older travellers which is expected due to their lower income levels. Nevertheless, the 1.8 billion Millennials worldwide do display some characteristics that influence their travel behaviour. For example, they seek authenticity, are very adaptable yet have come of age with a built-in expectation of having control over their activities. In travel terms, they want to experience new cultures, blend experiences across different types of trips, encounter and engage with local people and have authentic experiences. They are used to offering their personal data to be used to create individualised travel experiences, such as through mobile apps offering specific personalised access and services.

TOURISM 2020



Using insight of the GNWT publication “Tourism 2020: Opening Our Spectacular Home to the World” Northwest Territories Tourism will work closely with ITI in 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 Northwest Territories Tourism’s 5-year Strategic Plan, and the work undertaken by Northwest Territories Tourism will support Tourism 2020’s success.

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. The GNWT identifies that industry, organizations and all levels of government are needed to achieve the goals and objectives of its five-year plan.

Northwest Territories Tourism is a key partner for GNWT and its role is to support the marketing-related goals of Tourism 2020. Northwest Territories 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, Northwest Territories Tourism undertakes destination marketing activities for the NWT and works to enhance these efforts through other partnerships and funding agreements.

SWOT ANALYSIS

SWOT analysis (alternatively SWOT matrix) is an acronym for strengths, weaknesses, opportunities, and threats and is a structured planning method that evaluates those four elements of an organization, project or business venture.

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, plus additional direct flight from Vancouver in peak Aurora season
- Authentic Aboriginal Culture
- Healthy fish populations
- Investment in development of Arctic Tourism - Northwest Passage and all-season road to Tuktoyaktuk
- Engaged Communities in tourism planning
- 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
- Limited conference capacity outside of the capital city
- Limited available workers in the NWT that speak foreign languages

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 and expanded conference facilities in the capital city
- 2018 Arctic Winter Games in Hay River and Fort Smith
- Yellowknife leading a 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
- NWT Conference Bureau poised for long-term funding support

Threats

- Stiffer competition for Aurora Visitors both from domestic and international markets
- Other domestic destinations promoting themselves as an arctic region (Manitoba)
- Price advantage held by fishing lodges in northern parts of provinces
- Changing federal air transport regulations that may increase air travel costs
- Lack of capacity (airlines, accommodation, human resources) to sustain a growing market
- Changing weather patterns (Aurora)



STRATEGIC TARGET MARKETS

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.

NORTHWEST TERRITORIES VISITATION BY PURPOSE OF TRAVEL 2016/17

MAIN PURPOSE OF TRAVEL	VISITORS #	SPEND (MILLIONS)
Aurora Viewing	29,814	\$48.70
Fishing	4,189	\$9.20
General Touring	15,776	\$19.30
Hunting	482	\$6.70
Outdoor Adventure	7,423	\$21.40
Visiting Friends and Relatives	15,927	\$11.30
Total Leisure	73,611	\$116.60
Total Business	34,889	\$84.90
TOTAL	108,500	\$201.40

Yellowknife Airport Arrivals by Country of Origin

	2010-11	2015-16	16-17 YTD	%
 Canada	56650	63183	88836	77.90%
 US	2520	3289	6496	5.70%
Subtotal	59170	66472	95332	83.60%
 Japan	5048	10814	7626	6.70%
 China	84	5035	6206	5.40%
 South Korea	123	2424	1938	1.70%
 Australia	118	800	566	0.50%
 UK	80	135	106	0.10%
 Germany	239	292	114	0.10%
 Mexico	54	33	138	0.10%
 Norway	88	12	113	0.10%
 France	52	61	111	0.10%
Other	969	845	1849	1.60%
Total	66025	86923	114099	



Regional Specific Focus: Tourism Operators & Primary Drivers

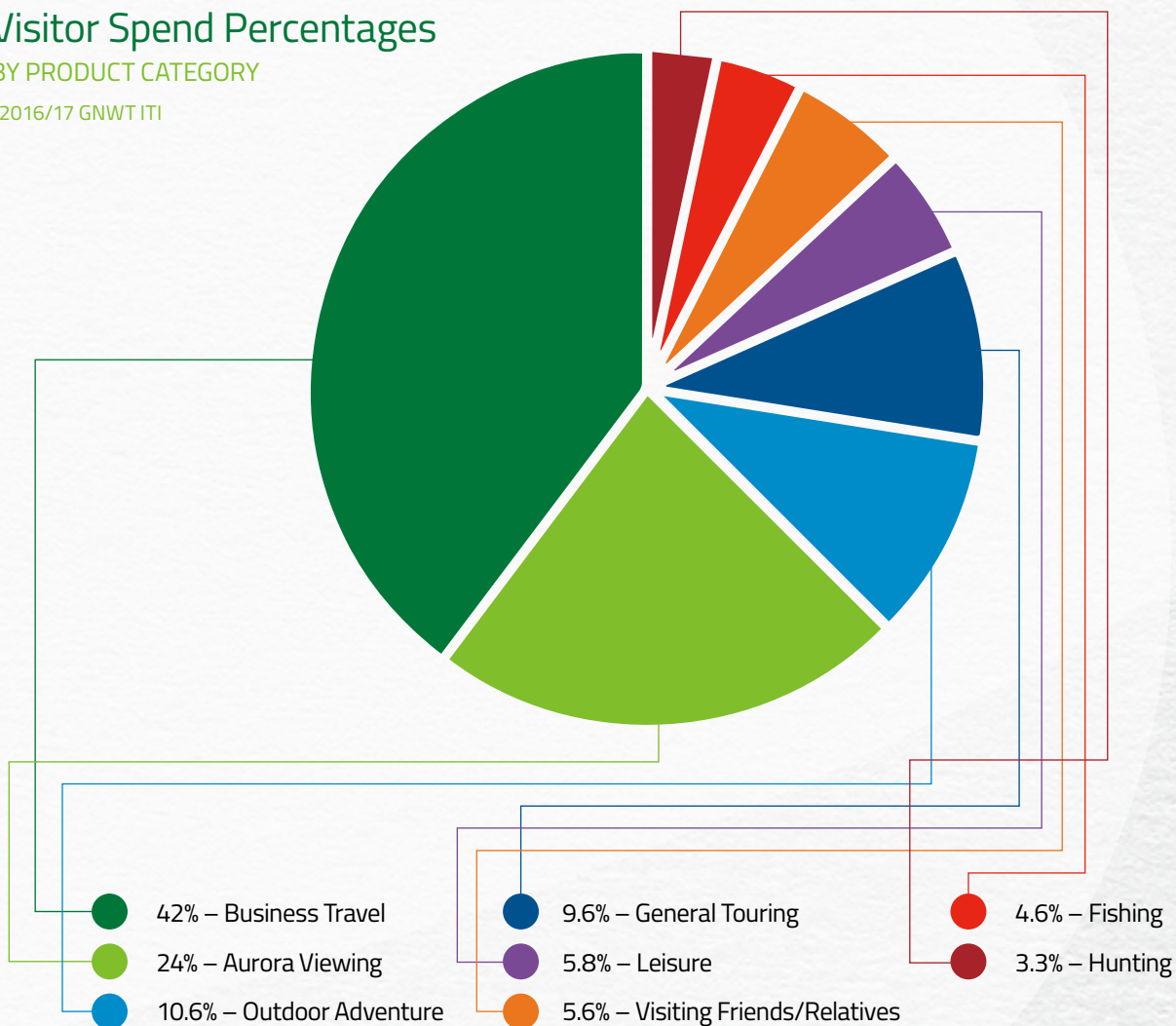
Region	# Licensed Tour Operators 2010	# Licensed Tour Operators 2015	# Licensed Tour Operators 2017	Primary Tourism Drivers
North Slave	36	39	66	Fishing, Aurora, General Tourism
South Slave	25	28	26	Fishing & Paddling
Dehcho	11	9	14	General Touring & Paddling
Sahtu	15	15	14	Paddling and Hiking
Western Arctic	24	10	20	General Touring
TOTAL	111	101	140	

**as of May 31, 2017*

Visitor Spend Percentages

BY PRODUCT CATEGORY

*2016/17 GNWT ITI





TOURISM MARKETING AND STRATEGIC APPROACHES

CONTENT MARKETING

Global tourism is a highly competitive industry that is poised to continue positively contributing to the NWT's economy.

Growing our share requires a careful approach and strategic marketing that focuses on traditional methods that have evolved with new marketing trends and technologies. Our strategic marketing efforts have been, and will continue to be focused on Content Marketing.

Content Marketing is essentially marketing that involves the creation of sharable content that is meant to stimulate interest in a brand, but does not explicitly promote or "sell." It relies on authentic story focused content in the form of videos, blogs and social media that is meant to be shared.

Why does Northwest Territories Tourism focus on content marketing?

- Google's algorithm favours fresh premium content. If you fail in this department, you fall in the ratings, and your web traffic dives as a result.
- We can bring in traffic through advertising, but little on the website remains "sticky": we need anchor content that will hook our web visitor once they arrive on our site.
- Over time, we can reduce our spend on paid advertising and instead rely on organic traffic. Case studies equate organic traffic with highly-qualified leads.
- The tourism marketplace has evolved, and it now demands content that demonstrates actual visitor experiences, preferably through imagery, video, third-party stories, and social evidence such as word of mouth.
- We can easily target niche audiences for which to create and promote content to niche markets that often offer a more lucrative ROI than going after a larger market segment.
- Through metrics tied to the content, we can build up excellent profiles of our best-fit visitors, what their interests are, where they live, and what they respond to. We can tweak content to make it last longer and go further.
- All our chief competitors are increasing content output, and now is the time when we have to keep pace, or risk falling behind.

Our content strategy hinges on seven key elements:

1. The many incredible stories that our visitors have had, or could have, if they come to the NWT.
2. The pervasiveness of media created daily from amongst the residents and visitors of the NWT, ready to be gathered, curated, and expanded upon.
3. A narrowing-down of our potential market to those "best-fit" potential visitors, rather than a wide net, therefore becoming much more surgical with our spend.
4. Key icons of the NWT that can be hooked into to generate general awareness, and fine-tooling of articles and stories to help spread these even further.
5. A daily approach that cycles through identifying, targeting, creating content, promotion, and monitoring, a system flexible enough to take advantage of prime opportunities.
6. A series of content creation, marketing, advertising and social media specialists that can respond dynamically to the needs of the marketplace.
7. Metrics and analytics that allow us to see in real-time how we're doing, and allow us to pivot our approach and our content to maximize marketing effectiveness.

It is a team approach, and relies heavily upon the knowledge and advice of experts to create and promote content that is truly wonderful.

DIGITAL

By using digital as our main delivery method in our marketing approach, we can more easily and affordably reach targeted markets. All marketing efforts are undertaken with the goal of driving consumers to the website to learn more and ultimately, make the decision to purchase. Through collaboration with operators, the website can also be the jumping off point to completing a purchase. All this depends on strong digital content marketing.

IMPLEMENTATION FOCUS

All our marketing efforts continue to be integrated across channels as this provides more value than multiple stand alone campaigns. These efforts use the SpectacularNWT brand and integrate regional, NWT Parks, and core destination marketing. Digital content marketing all works together to deliver our message across channels and it is easy to track. It also allows us to pivot if the message isn't resonating and adjust as required. Traditional media is still part of our strategy and used to integrate the messages and images used more broadly. This approach has focused on building brand awareness which has increased. The results we're seeing in our marketing campaigns and the increase in visitors is reflective of these efforts.

The approach we've traditionally used is to have one large scale campaign in the winter that requires concentrated attention and significant focused resources of our team, including our Agency of Record, for several months. These large campaigns have been bolstered by research, and in depth understanding of the target markets and the marketplace.

In 2018/19, our content marketing will be focussed on smaller "mini campaigns" and there will be more of them. These will be aimed at pulling spring and summer visitation during non-aurora viewing season when there is hotel and campground capacity and at pushing visitors to consider experiences across the five regions. Marketing content that features authentic cultural experiences and the abundance of hiking, fishing, paddling and other outdoor activities in and around our NWT communities will underpin these efforts.

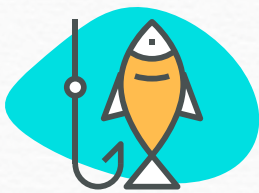
The NWT Conference Bureau will continue to pursue conference leads identified at MCIT trade show events, while proactively pitching the territory as an all-year round meeting destination. Leveraging the private sector investment being made now that is adding hotel and conference capacity in the capital city for 2018, sales leads on larger conferences will be pursued. Connecting southern based event planners with NWT tour

operators for both pre and post conference specials that can be taken advantage of by visiting business travellers will be aimed at enticing business visitors to stay longer for leisure and to bring family too

Market Personas

A key component of our marketing depends on Content Marketing aimed at identified personas. These are the people whom we're trying to reach, defined in as exact a way as possible. While traditional marketing has always relied on research to define audiences for a product or service, content marketing takes this to an entirely new level due to the surgical way we can target individuals with very specific interests, geo-locations, affinities, psychological profiles, and location within the sales funnel or "path to purchase".

The concept of personas are used to find, target and lure very specific individuals based on a "best-fit" for our particular products and services. Using digital advertising and social media, we can fine-tune our content and our advertising for exactly these people, therefore spending less to reach more of our desired demographic. Within the budget and balancing our efforts with traditional destination awareness, we selected three personas to target this year with our marketing.



Female Anglers

The fastest growing demographic in fishing is fly fishing, and the fastest growth within that is amongst women. 41% of first-time anglers are female, 30% of North American anglers are women and girls, and women account for over 25% of the \$750m of annual fly fishing product sales. Women's fly fishing clubs are sprouting up everywhere and women can find both mentors and social experiences. Typically high-income, environmentally conscious, and seek adventure and meditation over adventure.



Aurora Romantics

Adventure romantics are no longer about tropical destinations. 1 in 3 brides opt for adventure travel, often focussed on impressing friends on Facebook with the trip's uniqueness. Average age (skewed female) is 25-30, remarriage at 37. Is willing to splurge on big purchases.



Short Stay Travellers

Split 50-50 male/female, these people aged 25-45 are looking for short getaways, typically during a weekend, and live in cities like Vancouver, Calgary, Edmonton and Toronto. Socially active and physically adventurous.



TACTICS AND DISTRIBUTION CHANNELS BY NATION

Our primary focus is the consumer of our product. We want to reach them in the most effective and cost efficient way on their path to purchase. In all channels, we aim to create demand and provide products that match. To understand which distribution channels we use in which markets, please refer to the icons in the summaries below. We use multiple channels to reach targets, but not all channels are suitable for, or used in, all markets, as shown in the summary that follows. Some trade shows, travel trade targeting or FAM tours are done bi-annually but digital campaigns allow us to provide fresh inspiring content to create demand even if there isn't a physical presence in that country.

LEGEND

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

B	Business	F	Fishing
T	General Touring	H	Hunting
P	Paddling	A	Aurora
V	Visiting Friends and Relatives		

Primary Target Market



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

MARKET OVERVIEW: 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. Canadians are generally optimistic with an increased proportion believing they will travel more. Domestic Millennials are budget travelers and not a NWT key 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, Jonview, JAC, Entrée Destinations, TPI, Maple Fun, Fresh Tracks, JPAC.

TRAVEL TRADE SHOWS: Rendez-Vous May 2019 hosted by Destination Canada, CITAP December 2018.

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

CONSUMER TRADE SHOWS: Toronto Outdoor Adventure Show, Toronto Sportsman Show, Calgary Outdoor Adventure Show, Montreal Outdoor Adventure Show, Ottawa Travel and

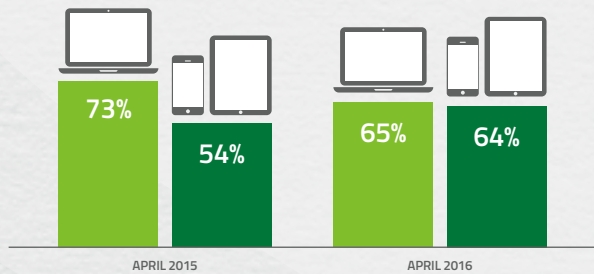
Adventure Show, Banff Film Festival, Vancouver Outdoor Adventure Show, Calgary Motorcycle Show, Calgary RV Show, Edmonton RV Show.

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

STRATEGY: Content Approach, Lead by editorial calendar with focus on planning/booking cycle, repurpose top content, deeper with more content and less publishers, integrate messaging social/digital/tradeshows.

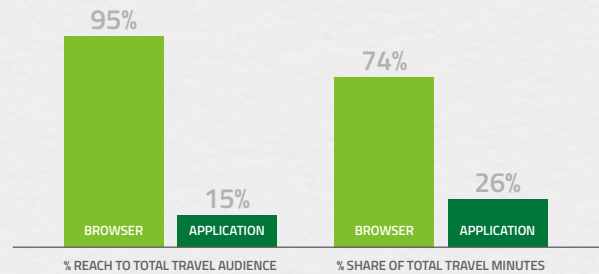
MOBILE NOW TIES DESKTOP FOR REACH WITHIN THE ONLINE TRAVEL INDUSTRY IN CANADA

Mobile reaches 64% of all Canadian online travel users, while desktop has declined to 65% reach.



BROWSER REACHES 95% OF THE TRAVEL CATEGORY AUDIENCE AND COMPRISES NEARLY 3 OF 4 MINUTES SPENT ON MOBILE.

Mobile apps show higher minutes per user engagement than mobile browse. (Travel Category Access Method Comparison April 2016)





UNITED STATES



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

NORTH (NT, YT, NU) MARKET SHARE: 224,000 (2%)

MARKET OVERVIEW: Visits to Canada from the US exceeded expectations with arrivals up 1.2 million visits (11%) year on year to 14.04 million arrivals, with an increased spend of 13% to \$8.76 billion. The largest growth in those travellers is in air arrival which is up 17.5%. This is good for NWT as those travellers are also spending almost 72% more than the average overnight traveller coming by vehicle. There has been an air capacity increase in direct flights to Canada of 3% and their strong dollar makes Canada look more attractive than ever. US is an established market that is still growing.

US travellers consider Canada's allure to be its natural beauty and scenery and this is driven by predominantly older traveller perceptions. Among those considering a trip to Canada already, the most exciting or intriguing aspects of their potential trip are those associated with the scenery and natural beauty (24%) but notable among those aged fifty-five or over (32%). For reaching US targets, the role of the travel agent plays a significant role in information gathering in combination with other sources and final bookings are being made online. The two most influential channels continue to be friends and family in person (78%) and travel agents in person (78%) but the importance of friends and family exponentially increases when the additional factor of via social media is introduced (69%) as opposed to in-

person. US travellers to Canada' tend to plan and book 3 – 4 months in advance of travel.

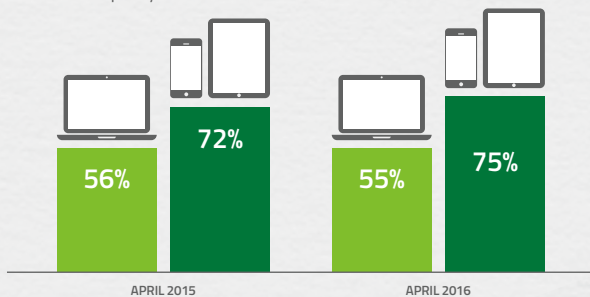
NWT'S TRAVEL TRADE KEY ACCOUNTS: We primarily reach out to consumers direct in this market.

MEDIA TRADE SHOW: Canada Media Marketplace

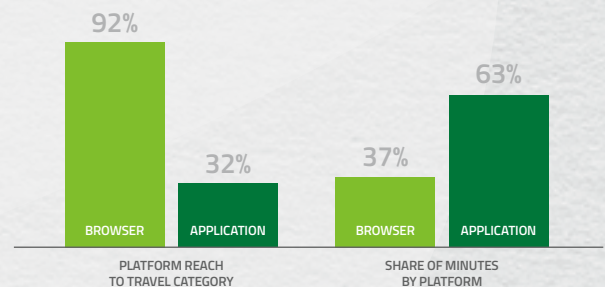
STRATEGY: Content Approach, Lead by editorial calendar, repurpose top content, focus on purpose: angling, paddling, general touring. Paid traffic drivers – social. Co-branded assets in collaboration with Destination Canada.

MOBILE NOW TIES DESKTOP FOR REACH WITHIN THE ONLINE TRAVEL INDUSTRY IN THE UNITED STATES

Mobile now reaches 75% of all US online travel users, while desktop only reaches 55.



BROWSER REACHES MORE THAN 90% OF THE TRAVEL CATEGORY ON MOBILE BUT COMPRISES LESS THAN 40% OF THE ENGAGEMENT.



Primary Target Market



JAPAN



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

NORTH (NT, YT, NU) MARKET SHARE: 18,000 (7%).

MARKET OVERVIEW: In 2016, the Japanese yen improved its exchange rate relative to most major currencies. Its purchasing power continues to be better in Canada than in the US or Europe. The increase of seat capacity on direct flights to Canada (12%), driven mainly by Air Canada with flights from Tokyo-Narita to: Vancouver (24,117 extra seats), Toronto (9,960 extra seats) and Calgary (6,543 extra seats) opens the opportunities for new partnership to include Ontario for the NWT. When compared with visitors from other countries, NWT

attracts considerable visitation from Japan, namely 7% of all Japanese visitation to Canada, and that opportunity is growing. 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.

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

TRAVEL TRADE SHOWS: Destination Canada will not be hosting Focus Japan in 2018. The importance of this market to NWT requires an annual trade update. Partners will be sought in-market to maximise efficiency of a sales and training visit.

STRATEGY: Ensure seasonality of the message to fit the planning and booking timelines reflected for each trade and consumer focused messaging. Drive consumer demand through fresh Japanese language content promoted on multiple channels to maximise reach and efficiency of tactics. Ensure strong long-term relationships are nurtured with travel agents and key trade partners.

Primary Target Market



GERMANY



EQ TYPE: Free Spirit, Cultural Explorers, Authentic Experiencers

NORTH (NT, YT, NU) MARKET SHARE: 5,000 (2%)

MARKET OVERVIEW: Visits to Canada from Germany exceed expectations with tourist arrivals up 38,486 visits (12%) year on year, maintaining Germany's position as the fourth largest inbound market. In 2016, favourable exchange rates relative to major currencies and lower unemployment may have contributed to the growth of outbound travellers from Germany while the air capacity measured by direct flights to Canada increased by 6% year on year,

contributing to their increase in Canadian visitation.

Amongst German travellers, there has been a decline in travel agent use from 67% in 2012 to 49% in 2015. 60% are planning and booking within 3 months of travel. To plan their trips, 60% of travellers to Canada are going online, 45% using guide books and magazines and 35% are speaking with friends and families. An unusual difference from much of Europe that only 56% of Germans are using Facebook. German travellers are looking for a move away from the mass marketed experiences, looking for a more personalised

experience in content reflecting their interests directly and travel where they can feel separate from a busy world.

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

TRAVEL TRADE SHOWS: ITB Berlin March 2018

STRATEGY: Focus on driving value and prove return from market with increased reported visitation and research. Maintain relationships with trade and drive consumer interest through social media accounts while redirecting website traffic.



Primary Target Market

CHINA

EQ TYPE: Free Spirits, Social Sampler, Aspiring Escapists

NORTH (NT, YT, NU) MARKET SHARE: 3,000 (<1%)

MARKET OVERVIEW: China is the worlds fastest-growing, highest spending international tourism market and air capacity will increase 28%, with 11 gateways opening in new cities and regions in China. 2018 is the China-Canada Year of Tourism, an agreement bringing an opportunity for NWT to boost its presence and reputation in this rapidly growing market.

Visits to Canada from China exceeded expectations with a 24% increase year on year, and China is now the second largest market in terms of tourist receipts (up 26% year on year) and third largest market in terms of arrivals. The favourable exchange rate (relative to other major currencies), growing air service and large population of Chinese Canadians (now 1.3 Million people) has made Canada a top destination for

Chinese travellers. As reflected in purpose of trip proportion of travellers, visiting friends and relatives (47%) makes the Chinese Canadians even more important to attracting more visitation. Air capacity as measured by direct flights to Canada grew by 28% year on year with flights now servicing Vancouver (China Eastern Airlines extra 31,608 seats), Toronto (China Eastern Airlines extra 31,790 seats), Montreal (Air China extra 38,3875 seats) and Calgary (Hainan Airlines) with Xiamen Airlines adding 68 new flights to Vancouver and additional seat capacity from Air Canada to both Toronto and Vancouver.

China is an advanced mobile communication market and requires a mobile first approach, this message is coming from all sources as the key. Video and social media are dominating communication channels and are major influencers in travel decisions and travel information sourcing. Social channels are all predominantly mobile and housed in China: Weibo, Wechat and Today's Headline.

Overall trends now show a shift from travel agents to both online/mobile and direct to supplier, with Ctrip (China's largest OTA) reporting that 90% of their business is now done through online/mobile channels. For the planning cycle, only 15% are looking at least 4 months prior and 85% within 3 months which is seen again in the booking cycle with 78% within 3 months of travel.

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

TRAVEL TRADE SHOWS: Showcase China, CITAP Vancouver.

STRATEGY: Lead with digital content and leverage this in building consumer awareness, repurpose chinese language content for trade marketing and training. Redirect chinese language website to social media accounts held in China for enhanced visibility and speed. Build a contracted GSA relationship to enhance management of the brand.



Video content is king. Social media is dominating communication channels and is the major influencer in travel decisions and travel information sourcing.



Top tourism experiences sought are cultural and historical attractions, beautiful scenery. Relying on printed materials and travel agents in the purchasing phase.



German travellers are moving away from the mass marketed experiences, seeking a more personalised experience instead.

Secondary Target Market



SOUTH KOREA



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

NORTH (NT, YT, NU) MARKET SHARE:
2,000 (1%)

MARKET OVERVIEW: South Korea is one of Destination Canadas fastest growing overseas markets. Four million Korean travellers are interested in Canada with a strong 11% likely to visit NWT (442,000 people). With large increases of direct air capacity since 2016, South Korea's GDP grew at 2.7% with increases in consumer spend and low unemployment levels maintain consumer confidence. Tourist arrivals to Canada were up 56,000 (30%) to 244,500 arrivals in 2016. About 80%

of recent visitors to Canada from South Korea consulted with a travel agent for information or to book, which makes this an important distribution channel. 60% of visitors were planning their trip within 3 months of travel and 75% are booking their travel within the 3 months of travel, an important distinction for the purchase cycle in this market. As a source of information on where to take a vacation, friends and family are the most important source in person (72%) or via social media (62%), followed by films set in the country (68%) then tv programs (64%).

NWT'S TRAVEL TRADE KEY ACCOUNTS: Pharos Travelartifex, Hanatour, Naeil, Modetour, Interpark Tour, Very Good Tour.

TRAVEL TRADE SHOWS: Showcase (Korea) 2018 hosted by Destination Canada.

STRATEGY: Build on awareness of destination in market through social media content and responsiveness. Redirect website to social media accounts and build content to manage brand and build consumer awareness which can be repurposed to trade training and product knowledge. Lead with digital to consumers, build multiple trade relationships to increase travel trade selling destination.

Secondary Target Market



AUSTRALIA



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

NORTH (NT, YT, NU) MARKET SHARE:
7,800 (3%)

MARKET OVERVIEW: Australia is Canada's 6th largest overseas market for arrivals with a 16.2% increase year over year, bringing 333,437 to Canadian shores in 2016 with air capacity increases (48% lift), with an increase expected of a further 9% rise in 2017 to 349,800 travellers. Air capacity increase is largely due to the daily Air Canada service from Brisbane to Vancouver operating for all of 2017. The CAD has good value and Australian visitors continue to yield a higher than average spend per trip than any other

country by origin. Unlike many markets, the proportion of Australian travellers consulting with a travel agent has been increasing up from 63% in 2012 to 71% in 2015. The path to purchase is longer with planning taking place at least 4 months prior (60%) and booking within 3 months (74%). For resources used to plan a trip to Canada, 62% are online, 40% consulting friends and families. Over 60% of Destination Canada's targeted EQ type are active Facebook users.

NWT'S TRAVEL TRADE KEY

ACCOUNTS: Adventure World, Canada & Alaska Specialist Holidays, Adventure Destinations, Anderson Vacations, Momento, Infinity Holidays, Natural Focus Safaris, APT.

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

STRATEGY: Unique content aligned with product available through travel trade, that speaks to more than one target. Repurposing domestic content to meet targeted interest: Unique wildlife experiences, quirky festivals and increased 'listicles', with content being used in multiple formats to increase consumer interest and product knowledge. Maintain co-op partnerships to provide a platform for operators to sell with trade in Australia, while driving consumer awareness through media partnerships and social media advertising to meet planning and booking cycles for this market.

MEXICO

EQ TYPE: Free Spirits, Cultural History Buffs and Authentic Experiencers.

NORTH (NT, YT, NU) MARKET SHARE: 6,000 (4%)

MARKET OVERVIEW: Canada has excellent brand awareness and 19 in 20 international Mexican travellers claim to have heard about Canada in the past twelve months. Canada has lifted Visa requirements and has an excellent opportunity but must differentiate itself from the US. Destination Canada will offer a Team Canada co-investment into Mexico with potential to grow a share of this market for NWT.

Mexican international travellers also come to Canada for its nature, a key difference from the US. In the minds of the Mexican traveller, Canada's nature is the most appealing aspect of Canada. This is further supported by the increased incidence from which Mexican travellers undertake nature based activities while visiting Canada – hiking, fishing, camping and wildlife viewing are all more popular in Canada compared to other destinations including the US. Recent visitors to Canada used a travel agent to book flights and accommodation more frequently than those who had travelled elsewhere, suggesting travel trade continues to be key target in the Mexican market for Canada.

STRATEGY: While this emerging market is all ready showing interest and visitation in NWT, more research to see their purpose of travel to understand interests should be undertaken. Destination awareness should be in building small targeted content in the appropriate language hitting those targets to correlate interest in the destination, to seeing an ability to travel, moving from an interest to an actual traveller. Supporting partnered activities with Alberta into Mexico would be an excellent testing opportunity as they focus into this market.



Friends and family are the most important source in-person or via social media. Build awareness of destination through social media content and responsiveness.



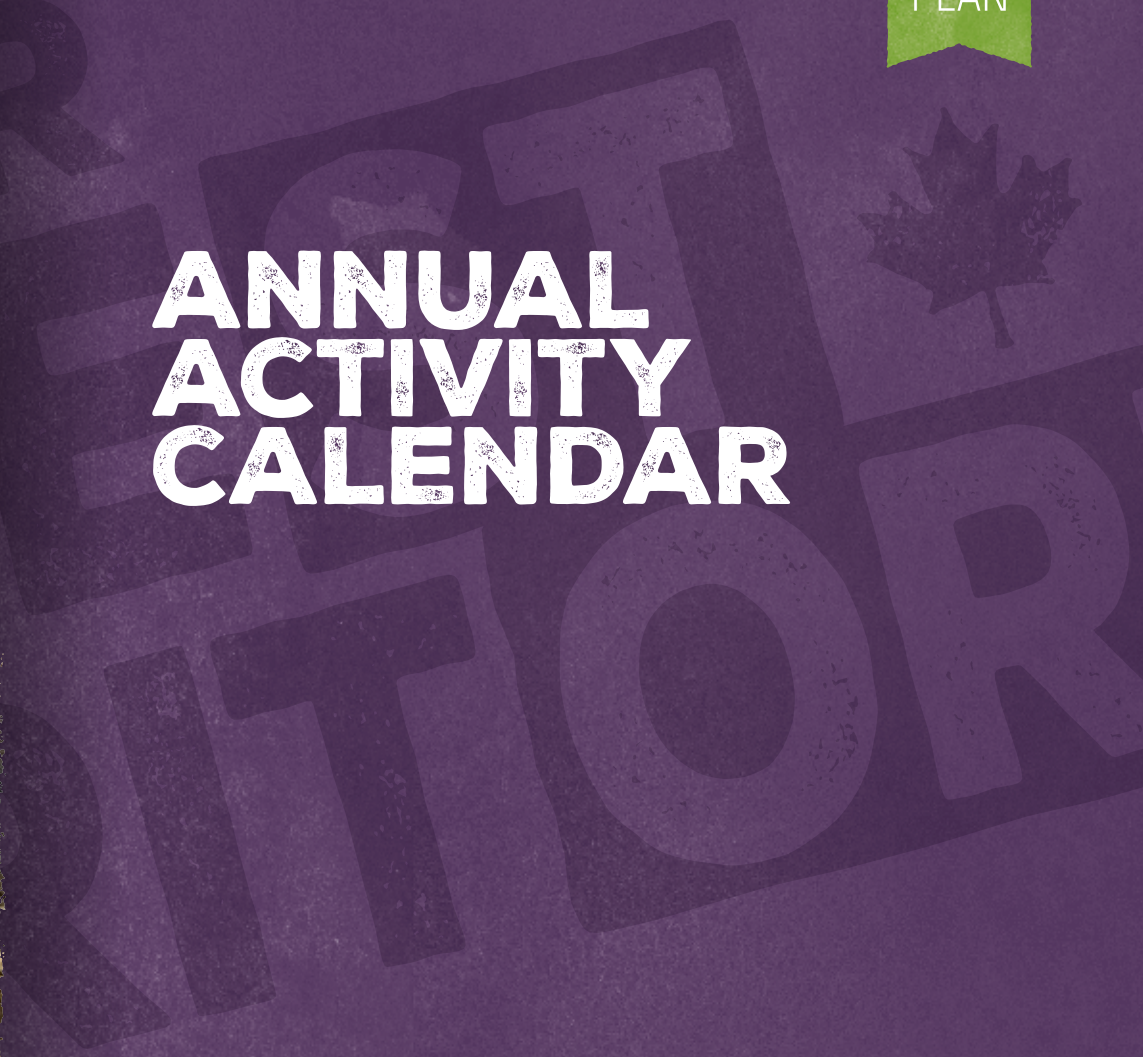
Over 60% of Destination Canada's targeted EQ type are active Facebook users. Targeted content: Unique wildlife experiences, quirky festivals and increased 'listicles'.



Supporting partnered activities with Alberta into Mexico would be an excellent testing marketing opportunity.



ANNUAL ACTIVITY CALENDAR



Northwest Territories Tourism Annual Activity Calendar

ACTIVITY	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
Northwest Territories TourismNew Membership Year			Tourism Week			
Content Overview (Website, Digital ads, eNWT, Social)	General Touring		Festivals		Fall Aurora	
Explorer's Guide		Design	Design Concept Presented		Editorial Completed	Listings Assembly
Other Print						Milepost
Consumer Shows	Montreal Outdoor Adv Show					
MCIT Shows			Incentive Canada		Incentive Works	
Media Shows	Canada Media Marketplace, San Francisco	Travel Media Assoc. Canada, Victoria				GoMedia, Calgary
Travel Trade		Rendez-Vous Canada (Halifax)	Australian Travel Expo	Canadian Signature Experience Intake Trade Newsletter		
FAM Tours Media & TT	BLACKOUT		summer high season			
Japan		Rendez-Vous Canada (Halifax)				
Germany		Rendez-Vous Canada (Halifax)				
China						
South Korea						
Australia		Sales Calls	Australia Travel Expo		Webinar	

OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH
	AGM & Conference Yellowknife 2018				
Winter Aurora and Activities			Paddling/Fishing/ Touring/Parks	Paddling/Fishing/ Touring/Parks	Paddling/Fishing/ Touring/Parks
Draft Proofing	Sign Off/Upload	Consumer Show Bulk Shipping		Visitor Centre Bulk Shipping	
				Globe & Mail	
	Banff Film Festival		Motorcycle Show RV Show, Calgary RV Show, Edmonton RV Show	Toronto Outdoor Adv Show	Vancouver Outdoor Adv Show, Toronto Sportsman Show, Calgary Outdoor Adv Show
CSAE National Conference				Tete a Tete	
Showcase Canada Asia, Focus Korea	Canadian Signature Experience Intake	CITAP - Vancouver	Trade Newsletter	Corroboree Australia 2019	ITB Berlin, Germany 2019
BLACKOUT		winter high season			
	GSA Sales call completions	CITAP - Vancouver & Sales Calls			
	GSA Sales call completions	CITAP - Vancouver & Sales Calls			ITB Berlin, Germany
Showcase Canada Asia (China)	GSA Sales call completions	CITAP - Vancouver & Sales Calls			
Focus Korea		CITAP - Vancouver & Sales Calls			
			Webinar	Corroboree Australia	

Northwest Territories Tourism Activities by Channel

ACTIVITIES	CONSUMER	TRAVEL TRADE	MEDIA	MCIT
Guide	Explorers: Lure Only			Conference: Update
Tradeshows	Minimum 4	Minimum 4	Minimum 2	Minimum 3
Advertising: Print	Limited	Limited		Limited
Advertising: Digital	Ongoing	Limited		Limited
Advertising: Co-op	Member offers	Min 1 per market		
Memberships		Destinations Int. CITAP	TMAC	Destinations Int. MPI
Visual Assets	35000 (+ 1000)	1500 (+ 100)	CANTO/Media Miser/Adobe Suite	1500 (+ 20)
ENGLISH LANGUAGE:				
Website Content	Weekly	Twice Annually	On Demand	On Demand/Update
Social Media	Daily			
FAM program, N. America		1 Qualified Trade	6 Qualified Media	5 Qualified Planners (Canada)
FAM program: Australia		1 Qualified Trade	1 Qualified Media	
Newsletter	Min. Quarterly	Semi Annually	On Demand	
JAPANESE LANGUAGE:				
Website Content	Maintain/Monthly	Quarterly		
Social Media	Facebook; Monthly			
FAM program		1 Qualified Trade	1 Qualified Media	
Newsletter		Semi-Annually		
CHINESE LANGUAGE:				
Website Content	Close/Redirect: DC NWT Pg.			
Social Media	Weibo, Wechat Bi-Weekly			
FAM program		1 Qualified Trade	1 Qualified Media	
GERMAN LANGUAGE:				
Website Content	Close/Redirect: Domestic Site	Twice Annually		
Social Media	Facebook; Monthly			
FAM program		1 Qualified Trade	1 Qualified Media	
Newsletter		Quarterly		
KOREAN LANGUAGE:				
Website Content	Close/Redirect: Korean Facebook	Annually		
Social Media	Facebook; Monthly/Neevo			
FAM program		1 Qualified Trade	1 Qualified Media	
FRENCH LANGUAGE:				
Website	Maintain/Monthly			
Social Media	Monthly			





BUDGET SUMMARY

The marketing budget breakdown is provided by spend through the four channels of activities; Consumer, Travel Trade, Media, MCIT and by geographic markets; Canada (including French speaking Canada), USA, Germany (German speaking Europe), Japan, China, South Korea, Australia. All channels are used to reach the targeted audience with a variety of marketing activities as identified geographically dependent on the target profiles and how best to reach them.

Northwest Territories Tourism 2018/19 Marketing Budget

2018/19 Marketing Budget Projects Summary		Contribution Agreements			Marketing Channel			
Project Name	Budget	Marketing	Parks	Tourism 2020	Consumer	Media	Travel Trade	MC&IT
Call Centre								
Mail and Delivery	\$ 40,000.00	\$ 40,000.00	\$ -	\$ -	\$ 40,000.00	\$ -	\$ -	\$ -
Service Supplies	\$ 1,000.00	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -
Toll Free Telephone	\$ 10,000.00	\$ 10,000.00	\$ -	\$ -	\$ 10,000.00	\$ -	\$ -	\$ -
Upgrades to System	\$ 10,500.00	\$ 10,500.00	\$ -	\$ -	\$ 10,500.00	\$ -	\$ -	\$ -
Total Call Centre	\$ 61,500.00	\$ 61,500.00	\$ -	\$ -	\$ 61,500.00	\$ -	\$ -	\$ -
Consumer Show Program								
Shipping, Freight and Courier	\$ 3,300.00	\$ 3,300.00	\$ -	\$ -	\$ 3,300.00	\$ -	\$ -	\$ -
Show Fees and Services	\$ 34,700.00	\$ 34,700.00	\$ -	\$ -	\$ 34,700.00	\$ -	\$ -	\$ -
Supplies	\$ 1,000.00	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -
Travel	\$ 9,500.00	\$ 9,500.00	\$ -	\$ -	\$ 9,500.00	\$ -	\$ -	\$ -
Total Consumer Show Program	\$ 48,500.00	\$ 48,500.00	\$ -	\$ -	\$ 48,500.00	\$ -	\$ -	\$ -
Agency Contracts								
Project Management	\$ 75,000.00	\$ 75,000.00	\$ -	\$ -	\$ 70,000.00	\$ -	\$ -	\$ 5,000.00
Europe (Germany)	\$ 70,000.00	\$ 70,000.00	\$ -	\$ -	\$ 35,000.00	\$ -	\$ 35,000.00	\$ -
Asia Pacific	\$ 60,000.00	\$ 60,000.00	\$ -	\$ -	\$ 10,000.00	\$ -	\$ 50,000.00	\$ -
Total Agency Contracts	\$ 205,000.00	\$ 205,000.00	\$ -	\$ -	\$ 115,000.00	\$ -	\$ 85,000.00	\$ 5,000.00
Communications								
Media Shows	\$ 12,700.00	\$ 12,700.00	\$ -	\$ -	\$ -	\$ 12,700.00	\$ -	\$ -
Media Familiarization	\$ 70,000.00	\$ 70,000.00	\$ -	\$ -	\$ -	\$ 70,000.00	\$ -	\$ -
Media Events and Promotions	\$ 3,000.00	\$ 3,000.00	\$ -	\$ -	\$ -	\$ 3,000.00	\$ -	\$ -
Newsletters and Publications	\$ 1,500.00	\$ 1,500.00	\$ -	\$ -	\$ 375.00	\$ 375.00	\$ 375.00	\$ 375.00
Photography Contracts	\$ 71,000.00	\$ 71,000.00	\$ -	\$ -	\$ 37,500.00	\$ 21,000.00	\$ -	\$ 12,500.00
Supplies and Materials	\$ 16,000.00	\$ 16,000.00	\$ -	\$ -	\$ -	\$ 16,000.00	\$ -	\$ -
Travel	\$ 9,600.00	\$ 9,600.00	\$ -	\$ -	\$ -	\$ 9,600.00	\$ -	\$ -
Total Communications	\$ 183,800.00	\$ 183,800.00	\$ -	\$ -	\$ 37,875.00	\$ 132,675.00	\$ 375.00	\$ 12,875.00
Marketing								
General Advertising - Core	\$ 890,000.00	\$ 890,000.00	\$ -	\$ -	\$ 860,000.00	\$ -	\$ 15,000.00	\$ 15,000.00
NWT Parks Promotion (\$65,000)	\$ 65,000.00	\$ -	\$ 65,000.00	\$ -	\$ 65,000.00	\$ -	\$ -	\$ -
Regional Advertising	\$ 350,000.00	\$ 100,000.00	\$ -	\$ 250,000.00	\$ 350,000.00	\$ -	\$ -	\$ -
Special Projects	\$ 220,000.00	\$ 100,000.00	\$ -	\$ 120,000.00	\$ 220,000.00	\$ -	\$ -	\$ -
Brochure Development	\$ 87,500.00	\$ 87,500.00	\$ -	\$ -	\$ 80,000.00	\$ -	\$ 5,000.00	\$ 2,500.00
Business Meetings	\$ 4,000.00	\$ 4,000.00	\$ -	\$ -	\$ -	\$ -	\$ 2,500.00	\$ 1,500.00
Promotional Materials	\$ 20,000.00	\$ 20,000.00	\$ -	\$ -	\$ 10,000.00	\$ -	\$ 7,000.00	\$ 3,000.00
Research	\$ 40,000.00	\$ 40,000.00	\$ -	\$ -	\$ 40,000.00	\$ -	\$ -	\$ -
Travel	\$ 79,145.00	\$ 79,145.00	\$ -	\$ -	\$ -	\$ -	\$ 66,445.00	\$ 12,700.00
Trade FAMS	\$ 53,000.00	\$ 53,000.00	\$ -	\$ -	\$ -	\$ -	\$ 41,000.00	\$ 12,000.00
Trade Shows Registration & Fees	\$ 53,100.00	\$ 53,100.00	\$ -	\$ -	\$ -	\$ -	\$ 36,500.00	\$ 16,600.00
Digital Development	\$ 369,000.00	\$ 369,000.00	\$ -	\$ -	\$ 344,000.00	\$ -	\$ -	\$ 25,000.00
Total Marketing	\$ 2,230,745.00	\$ 1,795,745.00	\$ 65,000.00	\$ 370,000.00	\$ 1,969,000.00	\$ -	\$ 173,445.00	\$ 88,300.00
ACTUAL TOTALS								
Market Ready Training								
AGM Logistics	\$ 10,000.00	\$ 10,000.00					\$ 10,000.00	
Venue Expenses	\$ 10,000.00	\$ 10,000.00					\$ 10,000.00	
Speaker Travel (AGM)	\$ 10,000.00	\$ 10,000.00					\$ 10,000.00	
Speaker Fees and Expenses	\$ 10,000.00	\$ 10,000.00					\$ 10,000.00	
Total Market Ready Training	\$ 40,000.00	\$ 40,000.00					\$ 40,000.00	
Total Budget	\$ 2,769,545.00	\$ 2,334,545.00	\$ 65,000.00	\$ 370,000.00	\$ 2,231,875.00	\$ 132,675.00	\$ 298,820.00	\$ 106,175.00
				\$ 2,769,545.00				\$ 2,769,545.00

Canada	Japan	Germany	China	USA	Australia	Korea	France
\$ 36,000.00	\$ 2,000.00	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -	\$ -
\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ 7,500.00	\$ -	\$ -	\$ -	\$ 2,500.00	\$ -	\$ -	\$ -
\$ 10,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ 55,000.00	\$ 2,000.00	\$ 2,000.00	\$ -	\$ 2,500.00	\$ -	\$ -	\$ -
\$ 2,400.00	\$ -	\$ -	\$ -	\$ 900.00	\$ -	\$ -	\$ -
\$ 34,700.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ 9,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ 47,600.00	\$ -	\$ -	\$ -	\$ 900.00	\$ -	\$ -	\$ -
\$ 75,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ -	\$ 70,000.00	\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ 60,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ 75,000.00	\$ 60,000.00	\$ 70,000.00	\$ -	\$ -	\$ -	\$ -	\$ -
\$ 6,425.00	\$ 925.00	\$ 925.00	\$ 925.00	\$ 3,500.00	\$ -	\$ -	\$ -
\$ 15,000.00	\$ 10,000.00	\$ 10,000.00	\$ 15,000.00	\$ 5,000.00	\$ 7,500.00	\$ 7,500.00	\$ -
\$ 3,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ 1,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ 71,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ 16,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ 6,600.00	\$ -	\$ -	\$ -	\$ 3,000.00	\$ -	\$ -	\$ -
\$ 119,525.00	\$ 10,925.00	\$ 10,925.00	\$ 15,925.00	\$ 11,500.00	\$ 7,500.00	\$ 7,500.00	\$ -
\$ 553,750.00	\$ 112,500.00	\$ 45,000.00	\$ 128,750.00	\$ 5,000.00	\$ 20,000.00	\$ 25,000.00	\$ -
\$ 350,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ 175,000.00	\$ -	\$ -	\$ -	\$ 45,000.00			
\$ 87,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ 4,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ 11,000.00	\$ 5,000.00	\$ -	\$ 2,000.00	\$ 2,000.00	\$ -	\$ -	\$ -
\$ 40,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ 37,145.00	\$ 23,250.00	\$ 5,000.00	\$ 8,875.00	\$ -	\$ -	\$ 4,875.00	\$ -
\$ 12,000.00	\$ 10,000.00	\$ 5,000.00	\$ 10,000.00	\$ 5,500.00	\$ 5,000.00	\$ 5,500.00	\$ -
\$ 22,600.00	\$ 3,750.00	\$ 9,500.00	\$ 5,875.00	\$ -	\$ 5,500.00	\$ 5,875.00	\$ -
\$ 207,000.00	\$ 20,000.00	\$ 11,000.00	\$ 85,000.00	\$ 20,000.00	\$ -	\$ 15,000.00	\$ 11,000.00
\$ 1,499,995.00	\$ 174,500.00	\$ 75,500.00	\$ 240,500.00	\$ 77,500.00	\$ 30,500.00	\$ 56,250.00	\$ 11,000.00
\$ 10,000.00							
\$ 10,000.00							
\$ 10,000.00							
\$ 10,000.00							
\$ 40,000.00							
\$ 1,902,120.00	\$ 247,425.00	\$ 158,425.00	\$ 256,425.00	\$ 92,400.00	\$ 38,000.00	\$ 63,750.00	\$ 11,000.00
							\$ 2,769,545.00

SPECTACULAR
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