



NORTHWEST TERRITORIES TOURISM 2009/10 MARKETING PLAN



Northwest Territories
TOURISM

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2009/10 MARKETING PLAN

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SAMBAA DEH PARK, HANS G. PFAFF

THE CURRENT STATE OF THE TOURISM INDUSTRY

The tourism industry worldwide felt the impact of rising oil prices and a slumping US economy. According to the World Tourism Organization (June, 2008): "uncertainty over the global economic situation is affecting consumer confidence and could hurt tourism demand". Although these issues are expected to continue through 2009, the long term forecast is for continued growth for the tourism industry.

In Canada the tourism market continues to be flat. In 2007 the number of international overnight visits decreased by 2.5%, although spending from international visitors increased by 13%. Increases were largely in transportation costs, including air fares and the cost of gas. The largest decrease in international visitors to Canada was from Japan (a drop of 14.7%) followed by the US with a drop of 4.1%. Cost continues to be a factor for a range of markets. For

example, based on a seven night stay, a German traveller's visit to the United States will cost approximately 13% less than a visit to Canada..

The Canadian Tourism Commission (CTC) National Tourism Indicators for the second quarter of 2008 indicate the following:

- Total tourism spending is up 8.4% from the same period last year, with the growth being led by domestic spending.
- Domestic tourism spending totaled \$14.4 billion which was a 12.5% increase from the same period of the previous year.
- Foreign spending totaled \$4.1 billion which was a 4% decrease from the previous year. This resulted in the lowest level of non-resident tourism spending in Canada since the same quarter in 2003
- Canadian residents accounted for 77.8% of all Canada's tourism spending.
- Americans took 3.3 million overnight trips to Canada in the second quarter, which was down 8.5% of the previous year. They spent an estimated \$2 billion in Canada, which was down 11.4% compared to the same quarter from the previous year.
- Overseas residents spent a record \$2.1 billion in Canada in the second quarter, which was up 5.6 % from the same quarter of the previous year. The number of overseas visitors to Canada increased by 24.5%
- Although the 2008 year in review statistics are not available at this time early indications show that Australia, Mexico, Korea, China and the United Kingdom are showing the greatest growth percentages, while Japan and the United States continue to decline.



ROBERT REDSHAW, GNWT

TOURISM IN THE NORTHWEST TERRITORIES

Tourism is an important part of the Northwest Territories (NWT) economy and generates more revenue today than all other renewable resources sectors combined. It currently contributes \$137.9 million to the NWT economy, and revenues are projected to increase over the long term.

In the Northwest Territories, with higher costs, greater distances to travel, and fewer world-class products and facilities, the number of international visitors (including the US) represents only 23% of total visitors. In 2006-07 visitors declined by 6.4 % from the previous year. An increase in business travellers partially offset a decrease in leisure travellers. GNWT overall visitor spending in 2006-07 dropped by 5.9%

Seventy-seven percent of the visitors to the Northwest Territories are from Canada, similar to the national visitor statistics.

THE CHALLENGES AND OPPORTUNITIES

The Northwest Territories (NWT) possesses a wide range of outstanding tourism products. The NWT is currently known as an ideal destination for hunting, sport fishing, aurora viewing, road touring and outdoor adventure and is now starting to be seen as a good location to host smaller meetings and conventions. As marketing efforts continue to expand, we are beginning to see an increase in awareness and interest in the NWT.

Given the region's unique geological features and cultural diversity, the NWT has a lot of potential to increase tourism revenues. However, there are challenges to realizing this, such as the distance and cost involved in travelling to the NWT.

The following priorities have been identified as essential to increasing tourism revenues within the NWT:

- ▶ Increase awareness of the NWT through the promotion of the SPECTACULAR Northwest Territories brand
- ▶ Develop creative marketing campaigns for each of the primary tourism sectors (hunting, fishing, aurora, outdoor adventure, general touring, business)
- ▶ Enhance the NWT Tourism website so that it is dynamic and interactive
- ▶ Build and leverage the existing customer data base through e-marketing
- ▶ Promote NWT vacation packages through e-marketing activities
- ▶ Enhance operator readiness by creating opportunities to market directly to the travel trade
- ▶ Increase media exposure of the NWT through a series of FAM tours and special events
- ▶ Encourage private industry participation by providing opportunities to participate in cooperative marketing initiatives.



ROBERT REDSHAW, GNWT

VISITATION ANALYSIS

Based on the 2007/08 statistical information visitation to the NWT has increased by about 3,500 over the past year. In 2007/08, the NWT hosted just over 79,000 visitors with 44,692 travelling for leisure and 34,880 travelling for business. These travellers spent \$137.9 million dollars, which is a decrease in tourism revenues of approximately \$2.5 million.

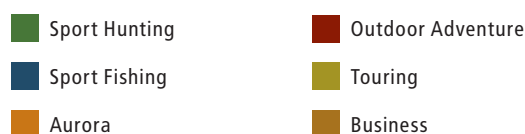
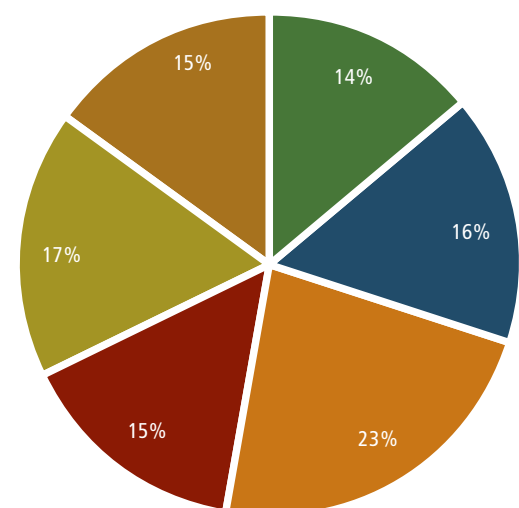
The two sectors that were affected most were Sport Hunting and Sport Fishing. The number of sport hunters visiting the NWT dropped from 1,216 in 2006/07 to 984 in 2007/08. While this may not seem like a substantial decrease, revenue dropped by \$3.2 million. The reduction in caribou tags and the ban on polar bear products allowed into the United States have put a significant strain on the industry.

Outdoor Adventure and Aurora experienced a relatively flat year, with the number of people visiting the NWT for outdoor adventure activities increasing slightly from 2,079 in 2006/07 to 2,125. In 2007/08, visitor spending increased from \$6.8 to \$6.9 million. The number of Aurora visitors increase by 297 from the previous year, and visitor spending increased by approximately \$300,000.

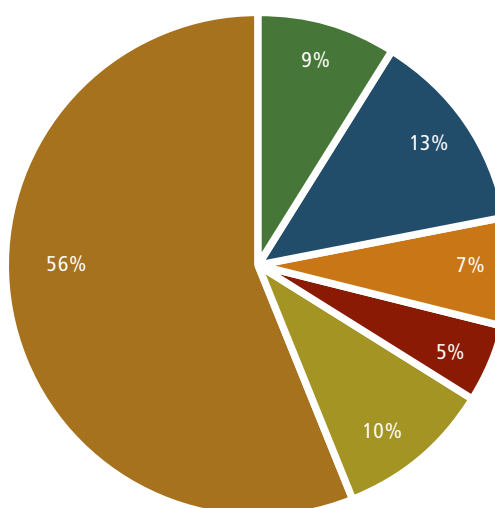
The General Touring market had promising results: road touring revenues increased by \$1 million, and visiting friends and relatives revenues increased by \$1.2 million. Rising fuel costs and a volatile Canadian dollar are areas that may impact future growth.

The Sport Fishing market continues to decline in both numbers and income. From a high of 8,600 sport fishing visitors in 2000-01, the number of visitors has dropped on an annual basis, with sport fishing visitors for 2007/08 totaling 7,470. Visitor spending in the sport fishing sector has decreased by \$0.5 million over the past year. This reflects a general flatness in the sport fishing market, with longer haul destinations experiencing larger declines. Much of the NWT tourism inventory is in fishing lodges and in the upcoming year some will be examining product extensions and diversification. NWT Tourism will continue to encourage growth in this sector.

2008/09 MARKETING BUDGET BREAKDOWN BY SECTOR



2008/09 VISITOR SPENDING – BY SECTOR



The following table shows changes in visitation by market sector since 2000/2001.

NORTHWEST TERRITORIES VISITATION								
	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08
Visiting Friends & Relatives	6,126	6,175	7,410	7,599	7,780	8,942	9,025	11,693
Hunting	1,300	1,400	1,380	1,117	1,279	1,308	1,216	984
Aurora Viewing	13,000	6,500	9,000	9,990	10,245	10,200	7,000	7,297
Outdoor Adventure	1,480	1,552	1,965	1,841	1,725	2,171	2,079	2,125
Fishing	8,611	8,534	8,137	7,759	7,521	7,216	7,726	7,470
General Touring	9,251	11,443	15,205	15,219	14,199	13,324	13,340	15,123
Total Leisure Visitors	39,768	35,604	43,097	43,526	42,750	43,161	40,386	44,692
Business Travellers	16,876	18,313	19,014	20,725	22,591	24,642	35,509	34,880
Total Visitors	56,644	53,917	62,111	64,251	65,340	67,803	75,895	79,572

The following table illustrates spending by sector since 2000/01

NORTHWEST TERRITORIES VISITOR SPENDING - MILLIONS								
	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08
Visiting Friends & Relatives	\$2.5	\$2.5	\$3	\$3.1	\$3.2	\$3.8	\$3.8	\$5
Hunting	\$17.6	\$18.9	\$18.6	\$15.1	\$17.3	\$17.4	\$16.2	\$13
Aurora Viewing	\$15.9	\$7.9	\$11	\$12.2	\$12.5	\$13.4	\$9.3	\$9.6
Outdoor Adventure	\$4.8	\$5.1	\$6.4	\$6.0	\$5.6	\$7.1	\$6.8	\$6.9
Fishing	\$21.8	\$21.3	\$19.7	\$18.2	\$17.1	\$16.9	\$18	\$17.5
General Touring	\$5.7	\$7.3	\$8.8	\$9.1	\$8.7	\$7.5	\$7.5	\$8.5
Total Leisure Visitors	\$68.3	\$63.1	\$67.6	\$63.8	\$64.4	\$66.1	\$61.6	\$60.5
Business Travellers	\$37.5	\$40.7	\$42.3	\$46.1	\$50.2	\$54.7	\$78.8	\$77.4
Total Spending (millions)	\$105.8	\$103.8	\$109.8	\$109.8	\$114.6	\$120.8	\$140.4	\$137.9

SOURCE: Industry Tourism and Investment



LITTLE DOC LAKE, GEORGE FISCHER, NWT

MARKET PROFILE

Current demographic information available on NWT visitors by sector is broken down as follows:

SPORT HUNTING

Sport hunting continues to be an important sector of the NWT Tourism industry. Although the actual numbers of visitors is considerably less than other sectors, visitor spending is significant. Recent issues including the reduction of caribou tags and the US Fish and Wildlife Authority ban on importation of polar bear products are having an adverse effect on the NWT sport hunting industry. While responsible management of the caribou herds has stabilized the number of caribou tags, an attitude of uncertainty regarding the sustainability of the NWT hunting product continues to be prevalent among the consumer.

Demographic Profile

- The age grouping is 40 to 65, and is predominantly male.
- High income groups with the majority of household incomes being over \$100,000.
- Hunters are from the US (80.8%), Canada (15.9%), other countries (3.4%).
- Hunters spend on average \$14,715

per trip, plan 19 months in advance, are influenced by word-of-mouth (56%) and by sports shows (22%)

- For hunters, outfitter reputation is the primary reason for choosing NWT
- 60% belong to hunting or gun-related associations or organizations.

SPORT FISHING

The NWT Sport Fishing industry has long been popular with the US and Canadian markets. Unfortunately, this sector continues to decline at a steady rate. The most recent research indicates a 6.8 percent decrease in visitation and a 3.5 percent decline in visitor spending.

Demographic Profile

- Anglers are broken into two categories (independent and package)
- Independent Canadian anglers are mostly Albertans (85%).
- Package Canadian anglers are mostly from Ontario (36%) and Alberta (29%).
- American anglers are mostly from Minnesota and Wisconsin (41%).
- Incomes of anglers are likely slightly

lower than \$100,000.

- Package anglers average party size is five and for independent it is three.
- Average length of stay is 7 days.
- Large number of anglers in California, in particular those who are interested in fly fishing

AURORA

Aurora visitors comprise the largest portion of overseas visitors to the Territory.

Travelling during winter (normally the off-season for tourism in the rest of Canada) the Japanese make an important contribution to the NWT economy. This past year the Aurora sector has experienced some serious challenges.

Increased transportation costs coupled with competing markets (such as Alaska) have reduced the NWT market share of overseas Aurora Tours. Destinations such as Alaska also have the advantage of longer airport runways that can accommodate larger planes and direct international flights. If the NWT is to remain competitive



HAY RIVER VISITOR CENTRE, T. PARKER, NWT

with these other emerging aurora destinations, we need to consider upgrading our airport to a standard that can accommodate direct international flights.

In an effort to increase our market share of Aurora promotions, NWT Tourism has started to explore new markets in southern Canada and the United States. Marketing efforts are in the early stages, but have been generating a lot of interest. As we expand our presence in these new markets we can assume that Aurora Viewing revenues have the potential to increase. Feedback from our main Aurora operators indicates the need to look into increasing promotion to Japanese speaking populations within the North American market.

Demographic Profile

- Most Aurora visitors are from Japan
- Over 2/3 (67%) of visitors are women. Approximately half of the visitors of both genders are under the age of 40. They stay on average 3.6 nights

- One fifth are professionals (mostly male), one fifth are at home or retired, the other large groups are clerical staff (mostly female) and civil servants
- 72% found out about Yellowknife from Japanese tour operator brochures. The second largest source of information is friends and family
- They come to view the Aurora with dog sledding being the second most popular activity.

OUTDOOR ADVENTURE

The Outdoor Adventure sector is growing on a global scale, especially the demand for high-end adventure and guided trips. Canoeing, kayaking and hiking are well established within the NWT. Other activities of interest including wildlife viewing can be developed within the NWT. We certainly have the basic ingredients to succeed and, if appropriately developed, adventure travel could become a significant source of revenue.

Demographic Profile

- Income in this group varies from the student or new graduate level to the high income professional looking for a wilderness challenge.
- On average, they spend an estimated \$1,544 per person and stay for approximately 14 nights.
- Just over 50% of this segment are Canadian, 21% are American, and 27% are from other countries.
- Just over 50% arrive by air and the rest drive North.
- Over 50% of visitors in this segment are repeat visitors.
- 67% went wilderness camping, 59% stayed in a commercial lodging.
- They spend under 12 months planning their trip and are influenced by word-of-mouth (40%), Internet (29%) and the Explorers' Guide (16%).

GENERAL TOURING

Because of our distance from major markets, the Northwest Territories is a long haul destination. For the general touring market, our focus must be on those travellers who have the time and money to take long haul vacations (defined as trip of 7 or more nights).

The NWT has also seen tremendous growth in the number of German-speaking visitors. The Inuvik region has the highest number of German-speaking visitors in the NWT primarily because of its position on the Dempster Highway. The German market has a strong interest in wilderness and aboriginal based products.

Demographic Profile

- Mainly in the 55 plus age group with adequate to high incomes.
- Many are retired empty nesters, and most travel here by road (88%).
- A fairly even division between male and female.
- Canadians comprise 72%, US 17%, other 11%.
- Those travelling by air spend on average \$4,720 per party of 2.58 and those by road spend on average \$3,615.
- They are generally motivated by nature and culture, concerned about safety and hygiene, value independent travel, want soft outdoor adventure experiences, and as 85% are FIT, components (vehicle rentals in Edmonton, hotels, etc.) for the fly-drive; 15% book packages.

BUSINESS TRAVEL

Business travel is going exceptionally well, in tandem with the current levels of economic growth in the NWT. Business travel generates significant revenue for both the airline and accommodation industries, and provides additional economic spinoffs to local businesses. As the NWT tries to expand into the meeting and convention market, a greater effort will be put on marketing to this sector.

Demographic Profile

- Age range from 30 – 60, and is predominantly male (80%).
- Party size is usually 1 – 2 people and they usually travel by air.
- Majority stay five nights or less, but some for periods of weeks.
- Majority are university educated, in professional, managerial or trades-based occupations with average annual income of \$70,000+.
- Majority of business travellers are from Alberta, BC, Ontario and Nunavut.
- With the current economic recession, business travel is expected to decline for the short term.

DIAMOND TOURISM

The NWT is the only place in the world, outside of Africa and Russia where visitors can purchase diamonds that are mined, cut and polished locally. In 2007, NWT mines produced over 16.5 million carats, with an estimated value of over \$1.4 billion, approximately 14% of the world's production. Government Certified Canadian Diamonds™ have a GNWT certificate of origin and authenticity. These diamonds can be purchased in jewellery stores in many of our NWT communities and are often used as conference support.

While the packaged Diamond Tourism product is being developed, currently visitors can purchase Canadian Diamonds; travel the ice road with an outfitter; and visit diamond displays at the NFVA Centre, Rio Tinto DDMI office and the PWNHC. Some examples of Diamond Tourism related activities include: the Deh Cho Connection and the Diamonds in the Rough Passport Program; diamond polishing displays at the NFVA Visitors Centre; and the use of NWT Government Certified Canadian Diamonds in promotions and as contest and conference prizes.

Diamond Tourism activities, particularly learning about and purchasing Canadian Diamonds, can easily be related to and included in all key sector promotions, especially business travel, sport hunting, fishing, and general touring. Given today's recessionary climate, we must incorporate and encourage increased spending and add-ons at all levels and price points. Diamond purchases provide the perfect platform to accomplish this.

Ultimately, we see the NWT as a place to buy diamonds and jewellery at prices that encourage travel and enhance the NWT as a tourism destination. Visitors would receive the total diamond experience, learning the 5 C's, observing the cutting and polishing process, and purchasing the product.

Demographic Profile

- Predominantly made up of sport hunting, sport fishing and business travellers.
- Japan and United States represent about 1/3 of the total retail market.
- Honeymoon and anniversary travellers looking for the exotic vacation experience.



PHOTO COURTESY AURORA VILLAGE

MARKETS

CURRENT/EMERGING/LONG TERM

Geographic markets for Northwest Territories tourism marketing are selected using a number of criteria. The following are some of the major ones.

1. Strong match between the specific products a geographic market is looking for and our ability to deliver those products.
2. Match between our known and preferred demographics (age, income, education, etc) and numbers within these demographics who are the active, long-haul travellers in a particular geographic market.
3. Current visitation statistics to Canada, to the NWT and to competing destinations by each geographic market
4. Travel trends in the specific market
5. Comparisons of cost, quality and accessibility to competing markets
6. Uniqueness of our product (hard to find elsewhere, our offerings are among the best in the world... i.e. Aurora viewing, etc.)

Based on this, Northwest Territories has categorized its geographic markets as follows:

CURRENT/ACTIVE MARKETS

Ongoing, active marketing in these markets. Majority of marketing dollars spent here.

- ▶ North America
- ▶ Japan
- ▶ Germany (Germanic Europe)
- ▶ Great Britain

EMERGING MARKETS

Active exploration and testing in these markets to determine strength of these markets. Likely five years or more away from becoming active markets. Marketing to be done in conjunction with the Canadian Tourism Commission

- ▶ Mexico
- ▶ Australia
- ▶ South Korea

LONG TERM MARKETS

Markets that show signs of future strength and may merit small test programs. Likely 10 years or more away from becoming active markets. Any marketing will be done with the Canadian Tourism Commission. Currently following market intelligence for these markets.

- ▶ China

All of the above markets are being closely and actively examined by the Canadian Tourism Commission, and new developments in each country are published in quarterly reports which are available on the CTC website at the link below.

www.corporate.canada.travel/en/ca/markets_products/quarterly_reports/index.html

The following are brief outlines of the NWT's emerging and long-term markets. These outlines include the research data used to select these markets. All research was obtained from studies and reports prepared by the Canadian Tourism Commission.



STEVE FREAKE, NWT

EMERGING MARKET #1 – MEXICO

Product Match

Mexicans are looking for multicultural and multidimensional travel experiences while on vacation and enjoy activities such as visiting icons/landmarks, cultural festivals, dining, golf, skiing and well being. Some Canadian icons include Niagara Falls and the Canadian Rockies. The Aurora falls into the icon category and indeed attracted Mexican visitors to view the Aurora in the Yukon last year. Tourism Yukon hosted several trade and media FAMs with Mexico, and CTC Mexico and various journalists and trade partners have expressed an interest to visit the NWT.

Demographic Match

Primary, long-haul, Mexican travellers are mainly couples between the ages of 30-40, who have no children and are therefore free to travel at any time of the year. They live in big cities (Mexico City, Guadalajara and Monterrey) and enjoy medium to high household incomes. They are often successful professionals in multinational companies in middle

and senior positions. They are more likely to travel with friends and ease of access to the destination is important.

Visitation Statistics

Mexico had almost 1.4 million long-haul, outbound travellers in 2006. The United States is the main travel destination for Mexicans, but this is considered a short-haul destination. The major long-haul destination was Europe, followed by South America. Canada ranks third as a long-haul destination with about 200,000 visitors, or 15% of the long-haul market. Mexicans spent approximately \$275 million on Canadian travel in 2006, compared to \$406 million spent by German travellers to Canada. Per person trip spending is higher for Mexicans than the European average at \$1,363 per person trip.

Travel Trends and the Economy

The Mexican economy has been expanding between 3% and 4% per year since 2004. Overnight trips to Canada increased on average by 25% over the past five years.

Costs and Accessibility

Flights are available from Mexico City to Toronto, with connections to Edmonton and Yellowknife. A round trip air ticket from Mexico City to Yellowknife is listed at around \$800, but takes approximately 20 hours. Additional air access is being added from Mexico City to Edmonton and Calgary which will make it much easier to travel to the NWT. No visa is required to travel to Canada.

Perceptions, Product Interests

Canada is seen as friendly, safe, with a clean environment and excellent winter and ski/board products. Mexicans see Canada as a “dream destination”. According to recent CTC research over 55% of Mexicans surveyed indicated that they are very likely to visit Canada within the next two years.

Economic Situation

Economic growth is forecast at 3%



P. SMITH, NWT

NWT Tourism Marketing Initiatives

In 2009-10, we will start initial marketing of our Aurora product to Mexicans. We will work with the Canadian Tourism Commission to develop awareness for Aurora viewing. Main activities will be attending CTC trade/consumer shows and establishing travel trade contacts in Mexico.

EMERGING MARKET #2 – AUSTRALIA

Product Match

More than half of Australian leisure travellers to Canada come to visit friends and relatives. With a growing population of Australians in Yellowknife (BHP Billiton is an international company headquartered in Australia) there is an opportunity to increase this category of visitor. A survey of Australian travellers to Canada showed the following reasons for visiting:

- ▶ To see friends and relatives - 56%
- ▶ Sightseeing, mainly nature - 37%
- ▶ To experience different cultures and ways of life - 35%
- ▶ Outdoor adventure/recreation - 31%
- ▶ To experience unspoiled nature - 27%

The list includes a strong preference for the outdoors and nature, which the Northwest Territories can provide.

Demographic Match

The nature-inspired travellers (about 33% of market) skews toward the 50 plus market, while the outdoor sports seekers (about 17% of market) are in the 18 to 29 age range and are more interested in skiing and snowboarding followed by canoeing and kayaking,

Current Visitation

In 2006, there were approximately 200,000 Australian visitors to Canada. According to CTC statistics 4% or about 8,000 travellers visited NWT/ Nunavut combined. A total of 8% or 16,000 travellers visited the Yukon in the same year. It is quite likely that business travellers made up a substantial portion of the Australian visitors to NWT. The main provinces Australians visit are British Columbia and Ontario. Many Australians who visit Canada (over 70%) are including Canada as an add-on to a trip to the United States.

TRAVEL TRENDS

Almost five million Australians traveled abroad in 2006, an increase of 3.9% over the previous year. Their number one destination was New Zealand, followed by the United States and the United Kingdom. Canada is substantially down the list, at less than half the number who visits the United States. Overall, Canada has lost market share since 2004, while China and Fiji gained a substantial share of the market. However, a strong interest in Canadian vacations persists in Australia, with 275,000 saying they will definitely visit Canada in the next twelve months, and 872,000 saying they will definitely/be very likely visit Canada in the next 12 months.

Cost and Accessibility

Direct air access between Sydney and Vancouver began in December 2007. Prices range from \$1,800 to \$3,000 for a round trip between Sydney to Yellowknife. Additional air access is available with stop overs in the United States or Hong Kong.



WATERFALL P. SMITH, NWT

Perceptions, Product Interests

In a CTC listing of the top areas of interest for Australian travellers, products the NWT has include the following:

- ▶ #3 Feeling the purity and freshness of untouched nature
- ▶ #5 Wild animals in their environment
- ▶ #6 Polar Bears
- ▶ #9 Viewing Aurora

Economic Situation

Forecast 3.8% in economic growth in 2007. Unemployment is at a three decade low.

NWTT Marketing Initiative

Wide-open spaces, outdoor activities and beautiful nature are motivators for Australian travellers and Canada and the Northwest Territories offer these products. In addition, the Northwest Territories can provide Aurora viewing. Initially we will work with the CTC to develop awareness for the Northwest Territories as an outdoor/nature/aurora-viewing destination. Activities will include participation in CTC consumer/trade shows and providing print materials. May consider a pilot

Internet promotion in this market, since Australians rank fourth in the world in Internet use (74%)

EMERGING MARKET #3 – SOUTH KOREA

Product Match

Main activities among travellers to Canada are:

1. Seeing beautiful rivers and waterfalls
2. Viewing majestic mountains
3. Trekking in nature
4. Visiting friends and relatives.

They are also interested in Canada as a place for their children's education, and because of its proximity to the United States.

Demographic Match

Typical visitors are college educated, married or living together, 40 years or older, established in their jobs and their life. As many as half have family in Canada. California, New York City and San Francisco (all target markets for NWT products) started operating offices in South Korea in July of 2007.

Traveller Statistics

Outbound travel from Korea has grown at 12.7% annually over the past 5 years (2000-05). Canada attracted 8.6% of the long-haul market, defined as being outside Asia. In 2005 135,000 South Koreans visited Canada, compared to 398,000 from Japan.

Travel Trends

Of the 13.3 million South Korean travellers in the long-haul market, as many as 4 million are very interested in visiting Canada in the next two years. The three major barriers to travel to Canada are lack of knowledge of what specifically there is to see and do in Canada; the perception that there is little product available; and not enough inexpensive air tickets available to Canada. Canada's main competitors for South Korean travellers are Australia and Europe.

Cost and Accessibility

Direct flights between Seoul and Calgary began in the summer of 2007. Direct flights from Seoul to Toronto and Vancouver are also available, with connecting flights on to Yellowknife. A round trip ticket from Seoul to Yellowknife is approximately \$2,500.



MACKENZIE MOUNTAINS, T. PARKER, NWT

Perceptions, Product Interests

The key appeals of Canada to Koreans are:

- ▶ Canada's visual beauty – wide and vast space with big lakes, salmon, clean air.
- ▶ Active Outdoors – they want to get outdoors and participate in activities such as dog sledding, mountain biking, hiking/trekking, skiing.
- ▶ Aspirational Utopia – lifestyle, healthier way of life (eating, housing, exercise)

The Canadian Tourism Commission suggests the development of a wider array of regionally focused packages. One package mentioned is a honeymoon package, which could tie in with the NWT's aurora product.

Economic Situation

Economic growth in South Korea is forecast to be 4.4% in 2007. The unemployment rate in January 2007 was 3.3%

NWTT Marketing Initiatives

Aurora, and specifically aurora honeymoons, plus hiking/trekking will be the main products NWTT promotes in South Korea. Initial work will be done through various programs offered by the Canadian Tourism Commission office in South Korea. NWT Tourism is currently working with a tour company in Korea to provide a small level of funding assistance towards the promotion of NWT in the Korean market. NWT Tourism will also be attending Showcase Korea for the first time to begin building relationships with the key tour companies in this market.

LONG TERM MARKET – CHINA

Canada does not currently have Approved Destination Status (ADS) for Chinese visitors.

Direct promotion to consumers of travel to Canada as a leisure destination is prohibited under current regulations for destinations without ADS. ADS status is not required for business travellers to Canada.

Product Match

Chinese travellers look for destinations that are clean, safe, friendly, scenic and inexpensive, where visas are fairly easy to obtain. Having friends and relatives in Canada is a major catalyst for visitation. A trip to see one or more cities is a major reason for visiting Canada (33%), while a trip to enjoy nature and the outdoors was listed by only 12% of travellers. Beaches, shopping and winter activities ranked very low.

Demographic Match

Long haul pleasure travellers from China span all ages, with the exception of seniors who represent only 3% of the market. Most are married, are highly educated and hold senior positions in government or the private sector and are more affluent than the population at large.

Traveller Statistics

In 2005 there were approximately 40 million outbound travellers. In 2003 Canada had only a 0.4% share of this market and a 3.4% share of the long haul market (outside Asia). The size of the potential market for



CLI LAKE, T. PARKER, NWT

Chinese pleasure travel outside Asia is estimated to be 2.8million travellers from four key markets – Beijing, Shanghai, Guangzhou and Shenzhen. Europe is the largest long-haul market for Chinese travellers outside of Asia, followed by Australia/New Zealand. Most Chinese visitors to Canada visit Ontario and British Columbia, with only 1% visiting Northern Canada.

Travel Trends

The Chinese outbound travel market witnessed explosive growth over the last three years, expanding at an average rate of 34% per year. This expansion is expected to continue in line with their buoyant economy.

Cost and Accessibility

Air access from Beijing and Vancouver is available several times a week. A round trip flight between Beijing and Yellowknife is approximately \$1,700.

Perceptions/Product Interests

Specialized travel has not developed to any great extent in the China market. Learning/discovery and spending quality time with family/friends are prevalent travel motivators. Without ADS, travel to Canada is characterized by a significantly higher proportion of exhibition or events-oriented trips, which likely reflects the higher proportion of trips with a business component.

Economic Situation

The World Bank has revised its forecast for GDP growth in 2007 to 10.4% and its projection for the current account surplus to 11% of DGP. In the first quarter of 2007, urban residents saw their per-capita disposable income rise 16.6% in real terms and rural dwellers increased by 12.1% in real terms.

NWTT Marketing Initiative

Although Canada does not have approved destination status (ADS) there is still an opportunity for this market. Many Chinese business travellers are adding on leisure travel while they are here. As this market is still in its infancy, it is important to start building long-term relationships with the travel trade. NWT Tourism suggests that we need to engage the receptive operators who are currently working with this market. This can be done through sales calls at Rendezvous Canada, Canadian Inbound Tourism Asia Pacific (CITAP), and by hosting a number of trade FAMs.



RAM PLATEAU, T. PARKER, NWT

MARKETING STRATEGY

GOALS AND OBJECTIVES

GOALS

Build on the momentum of the SPECTACULAR brand.

- Increase awareness of the NWT in our target markets.
- Establish a greater awareness and interest in the NWT through key e-marketing promotions including the redesign of a comprehensive NWT Tourism website.
- Enhance operator readiness by developing promotional campaigns that will feature market-ready products in key NWT Tourism campaigns.
- Provide opportunities for the private sector to participate in cooperative marketing programs.

OBJECTIVES

- Develop new materials including ads, display units and promotional materials that reflect the new brand image.
- Enhance key segment promotions (hunting, fishing, aurora, outdoor adventure, general touring, and business) by building on the momentum of the new brand image.
- Use a mix of proven and new approaches to marketing including a concentrated effort on e-marketing campaigns and a revised NWT Tourism website.
- Work closely with the tourism industry to ensure operators are market-ready and are able to take advantage of the increased number of visitors to the NWT. Pursue opportunities for niche marketing.

- Work closely with key media resources in Canada, the US, Europe and Asia to ensure an increased interest in our outstanding NWT tourism products.
- Increase industry cooperative activities and non-traditional partnerships to further expand our marketing reach.

Specific goals and objectives have been outlined for each of the marketing activities outlined in the plan. Please refer to Marketing Evaluation Activity Form section in the plan for more details.



INUUVIK, T. PARKER, NWT

NORTHWEST TERRITORIES TOURISM 2009/10 MARKETING PLAN

Based on the information outlined in the document *Tourism 2010: A Tourism Plan for the Northwest Territories* and the most current research from the Canadian Tourism Commission and Industry Tourism and Investment (ITI), Northwest Territories Tourism (NWT Tourism) has prepared a comprehensive marketing plan that will guide our marketing activities for the upcoming fiscal year.

As requested by the Tourism Marketing Advisory Committee (TMAC), the 2009/10 marketing plan underwent some structural changes to ensure that specific goals and objectives are accurately monitored and documented. Specific goals including enquiries, unique website visits, the number of visitors and visitor spending have been set according to anticipated changes from the previous year.

The 2009/10 Marketing plan is divided into the following three sections.

1. General Awareness
 - 1.1 General Awareness Advertising
 - 1.2 Media and Public Relations
 - 1.3 NWT Tourism Website
2. Key Sector Promotions
 - 2.1 Sport Hunting
 - 2.2 Sport Fishing
 - 2.3 Aurora
 - 2.4 Outdoor Adventure
 - 2.5 General Touring
 - 2.6 Business

3. Tourism Support Systems
 - 3.1 Operator Readiness
 - 3.2 Promotional Items
 - 3.3 Project Coordination
 - 3.4 Performance Measurement
 - 3.5 Fulfillment

At the recommendation of TMAC a Marketing Opportunities Budget has been broken out in Appendix A that highlights a number of key marketing initiatives that can be undertaken when additional funds become available.



R. KENNEDY, NWT

SECTION 1

GENERAL AWARENESS

General awareness plays an extremely important role in the success of the entire Northwest Territories Tourism marketing plan. Following the successful launch of the Spectacular brand back in the winter of 2007 information enquiries and unique website visits have increased significantly. Tourism enquiries for 2007/08 were up by over 2,746, with NWT Tourism receiving 16,274 enquiries in 2007/08. Unique website visits for 2007/08 were up by over 10,000, with the NWT Tourism website receiving over 646,000 unique website visits.

Even with these noticeable increases, a recent advertising effectiveness study conducted on behalf of NWT Tourism indicated that awareness of the NWT as a tourism destination still ranks very low. Unfortunately, with a limited advertising budget, NWT Tourism lacks the financial resources to be able to carry out a large-scale general awareness campaign of this

nature. Therefore, the decision has been made to take a more targeted approach to the general awareness campaign. While some print campaigns will still continue, there will be a shift to more web and e-based marketing campaigns. Besides being more cost effective, it is much easier to track the success of these activities.

Increased general awareness of the NWT will be accomplished through: general awareness advertising, media and public relations campaigns and the further development of the NWT Tourism website.

GENERAL AWARENESS ADVERTISING

		2008-09	NWT/ITI	Product Diversification	2010 Total
101	NWTT Guides				
101 a	Explorers' Guide	\$ 90,000	\$ 90,000	\$ -	\$ 90,000
101 b	Tour Operator Manual	\$ -	\$ 10,000	\$ -	\$ 10,000
102	Advertising				\$ -
102 a	Print Advertising	\$ 120,000	\$ -	\$ 50,000	\$ 50,000
102 b	Web Advertising	\$ 34,000	\$ -	\$ 50,000	\$ 50,000
102 c	E-mail Campaigns	\$ -	\$ -	\$ 5,000	\$ 5,000
103	Travel Trade Shows				\$ -
103 a	Rendezvous Canada	\$ 22,000	\$ 20,000	\$ -	\$ 20,000
103 b	ITB Berlin	\$ 12,000	\$ 15,000	\$ -	\$ 15,000
103 c	Kanata/Showcase	\$ 12,000	\$ 15,000	\$ -	\$ 15,000
103 d	CITAP	\$ -	\$ 3,500	\$ -	\$ 3,500
104	International Marketing Programs				\$ -
104 a	CTC European Marketing Campaign	\$ 75,000	\$ 60,000	\$ -	\$ 60,000
104 b	2010 Olympics -Special Promotional Materials	\$ -	\$ 75,000	\$ -	\$ 75,000
	Other Advertising	\$ 41,000	\$ -	\$ -	\$ -
		\$ 406,000	\$ 288,500	\$ 105,000	\$ 393,500
	Media & Public Relations				
105	Media Shows				
105 a	Go Media	\$ 12,000	\$ 6,500	\$ -	\$ 6,500
105 b	Media Marketplace	\$ 35,000	\$ 9,000	\$ -	\$ 9,000
106	Tourism Week	\$ -	\$ 2,000	\$ -	\$ 2,000
107	Special Sponsorships	\$ -	\$ 1,000	\$ -	\$ 1,000
108	Contests and Trip Giveaways	\$ 20,500	\$ 5,000	\$ -	\$ 5,000
109	Media Programs				\$ -
109 a	Marketing Activity Blog Site	\$ 5,000	\$ 5,000	\$ -	\$ 5,000
109 b	Member Programs (photo upload form etc.)	\$ 2,500	\$ 2,500	\$ -	\$ 2,500
109 c	Online Photo Gallery	\$ 2,500	\$ 2,500	\$ -	\$ 2,500
109 d	Multi Media	\$ 2,500	\$ 2,500	\$ -	\$ 2,500
		\$ 80,000	\$ 36,000	\$ -	\$ 36,000
110	NWTT Website				
110 a	Development of New Website	\$ 135,000	\$ 100,000	\$ -	\$ 100,000
110 b	Maintenance of Current Site	\$ 10,000	\$ 20,000	\$ -	\$ 20,000
		\$ 145,000	\$ 120,000	\$ -	\$ 120,000
	TOTAL GENERAL AWARENESS	\$ 631,000	\$ 444,500	\$ 105,000	\$ 549,500



T. PARKER, NWT

1.1 GENERAL AWARENESS

GENERAL AWARENESS ADVERTISING

NWT EXPLORERS' GUIDE

The Explorers' Guide has always played a key role in the promotion of the NWT. Building on the success of the new brand, the Explorers' Guide will once again focus on spectacular imagery followed by key travel information. As NWT Tourism now produces a number of sector specific guides (Hunting, Fishing, Aurora, Outdoor Adventure), the Explorers' Guide will act more as a lure piece.

- Number of pages – 90 - 96
- Number of Guides produced – 60,000.
- Number of CD copies – 1,000.
- PDF version available for download off the NWT Tourism website.

Total budget \$90,000

** any shipping costs will be allocated under the fulfillment budget. Shipping costs will be dramatically reduced as NWT Tourism will be using a southern based fulfillment house to store and distribute all of our promotional literature.*

TOUR OPERATOR MANUAL

One of the missing components of our work with the travel trade is a tour operator manual. A tour operator manual would itemize market ready

product, any inbound operators, accommodations, facilities and other information which would assist a receptive operator or tour company in developing an NWT package. The manual would also include suggested itineraries. As this publication would be used strictly with the travel trade, production would be limited. The printed version would cater to the English speaking market, and include a CD with additional language components for our overseas markets.

- Number of pages – 16 - 20
- Number of Guides produced – 1,000
- PDF version available for download off the Travel Trade Section of the NWT Tourism website.

Total budget \$10,000

PRINT ADVERTISING

Print advertising will focus on publications that reach our target demographic and geographic markets. Publications such as Canadian Geographic, Up Here and the Globe and Mail have a large readership and have done well in generating significant visitor enquiries in the past. NWT will also look at a couple

of smaller campaigns within the Pacific Coast region of the United States. Publications such as Sunset Magazine have a large readership with average household income in excess of \$100,000. In an effort to focus in on specific markets, NWT Tourism will also be taking a serious look at niche publications such as Just for Canadian Doctors. Whenever possible, NWT will purchase print media buys that include a substantial web component.

Total budget \$50,000

WEBSITE ADVERTISING

Website advertising will focus on banner ads, key word searches and search engine optimization. Whenever possible, web add-ons will be negotiated with all of our media buys. Web advertising is a cost effective way to advertise and can easily be tracked. NWT Tourism will monitor all incoming requests and website hits to track the effectiveness of all web advertising.

Total budget \$50,000



DEMPSTER HIGHWAY, GEORGE FISCHER, NWT

E-MAIL CAMPAIGNS

Initial e-marketing campaigns have resulted in more than double the number of visitors to the NWT website, and to operator web sites via click-throughs. This method of marketing is highly desirable as the results are trackable and we have the ability to reach a large target audience at a relatively inexpensive rate. This venue also provides our industry partners the opportunity to promote their market ready package by submitting editorial content, prizes for contests and purchasing banner advertising at an affordable rate.

As the result of recent marketing activities, NWT Tourism is building a variety of activity-specific databases that include thousands of names and e-mail addresses of people who are interested in receiving information on the NWT. NWT Tourism has over 8,000 names from the recent Look Up North campaign of individuals who have specifically stated they are

interested in receiving information on the NWT. We also have a large number of contacts from recent Hunting and Fishing promotions as well.

Using an e-mail based program called ClickSpace, NWT Tourism will promote a series of promotional e-mails that will feature a variety of vacation packages and include links to industry partners' websites. The number of packages will depend on the level of participation from our industry partners. The ClickSpace program is invaluable as it has the ability to send out large numbers of e-mails, track who has viewed the message, what links they have opened and to whom they have forwarded the message. NWT Tourism will send out promotional e-mails on a regular basis as this will keep our message and brand image top of mind within our target markets.

Total budget \$5,000

TRADE SHOWS

Once again NWT Tourism will be participating in a number of trade shows. The trade shows provide an excellent opportunity to build relationships with the travel trade from our key geographic markets including Canada, the United States, Japan, Korea and Germany. Participation in these shows allows NWT Tourism to showcase products within all of our key sectors and to provide general awareness education to the various international tour companies.

RENDEZ-VOUS CANADA

Rendez-vous Canada (RVC) is Canada's premier annual international tourism industry marketplace. The principle objectives of this trade show are to ensure that international buyers have the opportunity to meet with suppliers of Canadian tourism products and services and to increase awareness in international target markets that Canada is a first-class travel destination.



CIRQUE OF THE UNCLIMBABLES, SARA RAINFORD, NWT

This business is conducted between Canada’s internationally competitive tourism industry sellers, in co-operation with our Destination Marketing Organizations (DMOs), and international Buyers (foreign tour operators, wholesalers and packagers). Participation in the event is by invitation only.

NWTT has attended RVC on a regular basis, as have several of our members representing accommodations, transportation (airlines) and outdoor adventure products.
Total budget \$20,000

ITB
 ITB is a 5-day annual event, held each spring in Berlin, Germany. With over 10,000 exhibitors taking part in the event, ITB is the largest trade show in the world. ITB is open to both the Travel Trade and the general public. ITB receives over 160,000 visitors each year, with over 95,000 of these from the Travel Trade.

As is the case with all of the other trade shows, members of the Travel Trade can book an appointment with any of the exhibitors. With the flexible format, the general public can access the information as they would at any consumer show.
Total budget \$17,250

KANATA/SHOWCASE
 KANATA is an annual week-long event (mid October) organized by the Canadian Tourism Commission (CTC) where Canadian companies and organizations meet with Japanese professionals from travel industries in order to promote their products. Since its launch in 1990, KANATA has successfully grown and gained a stable reputation among travel professionals. KANATA gives great opportunities for sellers to expand their business in Japan.

NWT Tourism’s presence helps establish credibility for the NWT and its tourism operators and generates awareness about the Aurora and our other exceptional tourism products. During this past KANATA, NWTT met with over 50 tour operators, and were able to promote a variety of tourism-

based products and organizations associated with the NWT. Although Aurora viewing was the primary focus for many of the Japanese tour operators, we found that there was an increasing interest in other products including hiking, world heritage sites (Wood Buffalo/Nahanni), fishing, outdoor activities and the tundra.

KANATA’s objective is to provide a forum in Japan for Canadian sellers and Japanese buyers to meet, exchange information and conclude agreements. CTC Japan has recently changed the format with the entire event being held in Tokyo.

Showcase Canada is an annual marketplace showcasing Canada’s major destinations, products and attractions in Seoul, Korea. Showcase provides great business opportunities for both Canadian sellers and Korean buyers in product information exchange, marketing plans and co-op projects. In addition, it provides an excellent opportunity to strengthen the relationship through a proven format of pre-scheduled appointments and networking events.



WESTERN ARCTIC VISITORS CENTRE, R. HEMING, NWT

Showcase follows a similar format to the Japanese marketplace Kanata. Due to the timing of the event (usually held a few days before Kanata) participating in the event is both convenient and cost effective. Korea is said to be market ready and interested in our product. Showcase is a two day event.

In an effort to reduce costs and enhance efficiency, this year Kanata and Showcase will be combined in one venue in Tokyo. The event will be held over six days, with specific days set up to meet with the various buyers (2 days each for Korea, Japan, and China).

Total budget \$15,000

INTERNATIONAL MARKETING PROGRAMS

CTC Marketing Campaign - Germany

Working under the banner of Canada's North, NWT Tourism will be working in partnership with the Yukon, Nunavut and the CTC to undertake a specific marketing initiative in the German market. The campaign will be one year in length and will include a variety of print, web and special

event promotions that will increase awareness of our tourism products and services. The call to action will be specific pages of the CTC website that feature products and information on the NWT and our partners. The CTC will track all enquiries and website hits and provide a report to NWT Tourism at the end of the program. The initial cost to participate in the program was \$170,000, but by partnering with the Yukon and Nunavut NWT Tourism was able to participate in the program at a significantly reduced rate.

Total budget \$60,000

2010 Olympic Promotions (National Assets Campaign)

The National Asset Program is a multi media project that is a joint venture between the Canadian Tourism Commission (CTC) and their provincial and territorial partners. Using the 2010 Olympics as a catalyst, the CTC has extended an invitation to the provinces and territories to work in partnership with the CTC and to develop some new promotional video

footage that will showcase Canada's new brand image at the Olympics and the years following.

As part of this National Asset Development Program, the CTC committed to the production of media broadcast assets based on our ongoing relationships with the broadcasters themselves, i.e. producing footage that meets their requirements from a technical and content point of view.

The CTC is finalizing a partnering agreement with CTV-Rogers Consortium ("CTV"), the Canadian broadcast rights holder for the 2010 Winter Games, to produce, place and distribute new media assets in preparation for the Games.

In order to get have this footage ready for the 2010 Olympics, video shoots will take place throughout 2009. In an effort to capture all seasons, several video shoots will be required. Once all partners are on board, a work plan will be put into place. Over the next few



DEMPSTER HIGHWAY CYCLISTS, GEORGE FISCHER, NWT

months, the CTC will work with each participating province and territory to coordinate the video shoots.

The CTC will work one-on-one with each partner to determine the schedule and appropriate filming, video and photo shoots in each partner's jurisdiction. Such details, unique to each participating partner will be set out in a Partnering Agreement and Shoot Plan to be signed by the CTC and the participating partner. The CTC will maintain editorial control.

Once all collateral materials have been acquired all assets will be classified as marketing assets, broadcast assets and social media assets. These assets will be retained in the CTC Digital Asset Management System (DAM), whereby the CTC will manage all legal rights and use. The CTC will retain usage rights up to and during the 2010 Olympics and Paralympics Games. Once these games are over each Partner will have the right to use these assets relating to their own jurisdiction

The cost to participate in this program is \$200,000 per province or territory. However, in a separate agreement with the CTC, the three territorial partners were able to come together under the banner of Canada's North, and our cost to participate would be significantly reduced.

The cost of the project for NWT would be approximately \$75,000. This would cover all buy in costs, as well as any additional administrative costs.

Total budget \$75,000



1.2 GENERAL AWARENESS MEDIA AND PUBLIC RELATIONS

Communications activities are an important part of the association’s overall marketing strategy. As part of our ongoing promotions, NWT Tourism will participate in a number of media shows and promotional events to ensure that the NWT brand receives a significant amount of media coverage. NWT Tourism will also join a number of media and public relations organizations in an effort to build relationships with our media partners.

MEDIA SHOWS

Go Media Canada

GMC is an international marketplace scheduled annually in March. GMC is now a stand alone event, previously associated with Rendezvous Canada. It brings together 100 or more tourism industry media representatives and a similar number of travel media from Canada, Asia Pacific, Europe and Latin America. This event is hosted annually in a Canadian city. It is an international showcase event that affords industry members an exclusive opportunity to meet with media who may be interested in exploring story lines and production potential.

The media marketplace provides 50 individual interviews based on two NWT tourism staff attending.
Total budget \$6,500

Canada Media Marketplace

CMMP is hosted annually in April in a US city (alternating east and west). This marketplace enables NWT Tourism to build and extend relationships with key media in the United States and with Canadian media working in the US market. This is a premier event arranged through Canadian Tourism Commission. Components of the conference include the opportunity to host events as well as participate in the media marketplace with the potential to have as many as 50 individual media interviews.
Total budget \$9,000

Media Events and Sponsorships

Special events such as Tourism Week play an important role in increasing awareness of NWT Tourism and the value of tourism in the economy. NWT will work with our partners to promote these special events.
Total budget \$3,000

Contests and Trip Giveaways

In support of the “Lots to See in the NWT” newsletter campaign, NWT Tourism will set aside funds to support various contest and trip giveaways associated with the newsletter. In the past we have participated in a number of contests such as the Chris Robinson’s Travel show, but these campaigns did not achieve any noticeable results so they have been taken out of the plan this year.
Total budget \$5,000

MEDIA SUPPORT PROGRAMS

Development of NWT Marketing Sub-site

In an effort to develop greater accuracy in assessing the effectiveness of our marketing programs, NWT Tourism is also looking to expand a blog-style website that features all advertising that NWT Tourism is involved in. This would include print and web advertising, co-operative marketing initiatives, consumer shows and other innovative marketing campaigns.



CAMERON RIVER FALLS, HANS G. PFAFF, NWTT

All ads produced will automatically be added to the system with medium-size reproductions, downloadable PDFs, and other information related to the publication (circulation, date of appearance, issue number) will appear on the site exactly one week prior to its publication. As a result of this enhanced communication tool, all call centre staff will have instant and current information on all campaign activities and will be able to gather a more accurate snapshot of where the visitor information requests are coming from.

With the flexibility of this new system NWT Tourism will be able to add new content or change existing content on the site with ease. Sidebar feeds also monitor world-wide mentions of NWTT tourism- related references, along with CBC North news (since that national coverage may have an impact on tourism). Other pages will include upcoming co-op opportunities, media appearances, FAM tour information, etc., all at the fingertips of our call centre personnel and our industry partners.
Total budget \$5,000

MULTI MEDIA

In order to assist with a smooth transition of information flow between NWT Tourism, local operators, trade and media, a number of programs have been put into place including a photo upload site, and an on-line photo gallery. Whenever the need arises NWT will seek the assistance of our agency of record to coordinate all other multimedia production needs.

Total budget \$7,500



LITTLE DOCTOR LAKE, J.F. BERGERON, ENVIROFOTO/GNWT

1.3 GENERAL AWARENESS NWTT WEBSITE

Since the launch of the NWT Tourism website in February 2003, traffic on the website has grown rapidly, while traffic on the 1-800 number has declined. To meet travellers' demands for more information on the web and to direct traffic to the NWT website, NWT Tourism has identified electronic marketing as one of the key elements in the NWT Tourism marketing program. Recognizing that our website was outdated, NWT Tourism recently rebuilt their website. Work continues on the site to ensure that it is up to date and has the optimal functionality for both our industry partners and the consumer who view the finished product.

WEBSITE EXPANSION

NWT Tourism has just completed the first phase in the development of the new website. We are now ready to move into the second phase of development. The following are a list of base components that will be added to the site in this next phase of development.

The NWTT site has the ability to allow visitors to join and be part of an exclusive club. Joining this club entitles the member to receive a number of special privileges including notification of special last-minute deals and offers and to see special deals that are invisible to regular visitors. Their trip planner information will be maintained between sessions, and they can send comments to NWTT about any page (offering new information, constructive criticism, corrections, or other valuable feedback). Members will receive the benefit of special newsletters, giveaways, and other promotions.

An enhanced version of the trip planner will be built on the foundation of year one. This will include the ability for any visitor to instantly "bookmark" an operator, attraction, event, accommodation, or information page; all these will appear in a neat list sorted by category whenever he or she clicks on the "My Trip Planner" page. Club members will be able to save their trip planners between

sessions, and get back everything that was saved, even on a different computer. The program will also feature a special summary for each item in the Trip Planner list, including contact information and a special printable version that will include information and formatting different from the screen version to allow easier "paper-based" planning.

The proposed points tracking system (PTS) is the ultimate in topic-based visitor tracking and will be vital for NWT Tourism to effectively monitor all of our marketing activities. It's based roughly on the system used by large sites such as Amazon.com, which seems to magically remember all of your interests. The system administrator or content editor will see a special block on all pages with 12-20 items, such as "Outdoor Adventure", "Fishing" and so forth. Points can be set for each page.



CARCAJOU FALLS, HANS. G. PFAFF, NWTT

When a visitor explores the site, he or she accumulates points in each topic. For example, a visit to a Canoeing and Kayaking page may award 3 points to Outdoor Adventure, 1 point to fishing, and no points to Aurora or Winter Activities. In this way, NWTT will be able to see what the interest levels of each visitor is, and what correlations there are between topics.

Real-time summary reports of point accumulations and relationships will be available to site administrators at any time, allowing statistical analysis. Once a visitor joins the Club, we can attach that information to an actual demographic and e-mail address. The possibilities are endless: imagine being able to send a customized e-mail to those people in the New England states who scored 30 points or more in Outdoor Adventure.

We will also tie visitor profiles to referrers, so we can estimate how many people came from a particular website and what topic they were interested in. As time goes on, we can also display special content (like special deals, or a customized homepage) to those people with high interest scores in certain topics.

Given the marketplace and the nature of the internet, the NWTT site should not remain the same for long. In year two, we propose that a fairly thorough theme and graphic refresh take place on a regular basis. As part of this, an estimated 12 new videos would be produced. These would be based mostly around "Northern Characters," operators who can speak to the unique product or their passion for the NWTT, or perhaps aboriginal speakers who can tell stories or express their culture. These would be interspersed with scenes of the activities or places being featured.

New features, articles and site edits would be done to enhance popular content (according to the web stats) or to fix unpopular content. This may include commissioned articles or second-rights pieces that have appeared elsewhere.

Total budget \$100,000

WEBSITE MAINTENANCE

In order for any website to be effective, it must be updated and maintained on a regular basis. As part of the website contract, the firm currently developing the website will be responsible for on-going maintenance. This will include bandwidth management, hosting, and ensuring all links are working according to plan.

Total budget \$20,000



SHORE LUNCH, P. SMITH, NWTT

SECTION 2: KEY SECTOR PROMOTIONS

Building on the momentum of the general awareness promotions, Northwest Territories Tourism will focus specific marketing efforts towards each of the six key sectors:

- ▶ Sport Hunting
- ▶ Sport Fishing
- ▶ Aurora
- ▶ Outdoor Adventure
- ▶ General Touring
- ▶ Business

Based on the information gathered from the conversion study and the advertising effectiveness study, less emphasis will be put on print advertising and more on web promotions. With the exception of Business, Trade and Media FAMs will also play a key role in marketing each of the key sectors. Building on the momentum of the General Awareness advertising campaign, the sector promotions will have a greater impact on the targeted audience. As each sector has a unique target market, all corresponding marketing plans will be tailored to these markets.



PHOTOS COURTESY SOUTH NAHANNI OUTFITTERS

2.1 KEY SECTOR PROMOTIONS

SPORT HUNTING

A number of trends including reduction of caribou tags, rising fuel cost, a volatile Canadian dollar and the polar bear being added to the endangered species list have put a significant strain on the Sport Hunting sector. While responsible management of the caribou herds stabilized the number of caribou tags, an attitude of uncertainty continues to be prevalent among the consumer. In an effort to offset this issue, it is imperative that all marketing activities work towards creating awareness of the sustainability of the NWT Sport Hunting product.

NWT HUNTING GUIDE

The NWT Hunting Guide is one of four sector-specific guides produced by NWT Tourism. The Hunting Guide will provide key information on the three key hunting regions of the NWT including the Barrenlands, the Mackenzie Mountains and the Western Arctic. The guide will also feature operator/outfitter listings and other key information that will encourage hunters to visit the NWT. The Hunting Guide will be used as a fulfillment piece and will be distributed at several hunting shows.

- Number of pages – 24.
- Number of Guides produced – 10,000.
- PDF version of guide available for download on the Tourism website.

Total budget \$22,750

PRINT ADVERTISING

The U.S. market will be the main focus of the NWT hunting campaign ads. Print advertising will include several hunting-specific magazines such as North American Hunter, Peterson's Hunting and Eastman's Hunting Journal. Whenever possible, publications that also include a strong website component will be chosen.

Total budget \$40,000

WEB ADVERTISING

Website advertising will consist of individual banner ads, key word searches and e-marketing campaigns that will all be utilized to increase traffic to the NWT Tourism website and then on to the hunting operators' websites. The hunting sector has been performing well on the web



and has proven to be very effective in generating traffic to the various hunting operators' websites.

Total budget \$60,000

E-MAIL CAMPAIGNS

As the "Lots to See in the NWT" e-newsletters have proven to be very successful in generating both enquiries and website visits, a similar format will be used to promote hunting. NWT Tourism will send out two promotional e-mails to a hunting data base which has been gathered from hunting specific enquiries over the past few years. To increase interest in the product, a contest which will feature prizes such as field glasses or a scope will be included as part of the campaign.

Total budget \$2,000



CARIBOU, COURTESY SOUTH NAHANNI OUTFITTERS

CONSUMER SHOWS

As the NWT hunting market is primarily within the U.S, the majority of consumer show marketing will take place within this demographic market. Consumer shows consist of the Safari Club International and the All Canada shows. Due to increased popularity of the Safari Club show, NWT was unable to secure booth space at this show last year, but is on the waitlist again for 2009.

Total budget \$6,000

MEDIA FAM TOURS

In an effort to increase media coverage of the region’s outstanding hunting product, NWT Tourism will host a number of media FAM’s. Media FAM’s will focus on hunting-specific publications and television programs that are specific to our target market. Media will be primarily from the U.S., but may also be from Canada, Mexico, Great Britain or German-speaking Europe. The main focus of the FAM tours will be to

increase awareness of the sustainable resource management of NWT Sport Hunting product, and emphasize the improved number of caribou.

Total budget \$15,000

KEY SECTOR PROMOTIONS: SPORT HUNTING

		2008-09	NWTT/ITI	Product Diversification	2010 Total
201	NWTT Hunting Guide	\$ 19,000	\$ 22,750	\$ -	\$ 22,750
202	Print Advertising				
202	Print Advertising	\$ 32,500	\$ 40,000	\$ -	\$ 40,000
	Direct Mail*	\$ 11,000			
203	Web Advertising	\$ 32,500	\$ 40,000	\$ 20,000	\$ 60,000
204	E-mail Campaigns	\$ 2,000	\$ 2,000	\$ -	\$ 2,000
205	Consumer Shows				
205 a	Safari Club International	\$ 8,000	\$ 6,000	\$ -	\$ 6,000
206	Media FAMS				
206 a	North America (to be determined)	\$ 21,000	\$ 7,500	\$ -	\$ 7,500
206 b	North America - Mexico	\$ 21,000	\$ 7,500	\$ -	\$ 7,500
TOTAL SPORT HUNTING		\$ 147,000	\$ 125,750	\$ 20,000	\$ 145,750

*Due to poor conversion rates, NWT Tourism decided to opt out of the direct mail campaign



PRIZE GRAYLING, COURTESY ENODAH WILDERNESS TRAVEL

2.2 KEY SECTOR PROMOTIONS

SPORT FISHING

For the past several years, the NWT Sport Fishing industry has been quite flat. With the rising fuel costs and the strength of the Canadian dollar, it has been determined that many of the sport fishing promotions will focus on near in markets with household incomes in excess of \$100,000. As was the case with Sport Hunting, more emphasis will be placed on web promotions and less on print.



BOATERS, PAUL VECSEI, NWT

NWT FISHING GUIDE

The NWT Fishing Guide provides sport fishing enthusiasts with key information about NWT fish species, fishing licenses, lodges and outfitters. The Fishing Guide will be used as a fulfillment piece and be distributed at several consumer shows. In an effort to increase revenues a specific section on fishing packages will be included in the guide this year.

- Number of pages - 24.
- Number of Guides produced – 20,000.
- PDF version of guide available for download on the NWT Tourism website.

Total budget \$25,000

PRINT ADVERTISING

Once again the Midwestern United States will be the primary market for fishing promotions. Print advertising will include a number of activity specific publications including Fly Fisherman, InFisherman and Field and Stream. Whenever possible, web add-ons will be included with all traditional print media buys.

Total budget \$55,000

PRINT ADVERTISING – COOPERATIVE ADVERTORIAL FEATURE

This past year NWT Tourism coordinated a six-page advertorial feature on fishing in Up Here magazine. The feature was popular among the membership, with all

available cooperative ad spaces being sold. The feature was successful in generating a number of enquiries and website visits. Building on this success, NWT Tourism plans on doing another special promotional feature.

As fly fishing continues to grow in popularity, it would be suitable to do a special feature on this. NWT Tourism is looking at focusing some attention on near-in markets such as Edmonton, Calgary and Vancouver. Focusing on near-in markets will allow Sport Fishing operators to promote weekend getaways and last minute deals when space is available. Funding from NWT Tourism would then be used to offset the cost of industry participation in the advertorial section.

Total budget \$10,000



TROUT, COURTESY PETERSEN'S POINT LAKE LODGE

PRODUCT DIVERSIFICATION SUPPORT – FISHING PACKAGES PROMOTIONS

In an effort to assist fishing operators who are accessing the Product Diversification Funds, NWT Tourism will provide funding assistance to promote commissionable fishing packages. Working with the local operators, NWT Tourism will determine the print/web campaign and coordinate the purchase of the appropriate advertising space. The operators ads will be bannered by the NWT Tourism Spectacular brand. If there are a large number of operators participating in the program, a generic add will be produced with a call to action to the landing page on the NWT Tourism website that will feature all of the participating fishing packages.

As with the print advertising campaign, the focus will be on near in markets, with Ft. McMurray being high on the priority list due to its easy access to the NWT and the high household income of many of its residents.

Total budget \$7,500

WEB ADVERTISING

Web advertng will consist of banner ads, key word searches and search engine optimization. The focus will be on US and Canadian markets and will combine with print campaigns whenever possible. The call to action will be to a specific landing page on the NWT Tourism website, and will highlight specific fishing packages when the opportunity presents itself.

Total budget \$40,000

E-MAIL CAMPAIGNS

NWT Tourism will send out two promotional e-mails to a fishing data base which has been gathered from Sport Fishing enquiries. It will include a contest that will feature a free fishing trip provided by one of our local operators (with NWT Tourism assisting with the cost of airfare)

Total budget \$2,000

TRADE FAMS

Working in partnership with CTC France and CDETNO, NWT Tourism will be providing some assistance to a tour company from France that specializes in fly fishing. This FAM will provide an excellent opportunity to expose our fishing product to a new market.

Total budget \$5,000

MEDIA FAMS

To increase media coverage of the region's outstanding fishing product, NWT Tourism will participate in a number of media FAM's. Media FAM's in the Sport Fishing sector regularly include representatives from a variety of fishing specific television programs and, occasionally, travel writers. Media will be primarily from the US, but may also be from Canada, Mexico, Japan or Europe. For most Sport Fishing FAMs, the industry partners will cover most of the costs and NWT Tourism will assist with media travel costs.

Total budget \$15,000



PRIZE TROUT, COURTESY TRUE NORTH SAFARIS

KEY SECTOR PROMOTIONS: SPORT FISHING

	2008-09	NWTT/ITI	Product Diversification	2010 Total
301 NWTT Fishing Guide	\$ 22,000	\$ 25,000	\$ –	\$ 25,000
302 Print Advertising				
302 a Traditional Print Advertising	\$ 73,500	\$ 35,000	\$ 20,000	\$ 55,000
Non Traditional Print*	\$ 75,000			
302 b Coop Advertorial Feature (to be determined)	\$ 10,000	\$ –	\$ 10,000	\$ 10,000
303 Product Diversification Support				
303 a Fishing Pkg Promo (Alberta/Ft. MacMurray)	\$ –	\$ –	\$ 7,500	\$ 7,500
304 Web Advertising	\$ 22,500	\$ 30,000	\$ 10,000	\$ 40,000
305 E-mail Campaigns	\$ –	\$ 2,000	\$ –	\$ 2,000
TV Sponsorship**	\$ 50,000			
306 Trade FAMS				
306 a Trade FAM (Fly fishing/CTC France)	\$ –	\$ –	\$ 5,000	\$ 5,000
307 Consumer Shows				
307 a All Canada Show	\$ 6,000	\$ 5,000	\$ –	\$ 5,000
307 b Other	\$ 5,500	\$ 5,000	\$ –	\$ 5,000
308 Media FAMS				
308 a North America - Pacific NW	\$ 23,000	\$ 7,500	\$ –	\$ 7,500
308 b North America - Western Canada	\$ 23,000	\$ 7,500	\$ –	\$ 7,500
TOTAL SPORT FISHING	\$ 310,500	\$ 117,000	\$ 52,500	\$ 169,500

* NWT Tourism has decided against advertising in non-traditional publications such as the Globe and Mail and Men's Journal due to the lack of enquiries generated from these ads.

**Television advertising also had a limited response rate, and therefore NWT Tourism removed this item from the marketing plan.



PAUL VECSEI, NWT



2.3 KEY SECTOR PROMOTIONS

AURORA

In recent years, Japanese visitation to Canada has decreased dramatically. This has affected the Aurora sector with the number of visitors from Japan for the 2006/07 fiscal year dropping from 10,000 to 7,000. Competition from Alaska, the Yukon, Northern Alberta and Scandinavia have greatly reduced market share. As the Japanese market is a significant part of the Aurora sector, it is important that NWT Tourism continue to promote Aurora tourism to the Japanese market. However, there is also a need to expand our marketing efforts to establish new markets in southern Canada and the United States as these have indicated a high interest in our Aurora products.

To add to the excitement, scientists are predicting the strongest Solar Maximum in 50 years will arrive between 2010 and 2012, setting the stage for what should be the greatest northern lights spectacle of the new millennium. As we approach maximum, the Aurora will be more vibrant and will occur more frequently. Solar Maximum will provide a substantial boost to the auroras, but a strong marketing message is critical for the industry to take advantage of this astronomical opportunity. As we move towards 2010, it is important that we use the opportunities provided by the Olympics to promote our Aurora products and to invite the world to visit the NWT during the Solar Maximum. Solar Maximum could also

lay a foundation that inspires new scientific research and attract new investment in our Aurora product.

In a recent meeting held with the main Aurora operators it was determined that the marketing plan for the upcoming year should continue to focus on the following priorities.

- 1) The Japanese market is still the top priority
- 2) Promotions within the North American market should focus on the Asian market
- 3) Trade FAMS for the Japanese receptive companies in Vancouver
- 4) Any additional marketing campaigns in the North American market should focus on commissionable Aurora packages.



NWT AURORA GUIDE

The Aurora Guide provides key information on the Aurora and a listing of operators who provide Aurora viewing and packages with related activities. The Aurora Guide will be used as a fulfillment piece. A Japanese version of the guide will also be produced and then be printed and distributed in Japan.

- Number of pages – 24.
- Number of Guides produced – 25,000.
- PDF version of guide available for download on the NWT Tourism website.

Total budget \$25,000



PHOTO COURTESY AURORA WORLD

NWT AURORA GUIDE

The Aurora Handbook will be a pocket sized guide to the Aurora, similar in format to a birding book. The concept for the handbook came out of the need to produce a promotional piece on the Aurora that could be translated into Japanese. Originally, the idea was to simply translate the NWT Aurora Guide, but it was determined that this was not the best resource as the Japanese were looking for more scientific information than what was provided in the guide. Once the handbook has been created in English, it will be translated into Japanese (and possibly other languages). The handbook will be distributed to buyers at Kanata, CITAP and other sales calls. It will also be available for sale as well, with proceeds going towards the production of additional promotional items.

Total budget \$10,000

PRINT ADVERTISING NORTH AMERICA (ASIA SPECIFIC)

Based on feedback from the meeting held with the various Aurora operators, NWT Tourism is looking into a variety of publications that specifically target the Japanese population living in North America. Keeping consistent with our marketing

strategy, publications for the Pacific Coast regions of the United States and Canada, along with Ontario will be the main areas of focus for these promotions. If possible, co-op advertising opportunities will be included in this campaign.

Total budget \$5,000

PRINT ADVERTISING NORTH AMERICA

With a limited print advertising budget this year, NWT Tourism is suggesting that marketing efforts focus on niche publications such as Just for Canadian Doctors. The focus will be on near-in markets and include the opportunity for cooperative advertising whenever possible.

Total budget \$15,000

SPECIAL COOPERATIVE PROMOTIONAL FEATURE

Similar to the Cooperative feature in the Sport Fishing section, the focus will be on near-in markets with easy air access into the NWT. This may include Edmonton, Calgary, Vancouver or the southern California area. The focus on this feature will be

specific Aurora packages that have been tailored to the North American market. Funding from NWT Tourism would then be used to offset the cost of industry participation in the advertorial section.

Total budget \$10,000

WEB ADVERTISING

Web advertising will consist of banner ads, key word searches and search engine optimization. The focus will be on US and Canadian markets. The call to action will be to a specific landing page on the NWT Tourism website, and will try and highlight specific Aurora packages. Once the Japanese pages are completed on the Aurora website, certain web campaigns geared towards the North American Asian market could be directed there.

Total budget \$30,000



PHOTO COURTESY AURORA VILLAGE

E-MAIL CAMPAIGNS

NWT Tourism will send out two promotional e-mails to an Aurora data base which has been gathered from our Aurora and winter activities enquiries. Once again contests will be part of the program to increase interest among the readers.

Total budget \$2,000

CTC PARTNERSHIPS

Working with the CTC and some of our provincial DMOs to the south, NWT Tourism will be participating in a winter promotion. This campaign will feature a number of iconic experiences including the Aurora and will feature print and web advertising, e-mail campaigns, special displays and a number of contests and trip giveaways.

Total budget \$75,000

TOUR OPERATOR SUPPORT PROGRAMS

Carrying on a program that was initiated two years ago, NWT Tourism will provide support to 3 specific Japanese tour companies that carry various Aurora packages from our local operators. This program is part of a 3 year term in which the financial support from NWT Tourism decreases each year as the Japanese tour companies become more successful.

Total budget \$25,000

TRADE FAM'S

Based on the feedback given to us by our local Aurora operators the main focus for the Trade FAMs will be the tour companies in Vancouver that work as receptive operators for the Japanese tour wholesalers. If possible NWT Tourism will look to the CTC to

provide assistance with covering the costs of the flights from Vancouver to Yellowknife. In an effort to expand into the North American market, NWT Tourism will be looking to host a trade FAM from southern Canada or the United States.

Total budget \$25,000

MEDIA FAM'S

NWT Tourism will host several media FAM's to promote Aurora tourism. These media FAMs will provide an excellent opportunity for our media partners to experience the Aurora and get our message out to our target markets. The media participating in the FAM will primarily be from Japan, but may also include some media from southern Canada and the United States.

Total budget \$25,000



PHOTO COURTESY AURORA WORLD

KEY SECTOR PROMOTIONS: AURORA

	2008-09	NWTT/ITI	Product Diversification	2010 Total
401 NWTT Aurora Guide				
401 a NWTT Aurora Guide (English Version)	\$ 22,000	\$ 25,000	\$ –	\$ 25,000
410 b NWTT Aurora Handbook	\$ –	\$ –	\$ 10,000	\$ 10,000
402 Print Advertising				
402 a North America (Asia Specific Market)	\$ –	\$ –	\$ 5,000	\$ 5,000
402 b North America (Canada)*	\$ 95,000	\$ 15,000	\$ –	\$ 15,000
402 c Special Advertorial Feature (to be determined)	\$ –	\$ 10,000	\$ –	\$ 10,000
403 Web Advertising	\$ 22,000	\$ 30,000	\$ –	\$ 30,000
404 E-mail Campaigns	\$ 2,000	\$ 2,000	\$ –	\$ 2,000
405 CTC Marketing Campaigns	\$ 80,000	\$ 75,000	\$ –	\$ 75,000
406 Asia Pacific Tour Operator Support Program	\$ 40,000	\$ –	\$ 25,000	\$ 25,000
407 Trade FAMS				
407 a CTC Japan	\$ 15,000	\$ 15,000	\$ –	\$ 15,000
407 b Other	\$ 10,000	\$ 10,000	\$ –	\$ 10,000
408 Media FAMS				
408 a CTC Japan	\$ 15,000	\$ 10,000	\$ –	\$ 10,000
408 b Post Go Media FAM	\$ 10,000	\$ 15,000	\$ –	\$ 15,000
Total Aurora	\$ 311,000	\$ 207,000	\$ 40,000	\$ 247,000

* Print campaigns for North America (i.e. Globe and Mail) were reduced due to a limited response. Print will focus on more near-in markets. This budget may be increased in the future when more package-ready Aurora products are made available to the North American market.



KAYAKERS, T. PARKER, NWT

2.4 KEY SECTOR PROMOTIONS

OUTDOOR ADVENTURE

As indicated by research conducted by ITI, Outdoor Adventure is one of the primary sectors for the NWT. With a growing number of people interested in Outdoor Adventure, there is a huge potential for growth in this sector. The following budget outlines the marketing activities for the Outdoor Adventure sector.



HIKER, MACKENZIE MOUNTAINS, T. PARKER, NWT

NWT OUTDOOR ADVENTURE GUIDE

The NWT Outdoor Adventure Guide is the newest of the sector-specific guides that are produced by NWT Tourism. The Outdoor Adventure Guide will provide key information on the various Outdoor Adventure products and will feature operator/outfitter listings and other key information. The Outdoor Adventure Guide will be used as a fulfillment piece.

- Number of pages – 32.
- Number of Guides produced – 25,000.
- PDF version of guide available for download on the NWT Tourism website.

Total budget \$25,000

TRADITIONAL PRINT ADVERTISING

Print advertising will be concentrated in Alberta, BC, Ontario and California. As is the case with the other sectors, advertising will concentrate on demographics of people with an income of over \$100,000 per year as well as an interest in outdoor adventure.

Ad timing will support some winter products starting in September, but ad placements will be geared mainly to summer products with insertions running from January through April. Print advertising will consist of several key magazines such as Backpacker, Canoe Routes and Canadian Geographic.

Total budget \$45,000

SPECIAL COOPERATIVE FEATURE

NWT Tourism will work closely with several of the main outdoor adventure magazines to set up a special promotional feature on Outdoor adventure packages within the NWT. Funds will be used to offset the costs of ads purchased by our local operators.

Total budget \$10,000

WEB ADVERTISING

Web advertising will feature banner ads, key word searches and a series of e-marketing campaigns. Web advertising will focus on the same geographic markets as the print campaigns, and whenever possible will try and combine these two advertising mediums for maximum exposure.

Total budget \$40,000



RABBITKETTLE TUFO MOUND, NAHANNI, SARA RAINFORD

KEY SECTOR PROMOTIONS: OUTDOOR ADVENTURE

		2008-09	NWTT/ITI	Product Diversification	2010 Total
501	NWTT Outdoor Adventure Guide	\$ 22,000	\$ 25,000	\$ -	\$ 25,000
502	Print Advertising				
502 a	Traditional Print Campaign	\$ 85,000	\$ 45,000	\$ -	\$ 45,000
502 b	Special Cooperative Feature	\$ 20,000	\$ -	\$ 10,000	\$ 10,000
	Other promotions	\$ 30,000			
503	Web Advertising	\$ 40,000	\$ 30,000	\$ 10,000	\$ 40,000
504	E-mail Campaigns	\$ 2,000	\$ 2,000	\$ -	\$ 2,000
505	Trade FAMS				
505 a	North America	\$ 5,000	\$ 7,500	\$ -	\$ 7,500
505 b	North America	\$ 5,000	\$ 7,500	\$ -	\$ 7,500
506	Consumer Shows				
506 a	Toronto Outdoor Show	\$ 7,000	\$ 5,000	\$ -	\$ 5,000
506 b	Vancouver Outdoor Show	\$ 6,500	\$ 5,000	\$ -	\$ 5,000
507	Media FAMS				
507 a	North America	\$ 10,000	\$ 5,000	\$ -	\$ 5,000
507 b	North America	\$ 10,000	\$ 5,000	\$ -	\$ 5,000
507 c	Europe	\$ 6,000	\$ 5,000	\$ -	\$ 5,000
TOTAL OUTDOOR ADVENTURE		\$ 248,500	\$ 142,000	\$ 20,000	\$ 162,000



CAMPING, STEVE FREAKE, NWT

E-MAIL CAMPAIGNS

The Outdoor Adventure e-mail campaign will follow the same format as the other sectors, with two e-mail campaigns being sent out that feature Outdoor Adventure Packages and other key information. Both campaigns will be monitored closely to determine the website visits and enquires that were generated.

Total budget \$2,000

TRADE FAMS

The focus of the Outdoor Adventure FAMs will be the North American and European markets. As the NWT has such a diverse range of Outdoor Adventure product, FAM's will be set up to highlight as much of the Outdoor Adventure product as possible, with the main focus being on commissionable packages.

Total budget \$15,000

CONSUMER SHOWS

Consumer show promotions for the Outdoor Adventure market include the Toronto Outdoor Adventure Show and the Vancouver Outdoor Adventure Show. NWT Tourism will purchase booths at these shows and negotiate bulk rates so that several of the Outdoor Adventure operators will have the opportunity to participate in these shows at a reduced cost.

Total budget \$10,000

MEDIA FAMS

NWT Tourism will host a number of Outdoor Adventure Media FAM's as they provide an excellent venue for exposing the media to our exceptional outdoor products. Media FAM's will focus primarily on the North American Market, but may also expand to an international front including Europe and Mexico.

Total budget \$15,000



VISITOR SIGNAGE, INUVIK, HANS G. PFAFF, NWTT

2.5 KEY SECTOR PROMOTIONS

GENERAL TOURING

The General Touring market is significant in terms of the number of visitors that come to the NWT. Rising fuel costs and the poor condition of several of the territorial highways are two main areas of concern. Overall RV traffic into the NWT has increased over the past year. The following budget outlines the marketing activities for General Touring.



TWIN FALLS PARK, R. HEMING NWTT

OTHER TOURING PUBLICATIONS

The Dempster Hwy and Deh Cho Travel Connection brochures are also key marketing tools for driving RV traffic into the NWT. Although NWT Tourism does not produce these publications, it would be beneficial to offer some financial support to each project. NWT Tourism is active with the Deh Cho Travel Connection committee, and is now looking to build relationships with our partners in the Yukon and Inuvik so that we can assist with the production of a Dempster Hwy brochure that we could use as a fulfillment piece.

Total budget \$5,000

PRINT ADVERTISING

Print advertising will focus on publications geared towards road touring. The RV market will focus on traditional publications such as Westworld Magazine, the Milepost and other RVB publications. With fuel costs rising, it is important that all print advertising campaigns focus on near-in markets such as Edmonton, Calgary and Vancouver. Whenever possible, web add-ons will be included with the purchase of magazine ad space.

Total budget \$20,000

COOPERATIVE PROMOTIONAL FEATURES

This past year NWT Tourism worked in conjunction with WestWorld Magazine to produce a four page promotional feature on touring within the NWT. The promotional feature was part of the February edition of Westworld BC. With a circulation of over 300,000 the magazine provided significant exposure and generated a sizable number of enquiries. Depending on industry buy-in, it would be possible to arrange promotional features to be coordinated with a variety of publications that focus on road touring. The promotional features would also include a web component whenever possible.

Total budget \$15,000



PRELUDE LAKE, T. PARKER, NWT

WEB ADVERTISING

Web advertising will feature banner ads, key word searches and a series of e-marketing campaigns. Web advertising will focus on the same geographic markets as the print campaigns. A series of special web promotions will drive traffic to a landing page on the NWT Tourism website and will focus on a variety of festivals, events and unique packages.

Total budget \$25,000

E-MARKETING CAMPAIGN

Two touring-specific e-mail campaigns will be sent out to a data base of road touring enquiries that NWT Tourism has received over the past several years. The campaign will feature special packages and other promotions that will drive traffic to the NWT Tourism website. The campaign will be monitored closely to determine the website visits and enquires that were generated.

Total budget \$2,000

TOUR COMPANY SUPPORT PROGRAM

For the past six years the General Sales Agent for NWT Tourism has been working very closely with a number of tour companies throughout German speaking Europe. Through this process NWT Tourism has offered small levels of financial support to various tour companies to assist them with the promotion of NWT products. As a result of this program, over thirty tour companies in German speaking Europe now feature NWT tourism products in their brochures and on their websites. Once again, funding has been set aside to support these initiatives.

Total budget \$30,000

TRADE FAMS

NWT Tourism includes several FAM tours as part of the General Touring and RV Marketing plan. The focus of these FAM tours will be North American and the European fly-drive market. These FAMs will focus on weekend getaways and self-drives. If possible it would be beneficial to arrange a Trade FAM following Rendez-vous Canada. Learning from the past, NWT Tourism would limit the group size to a maximum of three to four people as the larger groups have been very expensive to host and have been difficult to accommodate.

Total budget \$15,000



FORT PROVIDENCE CAMPGROUND, T. PARKER, NWT

CONSUMER SHOWS

Consumer show promotions have always been a significant component of our Touring and RV marketing plan. As fuel costs increase, long distance travel to the NWT is expected to decrease significantly. As a result, NWT will reduce the number of RV shows, focusing primarily on the destinations closest to the NWT (Edmonton and Calgary). Some exceptions will be made to this, including the RV show in Quartzite Arizona as the show regularly brings in good results for the Dempster Hwy and Inuvik. The consumer

show program will make a slight shift to focus on general travel shows that attract an audience that matches our geographic and demographic markets. As additional 10,000 dollars has been set aside for consumer show promotions in German-speaking Europe.

Total budget \$59,000

MEDIA FAMs

NWT Tourism will host a number of Media FAM's that will focus on the Touring and RV markets. These FAMs will be open to the US, Canadian and

European media. FAMs will focus on self-drives, special activities and getaways. Working with CTC Germany, an agreement has already been set in place to host a media FAM called Clever Women that will include sports stars and celebrities. NWT Tourism will also look into arranging a pre- or post-Go Media FAM.

Total budget \$17,000

KEY SECTOR PROMOTIONS: TOURING

		2008-09	NWTT/ITI	Product Diversification	2010 Total
601	NWTT Guides				
601 a	Deh Cho Travel Connection	\$ 10,000	\$ 2,500	\$ –	\$ 2,500
601 b	Dempster Hwy	\$ –	\$ 2,500	\$ –	\$ 2,500
602	Print Advertising				
602 a	Standard Print Advertising	\$ 64,000	\$ 20,000	\$ –	\$ 20,000
602 b	Coop Advertorial Feature (other)	\$ 20,000	\$ –	\$ 15,000	\$ 15,000
603	Web Advertising	\$ 20,000	\$ 25,000	\$ –	\$ 25,000
604	E-mail Campaign	\$ 2,000	\$ 2,000	\$ –	\$ 2,000
605	European Tour Company Support Program	\$ 30,000	\$ –	\$ 30,000	\$ 30,000
606	Trade FAMS				
606 a	North America	\$ 5,000	\$ 7,500	\$ –	\$ 7,500
606 b	Europe	\$ 1,000	\$ 7,500	\$ –	\$ 7,500
607	Consumer Shows (North America)				
607 a	Calgary Women's Show	\$ 5,000	\$ 5,500	\$ –	\$ 5,500
607 b	Quartzsite	\$ 7,500	\$ 9,000	\$ –	\$ 9,000
607 c	Calgary RV Show	\$ 5,000	\$ 6,000	\$ –	\$ 6,000
607 d	Edmonton RV Show	\$ 7,500	\$ 6,000	\$ –	\$ 6,000
607 e	Abbotsford RV Show	\$ 6,500	\$ 6,500	\$ –	\$ 6,500
607 f	Edmonton Boat Show	\$ 6,000	\$ 6,000	\$ –	\$ 6,000
607 g	Other Shows	\$ 10,000	\$ 10,000	\$ –	\$ 10,000
608	Consumer Shows (Europe)	\$ 10,000	\$ 10,000	\$ –	\$ 10,000
609	Media FAMS				
609 a	Clever Women (already confirmed)	\$ 15,000	\$ 12,000	\$ –	\$ 12,000
609 b	North America (to be determined)	\$ 10,000	\$ 5,000	\$ –	\$ 5,000
TOTAL TOURING		\$ 234,500	\$ 143,000	\$ 45,000	\$ 188,000



WILDCAT CAFE, YELLOWKNIFE, STEVE FREAKE, OUTCROP

2.6 KEY SECTOR PROMOTIONS

BUSINESS

The Business Sector brings in a substantial amount of revenue to the NWT. In recognizing the value of this sector efforts have been made to increase this budget and to add a number of marketing activities that will target the business traveller who is already in the NWT and to attract new meetings and conferences to our region. With the new NWT Tourism website in place, it will be easier to provide information on Business Travel, so additional dollars will be set aside to do this.

The following budget outlines the marketing activities for the business sector.

BUSINESS PROMOTION IN HOTELS

As part of the Business promotion, NWT Tourism will be creating a series of promotional pieces (i.e. Activity Wheel) that will be distributed to local hotels. These promotional pieces will be region specific and feature a number of day trips that can be done in the target area. The communities featured in this project include Yellowknife, Hay River, Inuvik and Norman Wells for the summer promotions. The winter promotions will feature Yellowknife and Inuvik.
Total budget \$20,000

NWT MEETING AND CONVENTION PLANNER

In an effort to attract meetings and conventions to the NWT, it is essential that a Meeting and Convention Planner be produced. This planner will include key information meeting planners are looking for including meeting and accommodation facilities, transportation and other amenities. One thousand meeting planners will be produced in total, and will be distributed a various Meeting and Incentive Travel Shows.
Total budget \$10,000



PHOTO COURTESY SELWYN LAKE LODGE

PRINT ADVERTISING

Print Advertising will focus on publications that cater to the business professional and will include Up Here Business and various meeting, convention and incentive travel publications. NWT Tourism is also planning on producing a special promotional feature that will highlight various packages that are offered to the business traveler. NWT Tourism will also advertising in a number of publications that are Meeting and Incentive Travel specific
Total budget \$55,000



MORaine POINT LODGE, STEVE FREAKE, NWT

WEB ADVERTISING

Web advertising will include banner advertising and key word searches. Banner ads will be placed on the websites of Northern hotels and on various websites for conventions that are coming to the NWT.

Total budget \$32,500

E-MARKETING CAMPAIGN

Two e-mail campaigns will be sent out to a data base of various meeting and convention planners throughout North America. The campaign will feature special packages and other promotions that are geared towards the business traveler, and highlight the NWT's potential to host meetings and conventions. The campaign will be monitored closely to determine the website visits and enquires that were generated.

Total budget \$2,000

INDUSTRY SHOWS

NWT Tourism attends a number of industry-specific trade shows, including the Canadian Association of Society Executives (CSAE) which will be held in Toronto in the fall. NWT Tourism will bring a delegation to these shows to meet with the various meeting planners and to distribute our Meeting Planner. In addition NWT Tourism attends a number of shows such as Meet the North, and the Hay River Transportation show and have representation to a lesser extent .

Total budget \$24,795

MEETINGS AND OTHER PROMOTIONS

Advertising to the Business sector focuses on individuals visiting the NWT on business. Through a concentrated marketing effort, which will include information packages for the hotels with add-on web promotions, NWT Tourism hopes to increase visitor revenues by encouraging the business traveller to participate in a number of activities while staying in the NWT.

Total budget \$10,000



GREAT NORTHERN ARTS FESTIVAL DISPLAY, GEORGE FISCHER, NWTT

KEY SECTOR PROMOTIONS: BUSINESS

	2008-09	NWTT/ITI	Product Diversification	2010 Total
701 NWTT Promotional Brochures				
701 a Hotel Wheels	\$ 20,000	\$ -	\$ 20,000	\$ 20,000
701 b Meeting and Convention Planner	\$ -	\$ -	\$ 10,000	\$ 10,000
702 Print Advertising				
702 a Traditional Print Campaigns	\$ 5,000	\$ 30,000	\$ -	\$ 30,000
702 b MC&IT Travel Publications	\$ -	\$ 20,000	\$ -	\$ 20,000
702 c Special Advertorial Feature (Up Here Business)	\$ -	\$ 5,000	\$ -	\$ 5,000
703 Web Advertising	\$ 10,000	\$ 5,000	\$ 27,500	\$ 32,500
704 E-mail Campaigns	\$ -	\$ 2,000	\$ -	\$ 2,000
705 Industry Shows				
705 a MC&IT Show	\$ 15,000	\$ 15,000	\$ -	\$ 15,000
705 b MC&IT (other show or event)	\$ 10,000	\$ 9,795	\$ -	\$ 9,795
706 Meetings	\$ 10,000	\$ 10,000	\$ -	\$ 10,000
Total Business	\$ 70,000	\$ 96,795	\$ 57,500	\$ 154,295



CAMPING NEAR YELLOWKNIFE, ROBERT REDSHAW, GNWT



LESLIE LEONG, GNWT



FIREWEED, WALTER SOMMERHALDER, NWTT



FERRY AT FORT SIMPSON, W. SOMMERHALDER, NWT

SECTION 3: **TOURISM SUPPORT SYSTEMS**

In order to maximize the marketing activities for both General Awareness and the Key Sector Promotions, it is essential to have a number of Tourism Support Systems in place. Support systems, such as Agency of Record Services, a European sales agent, promotional items and fulfillment of information requests all play an important role in building tourism within the NWT. The following budget is a breakdown of NWT Tourism Support activities.

SUPPORT SYSTEMS

		2008-09	NWTT/ITI	Product Diversification	2010 Total
801	Operator Readiness				
801 a	Upgrades to Cooperative Advertising Website	\$ 10,000	\$ –	\$ 5,000	\$ 5,000
801 b	Development of FAM Tour Website	\$ 10,000	\$ –	\$ 5,000	\$ 5,000
802	Promotional Items				
802 a	Promotional Items (NWTT)	\$ 25,000	\$ 20,000	\$ –	\$ 20,000
802 d	Media Kits	\$ 10,000	\$ 10,000	\$ –	\$ 10,000
802 c	Photography	\$ 20,000	\$ 6,500	\$ –	\$ 6,500
803	Agency of Record				
803 a	Project Coordination	\$ 75,000	\$ 75,000	\$ –	\$ 75,000
803 b	(other)	\$ 5,000	\$ 5,000	\$ –	\$ 5,000
804	General Sales Agent (Europe)				
804 a	GSA Contract	\$ 60,000	\$ 60,000	\$ –	\$ 60,000
804 b	Office and Trade Mailings	\$ 7,500	\$ 7,500	\$ –	\$ 7,500
804 c	Sales Calls	\$ 7,500	\$ 7,500	\$ –	\$ 7,500
804 d	Trade Shows (other)	\$ 2,000	\$ 2,000	\$ –	\$ 2,000
805	Performance Measurement				
805 a	CTC Research Programs	\$ 15,000	\$ 10,000	\$ –	\$ 10,000
805 b	Trip Diaries	\$ 5,000	\$ 5,000	\$ –	\$ 5,000
805 c	(other)	\$ 25,000	\$ 20,000	\$ –	\$ 20,000
806	Fulfillment				
806 a	Toll Free Mail Delivery	\$ 80,000	\$ 70,000	\$ –	\$ 70,000
806 b	Toll Free Supplies	\$ 5,000	\$ 5,000	\$ –	\$ 5,000
806 c	Toll Free Telephone	\$ 10,000	\$ 10,000	\$ –	\$ 10,000
806 d	Toll Free Upgrades to System	\$ 15,000	\$ 15,000	\$ –	\$ 15,000
TOTAL TOURISM SUPPORT SYSTEMS		\$387,000	\$328,500	\$ 10,000	\$338,500



SINGLE OTTER, PAUL VECSEI, NWT

3.1 TOURISM SUPPORT SYSTEMS

OPERATOR READINESS

UPGRADES TO THE COOPERATIVE ADVERTISING WEBSITE

This past year NWT Tourism developed the website for co-op ads, coopads. spectacularnwt.com, to assist our membership to take advantage of our cooperative advertising program. This site provides information about all upcoming opportunities which are laid out in an easy-to-read table. The table lists the publication, issue and date, appearance date, deadline date, circulation, regular buy-in price, member buy-in price, website (if applicable) and the number of slots available. Opportunities will be listed by sector so that operators can quickly see all the ones relevant to their business.

If a slot is available, the operator can click on “buy” and with a simple form, purchase the spot. All ads are on a first-come, first-served basis. The operator can then list contact information, upload a logo and picture, and leave a description suitable for the co-op ad. The number of slots will then decrease by one, until all are gone.

An operator can see which other operators have purchased slots simply by hovering over the slot cell in the table, thereby increasing the likelihood of purchasing if competitors are doing so. All opportunities will remain visible on the main page until the deadline expires, and then can be found on the Archives page.

To date the process has worked very well with most of the available ads being sold. Unfortunately, issues of late or non-payments have occurred regularly, and NWT Tourism currently has over \$30,000 worth of accounts receivable for past ads purchased from the membership. To remedy this, NWT Tourism is looking to automate the system further by creating a process that makes it mandatory to purchase all advertising space via credit card.

Total budget \$5,000

DEVELOPMENT OF A FAM TOUR WEBSITE

This site will be developed with the intention of streamlining communication and reporting systems between NWT Tourism, our industry partners, trade and media. This website will keep a complete data base of all available activities and services and will have the potential to build comprehensive itineraries that can be specifically tailored to the unique interests of each participant. The system will allow for detailed reports on each FAM including detailed information on actual expenditures and all in-kind contributions.

This website will also ensure that our industry operators gain valuable insight into how FAM tours work and the benefits they bring. Any local operators wishing to participate in FAM tours will be required to register on the site and must indicate their willingness to offer commissionable rates for this service.

Total budget \$5,000



T. PARKER, NWT

3.2 TOURISM SUPPORT SYSTEMS PROMOTIONAL ITEMS

PROMOTIONAL ITEMS

Promotional items are a key factor in building the relationship between NWT Tourism and the various travel trade and media representatives with whom we work. Promotional items help keep the NWT Tourism brand image top of mind and facilitate interaction between NWT Tourism and our media and trade partners.

Total budget \$20,000

MEDIA KITS

Two years ago NWT Tourism produced a new media kit. This promotional piece geared towards the media was well received, and has proven to be a valuable tool in generating interest in the NWT and providing story leads to travel writers. As the media kits are several years old it is important that they be given an updated look, and add some international language components (German, Japanese, French) to both a print and on-line version of the kit.

Total budget \$10,000

PHOTOGRAPHY

High quality photographs are essential for the use in all of our publications, website and advertising materials. It is also important that this photography is made available for use by media and our trade partners. NWT Tourism will have the rights to all photography purchased and when appropriate it will be made available to our industry partners. All photographs will be stored in an on-line data bank that can be accessed on a request basis. It has been some time since NWT Tourism has done a photo shoot. As many of our images are getting outdated, it would be advisable to refresh our supply.

Total budget \$6,500



CANOL TRAIL, R. HEMING



FLOAT BASE, YELLOWKNIFE, STEVE FREAKE

3.3 TOURISM SUPPORT SYSTEMS PROJECT COORDINATION

AGENCY OF RECORD

In an effort to coordinate our advertising campaigns, NWT Tourism requires the services of an agency of record. The agency of record (AOR) plays a vital role in the selection of ad purchases and helps to significantly reduce the cost of ad placements through strategic negotiations with various media representatives. Along with the media buys, the AOR coordinates the production of all ad materials to ensure it portrays a consistent image and message. (A complete list of AOR activities is outlined in Appendix B.)

Total budget \$80,000

GENERAL SALES AGENT (EUROPE)

Similar to the efforts of the AOR, the European Sales Agent manages negotiations with industry representatives from German-speaking Europe. Over the years, our sales agent has been building up a number of key contacts within the industry and interest in the NWT among German-speaking Europe is continuing to increase. This contract includes project coordination, office and trade mailings, sales calls and travel to various shows. Before NWT Tourism enlisted the services of a General Sales Agent for German Speaking Europe there were only two tour companies that featured NWT Tourism products in their offerings. Today, there are over 30 tour companies that are promoting the NWT.

Total budget \$77,000



TSIIGEHTCHIC, GEROLD SIGL, NWT



SANDHILL CRANES, T. PARKER, NWT

3.4 TOURISM SUPPORT SYSTEMS PERFORMANCE MEASUREMENT

NWT TOURISM PERFORMANCE MEASUREMENT

Working in conjunction with the GNWT, NWT Tourism will undertake a series of performance measurement projects that will analyze the effectiveness of our advertising campaigns and will help determine the future direction of NWT Tourism promotions. All performance measurement projects will be determined on an annual basis and will be based on industry trends and issues. Proposed projects for the upcoming year include a conversion study, the trip diaries program and a CTC research program.

The CTC research program is a new offering that will provide NWT Tourism with vital statistics on our key markets and on-going market analysis of our secondary markets. This research is vital as it will provide us with key information that will help us determine the best marketing strategies for our international marketing efforts.

Total budget \$35,000



PILOT'S MONUMENT, YELLOWKNIFE, T. PARKER, NWT



PHOTOS: LITTLE DOCTOR LAKE, GEORGE FISCHER, NWT

3.5 TOURISM SUPPORT SYSTEMS FULFILLMENT

TOLL FREE SERVICE AND MAIL DELIVERY

Fulfillment plays one of the most important roles in the NWT marketing campaign. Following each of our extensive marketing campaigns the fulfillment department is busy getting the information requests out to consumers. NWT advertising is heaviest in the third quarter of each fiscal year and fulfillment is extremely busy between the months of January and March.

In an effort to reduce costs and lessen fulfillment time, NWT is looking at coordinating the bulk of our fulfillment obligations in a location within southern Canada. As our guides

are already printed in the south, this would decrease shipping costs. Guides would be delivered to our consumers quicker, especially those within the United States. The company responsible for shipping could drive the shipment into the United States and then the shipment will go directly through the United States Postal Service. This would mean that the consumer would get the information within days, where it currently takes weeks if it is shipped from the NWT. NWT Tourism is in the process of developing an RFP for this service and expects to have something in place by the end of 2008.

Total budget \$100,000





LUTSELK'E, T. PARKER, NWT

NWT TOURISM MARKETING ACTIVITY EVALUATION FORM

For each activity within our 2009-10 marketing campaign, we have set quantifiable objectives and performance targets. During the course of the year, we will track results to determine marketing effectiveness.

Following are some sample evaluation forms. Once we have received your feedback on this draft marketing plan and the forms, we will prepare detailed evaluation forms for every activity within the plan, and will track and monitor results.

NWT Tourism will report on results with a monthly fulfillment report and a quarterly newsletter. The fulfillment report will outline the enquires that were generated through the various advertising campaigns. The quarterly report will examine the specific goals and objectives that have been outlined in the marketing plan and the progress that has been made to date.

SECTOR: GENERAL AWARENESS

NWT Explorers' Guide

Goals:

- ▶ Assist in positioning NWT as "front-of-mind" for potential visitors.
- ▶ Support sales of NWT tourism products by providing information, including contacts

Objectives:

- ▶ To increase industry participation (updating listings and advertising)
- ▶ To produce a comprehensive, easy to read guide that is completed and distributed in a timely manner

Current: Out November 2008

Target: Same as current

Tour Operator Manual

Goals:

- ▶ To increase sales of NWT tourism products via the travel trade

Objectives:

- ▶ To highlight itineraries for travel trade operators
- ▶ To include at least 5 market ready products and increase product knowledge of NWT

Current: non-existent

Target: Ready by May for Rendezvous Canada

Print Advertising

Goals:

- ▶ To increase inquiries and website visits using targeted advertising

Objectives:

- ▶ Use print ads that incorporate web components;
- ▶ Increase membership participation through co-op ads

Current: Few industry partners

Target: 6 industry partners (airlines, parks, hotels)

Web Advertising

Goals:

- ▶ Drive traffic to NWTT web site and increase number of unique visits

Objectives:

- ▶ Increase number of inquiries and traffic to operator web sites
- ▶ Increase member use of coop web ads, provide members with results

Current: not measured

Target: 10,000 unique, measured visits

Trade Shows

Goals:

- ▶ To increase awareness of market ready product

Objectives:

- ▶ Promote new market ready products in a detailed tour operator manual.
- ▶ Distribute 500 copies at trade shows

Current: Following up on contact information is slow.

Target: Send contact information obtained from these shows out within 2 weeks.

International Marketing Programs (Germany)

Goals:

- ▶ To partner with the Yukon and Nunavut in Germany

Objectives:

- ▶ Show cost savings in Euro marketing through MOU with CTC.
- ▶ Increase awareness of NWT as a travel destination in German market

Current: Generate more hits to the CTC website

Target: Set baseline for the first year.

2010 Olympic Promotions (National Assets Campaign)

Goals:

- ▶ To increase marketing pre & post Olympics 2010 through CTC

Objectives:

- ▶ Work with the Yukon and Nunavut to generate interest in Canada's North and NWT. Acquire video and still footage (HD quality) Increase number of travel enquiries from Canada

Current: non-existent

Target: participate in 26 million worth of marketing.

Media Shows

Goals:

- ▶ To increase the media's awareness of the NWT.

Objectives:

- ▶ Attract the right journalists

Current: No definite plan in place.

Target: Create a plan and systems and implement evaluation process for all future media FAM tours.

NWT Tourism Website

Goals:

- ▶ To increase traffic and related benefits to the NWT tourism industry

Objectives:

- ▶ Improve tracking capabilities and provide timely tracking results to the industry
- ▶ Increase downloads of guides to eventually reduce numbers to be printed.

Current: 650,000 unique visits

Target: 750,000 unique visits



DALL'S SHEEP, COURTESY GANA RIVER OUTFITTERS

SECTOR: SPORT HUNTING

NWT Hunting Guide

Goals:

- ▶ Assist in positioning NWT as "front-of-mind" in the Sport Hunting market

Objectives:

- ▶ To increase industry participation (updating listings, advertisements)
- ▶ To publish a comprehensive and easy to read guide in a timely manner.

Current: Out November 2008

Target: Same as current

Print Advertising

Goals:

- ▶ Increase hunting inquiries and website visits using targeted advertising

Objectives:

- ▶ Increased the number of qualified inquiries and secure more enquiries for operators via increased use of co-op ads

Current: n/a

Target: 500

Web Advertising

Goals:

- ▶ Drive traffic to the fishing section of the NWTT web site

Objectives:

- ▶ Increase traffic to operators' web sites; increase operator use of co-op ads

Current: Not measured

Target: 6,000 unique visits;
1,000 re-directs to operator sites

Consumer Shows

Goals:

- ▶ Support the hunting sector at consumer shows

Objectives:

- ▶ If Safari Club show not available, book another show as suggested by operators

Current: Not attending sector specific shows

Target: Attend the Safari Club show or substitution.

Media FAMS

Goals:

- ▶ Increase awareness of Hunting and support outfitters

Objectives:

- ▶ Attract the right journalists

Current: 3

Target: 2-3



GRAYLING CATCH, COURTESY WATTA LAKE LODGE

SECTOR: SPORT FISHING

NWT Fishing Guide

Goals:

- ▶ Assist in positioning NWT as “front-of-mind” in the Sport Fishing market
- ▶ Support sales of NWT tourism products by providing information, including contacts

Objectives:

- ▶ To increase industry participation (updating listings and advertising)
- ▶ To produce a timely, comprehensive and easy to read guide.

Current: Out November 2008

Target: Same as current

Print Advertising

Goals:

- ▶ Increase inquiries and website visits using targeted advertising

Objectives:

- ▶ Increase the number of qualified leads for NWT operators;
- ▶ Increase the number of cooperative opportunities that are available

Current: n/a

Target: Produce 1,500 qualified leads

Web Advertising

Goals:

- ▶ Drive traffic to the fishing section of the NWTT website

Objectives:

- ▶ Increase traffic to operators web sites; increase operator use of co-op ads

Current: not measured

Target: 15,000 unique visits. 2,500 re-directs to operators sites

Trade FAMS

Goals:

- ▶ To promote NWT as a world class fly-fishing destination

Objectives:

- ▶ Train operators on marketing fly fishing; host a fishing seminar

Current: 0

Target: 1

Consumer Shows

Goals:

- ▶ To increase the number of inquiries at the shows

Objectives:

- ▶ Provide cooperative opportunities for members; add a pacific Northwest show.

Current: 1

Target: 2

Media FAMS

Goals:

- ▶ Increase awareness of NWT fishing products and support outfitters

Objectives:

- ▶ Attract the right journalists (publications demographics match our target)

Current: 3

Target: 2-3



R. KENNEDY, NWTT

SECTOR: AURORA

NWT Aurora Guide

Goals:

- ▶ To enhance the NWT Spectacular brand which is built on the Aurora
- ▶ To position NWT as the market leader in aurora viewing.

Objectives:

- ▶ To increase industry participation in the guide (updating listings, ads, general input)
- ▶ To ensure the guide is comprehensive and easy to read and is issued in a timely manner

Current: Out November 2008

Target: Same as current

NWT Aurora Handbook

Goals:

- ▶ To develop a comprehensive, official book on the Aurora with the assistance of Aurora experts

Objectives:

- ▶ A marketing and reference tool in different languages that would be for sale.

Current: non-existent

Target: Set a baseline in the first year.

Print Advertising

Goals:

- ▶ Increase aurora awareness and related number of inquiries and website visits

Objectives:

- ▶ Increase the number of qualified enquiries and secure more enquiries for operators via the cooperative opportunities that are available

Current:

Target: 1,000 qualified leads

Web Advertising

Goals:

- ▶ Drive traffic to the Aurora section of the NWTT web site

Objectives:

- ▶ Increase traffic to Aurora operator's web sites; increase operator use of co-op ads

Current: 10,000

Target: 15,000

CTC Japan Marketing Campaign

Goals:

- ▶ To leverage the CTC money to promote Aurora in Japan

Objectives:

- ▶ To increase awareness and gain market share.

Current: 0

Target: Set baseline.

Trade FAMS

Goals:

- ▶ Increase share of Aurora market

Objective:

- ▶ To host Travel Trade representatives from North America and Japanese markets

Current: 2-3

Target: 2-3 with at least one from the North American market.

Media FAMS

Goals:

- ▶ Promote aurora products available in the NWT

Objectives:

- ▶ To host media representatives from the North American & Japanese markets

Current: 2

Target: 2-3



BOAT LAUNCH, WOOD BUFFALO AREA, T. PARKER, NWTT

SECTOR: OUTDOOR ADVENTURE

NWT Outdoor Adventure Guide

Goals:

- ▶ To position our Outdoor products as world leaders.

Objectives:

- ▶ To increase industry participation (updating listings and advertising); to have a comprehensive and easy to read guide available in a timely manner.

Current: Out November 2008

Target: Same as current

Print Advertising

Goals:

- ▶ Increase inquiries and website visits using targeted advertising

Objectives:

- ▶ Increase the number of qualified leads for NWT operators; increase the number of cooperative advertising opportunities that are available

Current: n/a

Target: 600

Web Advertising

Goals:

- ▶ Drive traffic to the outdoor adventure section of the NWTT website

Objectives:

- ▶ Increase traffic to operators web sites; increase operator use of co-op ads

Current: n/a

Target: 10,000 unique visits; 2,000 re-directs to operator sites

Trade FAMS

Goals:

- ▶ To promote NWT as a world class outdoor adventure destination

Objectives:

- ▶ To select travel trade representatives that are active in the outdoor adventure market

Target: 2-3

Consumer Shows

Goals:

- ▶ To increase the number of inquiries or business generated to members from shows.

Objectives:

- ▶ Increase member participation and presence at the shows.

Current: 2

Target: 3

Media FAMS

Goals:

- ▶ Increase awareness of Outdoor Adventure and support outfitters

Objectives:

- ▶ Attract the right journalists whose publications match our targeted demographics

Current: 3

Target: 2-3



INUVIALUIT DRUMMERS, HANS G. PFAFF, NWTT

SECTOR: TOURING

Deh Cho Travel Connection / Dempster Hwy Brochure

Goals:

- ▶ Lure high end highway adventurers to the Northwest Territories

Objectives:

- ▶ Increase awareness of routes, unique promotions (passports); increase traffic to these areas.

Current: n/a

Target: 5% increase in road traffic

Print Advertising

Goals:

- ▶ Increase inquiries and website visits, using targeted advertising

Objectives:

- ▶ Increase the number of cooperative opportunities that are available
- ▶ Increase traffic to campgrounds and hotels websites

Current: n/a

Target: 1,000

Web Advertising

Goals:

- ▶ Drive traffic to the road touring section of the NWTT website

Objectives:

- ▶ Increase traffic to websites of communities, operators along the routes

Current: n/a

Target: 8,000 unique visits

Tour Operator Support Program

Goals:

- ▶ Increase sales and market share in Germany

Objectives:

- ▶ Implement a process to apply – streamline the process already in place.

Current: 30

Target: 35

Consumer Shows

Goals:

- ▶ To increase the number of road touring inquiries at the shows

Objectives:

- ▶ Provide cooperative opportunities for members; enhance presence at the shows through seminars.

Current: 1

Target: 2

Media FAMS

Goals:

- ▶ Increase awareness of roads, campgrounds and parks

Objectives:

- ▶ Attract the right journalists

Current: 3

Target: 2-3



SINKHOLE, FORT SMITH AREA, HANS G. PFAFF, NWT

SECTOR: BUSINESS

Hotel Information Wheels

Goals:

- ▶ Increase exposure for visitors to see what there is to do while in town for business

Objectives:

- ▶ To provide information to visitors so they stay for a day or two longer, or spend money on more tourism products, apart from lodging and food

Current: Twice yearly

Target: Same

Meeting and Convention Planner

Goals:

- ▶ To increase the awareness that NWT as a unique place for meetings, conventions and industry travel.

Objectives:

- ▶ Highlight amenities and activities that add to a meeting / convention in the NWT

Current: non-existent

Target: 1

Print Advertising

Goals:

- ▶ Increase awareness – destination for business (work/play vacations)

Objectives:

- ▶ To highlight meeting centers and side activities to do here.

Current: 1

Target: Expand audience

Web Advertising

Goals:

- ▶ To increase traffic to our website through strategic web ads.

Objectives:

- ▶ To dispel myth that there is nothing for business travellers to do while in NWT

Current:

Target:

Industry Shows

Goals:

- ▶ To increase awareness of our meetings and convention opportunities at shows.

Objectives:

- ▶ To have the tools needed ready for the Canadian Society of Association Executives.

Current: Non-Existent

Target: 1

NWT TOURISM 2009/10

MARKETING BUDGET

MARKETING ACCOUNTS - REVENUE

	Funding Source		
	NWTT/ITI	Product Diversification	Total
ITI - Main Budget Contribution	\$ 1,429,545	\$ -	\$ 1,429,545
Fulfillment	\$ 100,000	\$ -	\$ 100,000
Consumer Show Program	\$ 75,000	\$ -	\$ 75,000
Product Diversification	\$ -	\$ 350,000	\$ 350,000
TOTAL REVENUES	\$ 1,604,545	\$ 350,000	\$ 1,954,545

MARKETING BUDGET - BREAKDOWN BY QUARTER

	1st Q	2nd Q	3rd Q	4th Q	Total
General Awareness	\$ 130,000	\$ 195,500	\$ 140,000	\$ 84,000	\$ 549,500
Sport Hunting	\$ 8,000	\$ 7,500	\$ 90,250	\$ 40,000	\$ 145,750
Sport Fishing	\$ 9,500	\$ 45,000	\$ 40,000	\$ 75,000	\$ 169,500
Aurora	\$ 25,000	\$ 52,000	\$ 135,000	\$ 35,000	\$ 247,000
Outdoor Adventure	\$ 50,000	\$ 32,000	\$ 35,000	\$ 45,000	\$ 162,000
Touring	\$ 35,500	\$ 42,000	\$ 63,000	\$ 47,500	\$ 188,000
Business	\$ 20,000	\$ 46,795	\$ 67,500	\$ 20,000	\$ 154,295
Support Systems	\$ 68,750	\$ 100,250	\$ 111,250	\$ 58,250	\$ 338,500
TOTAL	\$ 346,750	\$ 521,045	\$ 682,000	\$ 404,750	\$ 1,954,545

MARKETING BUDGET - BREAKDOWN BY GEOGRAPHIC REGION

	North America	Europe	Asia Pacific	Total
General Awareness	\$ 456,000	\$ 75,000	\$ 18,500	\$ 549,500
Sport Hunting	\$ 145,750	\$ -	\$ -	\$ 145,750
Sport Fishing	\$ 157,000	\$ 12,500	\$ -	\$ 169,500
Aurora	\$ 112,000	\$ 10,000	\$ 125,000	\$ 247,000
Outdoor Adventure	\$ 149,500	\$ 12,500	\$ -	\$ 162,000
Touring	\$ 128,500	\$ 59,500	\$ -	\$ 188,000
Business	\$ 154,295	\$ -	\$ -	\$ 154,295
Support Systems	\$ 261,500	\$ 77,000	\$ -	\$ 338,500
TOTAL	\$ 1,564,545	\$ 246,500	\$ 143,500	\$ 1,954,545

MARKETING BUDGET - BREAKDOWN BY COUNTRY

	Canada	United States	Germany	Switzerland	United Kingdom	France	Japan	Korea	Total
General Awareness	\$ 372,000	\$ 84,000	\$ 75,000	\$ -	\$ -	\$ -	\$ 9,750	\$ 8,750	\$ 549,500
Sport Hunting	\$ 32,250	\$ 113,500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 145,750
Sport Fishing	\$ 45,000	\$ 119,500	\$ -	\$ -	\$ -	\$ 5,000	\$ -	\$ -	\$ 169,500
Aurora	\$ 67,000	\$ 45,000	\$ -	\$ -	\$ -	\$ -	\$ 125,000	\$ 10,000	\$ 247,000
Outdoor Adventure	\$ 82,000	\$ 67,500	\$ 7,500	\$ -	\$ 5,000	\$ -	\$ -	\$ -	\$ 162,000
Touring	\$ 82,000	\$ 46,500	\$ 44,500	\$ 15,000	\$ -	\$ -	\$ -	\$ -	\$ 188,000
Business	\$ 154,295	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 154,295
Support Systems	\$ 261,500	\$ -	\$ 39,500	\$ 37,500	\$ -	\$ -	\$ -	\$ -	\$ 338,500
TOTAL	\$ 1,096,045	\$ 476,000	\$ 166,500	\$ 52,500	\$ 5,000	\$ 5,000	\$ 134,750	\$ 18,750	\$ 1,954,545

BREAKDOWN BY SUB-REGION - CANADA

	British Columbia	Alberta	Saskatchewan & Manitoba	Ontario	Quebec	Atlantic	North
TOTAL	\$ 325,000	\$ 325,000	\$ 100,000	\$ 200,000	\$ 100,000	\$ 30,000	\$ 16,045

*An additional \$100,000 is spent in the Quebec market by CDETNO.

BREAKDOWN BY SUB-REGION - USA

	Pacific Coast	Southwest	Midwest	Eastern Seaboard
TOTAL	\$ 238,000	\$ 57,120	\$ 61,880	\$ 119,000

MARKETING BUDGET - BREAKDOWN BY ACTIVITY

	NWTT Guides	Print Adv.	Web Adv.	Trade FAMS	Consumer Shows	Trade Shows	Media Promo.	Promo Items	Project Coord.	Other	Total
General Awareness	\$100,000	\$ 35,000	\$ 262,500	\$ -	\$ -	\$53,500	\$ 98,500	\$ -	\$ -	\$ -	\$ 549,500
Sport Hunting	\$ 22,750	\$ 30,000	\$ 72,000	\$ -	\$ 6,000	\$ -	\$ 15,000	\$ -	\$ -	\$ -	\$ 145,750
Sport Fishing	\$ 25,000	\$ 52,500	\$ 62,000	\$ 5,000	\$ 10,000	\$ -	\$ 15,000	\$ -	\$ -	\$ -	\$ 169,500
Aurora	\$ 35,000	\$ 62,500	\$ 99,500	\$25,000	\$ -	\$ -	\$ 25,000	\$ -	\$ -	\$ -	\$ 247,000
Outdoor Adventure	\$ 25,000	\$ 32,500	\$ 64,500	\$15,000	\$ 10,000	\$ -	\$ 15,000	\$ -	\$ -	\$ -	\$ 162,000
Touring	\$ 5,000	\$ 40,000	\$ 52,000	\$15,000	\$ 59,000	\$ -	\$ 17,000	\$ -	\$ -	\$ -	\$ 188,000
Business	\$ -	\$ 67,000	\$ 52,500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$34,795	\$ 154,295
Support Systems	\$100,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 16,500	\$20,000	\$157,000	\$45,000	\$ 338,500
TOTAL	\$ 312,750	\$ 319,500	\$ 665,000	\$ 60,000	\$ 85,000	\$ 53,500	\$ 202,000	\$ 20,000	\$ 157,000	\$ 79,795	\$ 1,954,545

FINANCE ACCOUNTS

Fulfillment

5610	Toll-Free Service & Mail Delivery	\$	70,000
5620	Toll-Free Service Supplies	\$	5,000
5630	Toll-Free Service Telephone	\$	10,000
5640	Toll Free Service Upgrade to System	\$	15,000
Total Fulfillment		\$	100,000

Agency Contracts (Europe)

5720	GSA Contract	\$	60,000
5722	Office and Trade Mail	\$	7,500
5724	Marketing and Sales Calls	\$	7,500
5726	Trade Shows	\$	2,000
Total Agency Contract Europe		\$	77,000

Agency Contract (North America)

5740	General Awareness	\$	–
5742	Outdoor Adventure	\$	77,000
5744	Road Touring	\$	47,000
5746	Sport Hunting	\$	102,000
5748	Sport Fishing	\$	65,000
5750	Support Activities	\$	80,000
5752	Other Campaigns	\$	2,500
5754	Website	\$	27,500
Total Agency Contract North America		\$	401,000

Marketing Expense

5810	Advertising	\$	359,000
5815	Brochure Development	\$	212,750
5825	Consumer Show Program - North America	\$	75,000
5827	Consumer Show Program - Europe	\$	10,000
5845	Product Diversification	\$	292,000
5850	Promotional Material	\$	20,000
5860	Research and Exit Survey	\$	35,000
5870	Sales, Marketplace, Meetings, Promo	\$	34,795
5875	Travel Trade Shows	\$	25,500
5880	Travel Trade - Familiarization	\$	55,000
5890	Travel - Marketing Administration	\$	28,000
5895	Website	\$	100,000
Total Marketing Expense		\$	1,247,045

Communications & Public Relations

5905	Contests and Trip Giveaways	\$	5,000
5910	Memberships	\$	–
5920	Media Event Fees	\$	12,500
5930	Media - Familiarization	\$	87,000
5950	Newsletters and Publications	\$	10,000
5960	Photography Contracts	\$	9,000
5980	Travel - Communication Administration	\$	6,000
Total Communications & Public Relations Expense		\$	129,500
Total Marketing Plan Budget		\$	1,954,545

APPENDIX A

MARKETING OPPORTUNITIES FUND

With the countless marketing opportunities that exist today there is never a shortage of projects to undertake, provided that the necessary funds are in place. As NWT Tourism continues their efforts to increase visitor revenues, it is imperative that they expand their marketing initiative to keep pace with our competitors. The following initiatives are specific activities that NWT Tourism could utilize to grow tourism within each of our main sectors. These initiatives are broken down by sector and then prioritized in order of importance to the industry. Provided additional funding becomes available, NWT Tourism is prepared to implement any of these projects.

GENERAL AWARENESS

Priority 1 - 2010 Promotions

With the 2010 Olympics fast approaching all eyes are focused on Vancouver and the rest of Canada. As the event draws closer many opportunities have arisen that would allow NWT to gain valuable exposure to our target markets and to gain access to some phenomenal photography and video footage that NWT Tourism could use for their own promotions. One of the biggest opportunities is to host a number of media FAMS. As interest heightens there will be a large number of unaccredited media that will be in Canada before and during the games and will be looking for story ideas on unique destinations to promote.

The CTC is currently working on a number of other Olympic campaigns including a promotion in which families of Olympic athletes would be visiting various locations across Canada prior to the games. This would be used to generate additional media hype as they would post regular blogs to the CTC website of their travel experiences. As the Olympics approach more opportunities will continue to be brought forwards. Having an opportunities fund set aside would mean that NWT Tourism could participate in some of these ventures once they determined the promotions that best matched our marketing needs.

Total budget \$200,000

Priority 2 - NWTT Website

In order to reach our international audiences it is essential that the NWT Tourism website have a basic international language component to it. In this second phase of development a landing page and one or two additional language pages will be developed for Japanese, German and French. If additional funding becomes available then more pages can be developed.

With additional funding comprehensive web pages can be developed for the Japanese, German and French subsites. These would feature the same content management system as the English language pages including content coordination, insertion, fixes and project management.

Other features that would greatly enhance the NWT Tourism website include development of new features and articles, acquiring multi-season video shoots, web based marketing reports, bloggers media kit, Flickr and YouTube uploads and multimedia giveaways. To help operators access the full potential of this site, it has been suggested that quarterly presentations and tutorials be offered in 4 different locations throughout the NWT.

Total budget \$200,000

Priority 3 - Environics Promotions

Working with Environics Analytics, we would access the MSN Sympatico database of approximately 400,000 permission based email addresses that are grouped by geographic and demographic target markets. We would suggest selecting 100,000 names from identified geographic markets and selected PRIZM clusters. For this campaign we suggest testing three outdoor products, including Aurora (50,000 names for each product).

NWT Tourism will work with Environics to determine which clusters are optimal targets and, following the campaign, to refine the data and structure future e-mail campaigns based on specific areas of interest. Following the completion of the campaign, NWT Tourism will have access to all of the e-mail contacts who have expressed an interest in the NWT, and will be able to use these name for future internal campaigns.

Total budget \$50,000

Priority 4 - Trade Shows

Spotlight Canada

Spotlight Canada enables UK and London based Tour Operators, Meeting & Incentive Buyers, Journalists, and Premier Level Travel Agents to meet senior sales and marketing executives representing Canadian Suppliers and Provincial Tourist Boards during two days of prescheduled business appointments.

Almost 600 delegates attend Spotlight Canada each year. Canadian Tourism Commission offices in other primary markets in Europe will be encouraged to invite Tour Operators in their respective countries who are interested in Canada to attend Spotlight as Buyers. Spotlight Canada suppliers are carefully qualified before their registrations are accepted to ensure that their products and services are suitable for the UK market. The total number of suppliers will continue to be limited to a maximum of 100 organizations.

NWTT has attended Spotlight regularly, with the primary focus being general touring, outdoor adventure and road touring.

Total budget \$12,500

Corroboree

Canada Corroboree is a major road-show held in Australia targeting travel agents and media. The show provides an opportunity for DMOs, such as NWT Tourism, to present information on their region to over 800 retail agents, and to meet with over 60 Australian media, who are always keen to hear the latest travel news.

In addition to the general presentation time, the format for the event provides the DMO with maximum one-to-one talk time with the agents. Each year Corroboree is held in 5 cities throughout Australia with sales events in Sydney, Melbourne, Adelaide, Brisbane and Perth/Gold Coast in alternating years.

NWT Tourism has participated in the past, and both Yukon and Nunavut Tourism currently attend and have given testimonials that this trade show is generating good results for them.

With more than half of Australian leisure travellers coming to Canada to visit friends and relatives, the NWT is well positioned to take advantage of this trend. With a growing population of Australians in Yellowknife (BHP Billiton) there is a good opportunity to increase visits from the leisure visitor. With Air Canada's new daily flights from Sydney to Vancouver there is a greater opportunity to attract the Australian market to the NWT. These marketing activities provide an excellent opportunity to increase awareness of the NWT in the Australian marketplace and to increase visitation to the NWT.

Total budget \$20,000

Conozca

Conozca Canada is a trade event organized every year by the Canadian Tourism Commission in Mexico to promote travel to Canada and to foster trade and tourism relations for the benefit of both industry players and consumers in Mexico and Latin America. The format brings together buyers and sellers from Mexico, Canada and Latin America during four days in Mexico City to create an attractive offer for the Latin American market and to significantly increase business opportunities.

The event will take place each September in Mexico City. The format is similar to all of the other trade shows we attend with numerous fifteen minute one-on-one meetings with interested tour companies.

With its close proximity and its significant increased visitation to Canada, the Mexican market is beginning to play a significant role in the Canadian tourism economy. Over 200,000 Mexicans visited Canada in 2006, spending approximately \$275 million. The colder climate of

our northern regions proves to be no deterrent as one Aurora operator in the Yukon reports over 500 Mexicans experience his product each winter. In the past winter our Executive Director participated in a sales mission organized by CTC Mexico. As a result we have been able to build some key trade contacts to help further explore this promising market.

Total budget \$15,000

Priority 5 - Travel Agent Promotion

Through a comprehensive e-marketing campaign, a contract sales representative would send out a monthly package to travel agents and tour companies that subscribe to this service.

The full colour message includes logos, graphics and pictures. Subscribers can easily request brochures or more details on the packages. Virtually every supplier in the travel, tourism and hospitality business who wants to do business with travel agents or increase awareness of their product or destination can benefit by this method of communication. At a cost of \$1,600 for each monthly e-mail blast that is set out, the cost to reach a target market is very economical. This cost can be further reduced by offering key tour wholesales the opportunity to share in the cost in exchange for being included in the message.

Total budget \$50,000

Priority 6 - Cooperative Advertising Features

If additional funding becomes available, a series of banner ads could be purchased in one of the regional papers. As NWT Tourism will focus on near-in destinations, the Calgary Herald, Edmonton Journal or Vancouver Sun would be the optional choices. The banner ads would be much smaller than the full page ads taken in the past, but the reduced cost of advertising would mean that the ad could run for an extended length of time.

Total budget \$40,000

Priority 7 - China Sales Mission

The Chinese outbound travel market has witnessed explosive growth over the last three years, expanding at an average rate of 34% per year. This expansion is expected to continue in line with their buoyant economy.

Specialized travel has not developed to any great extent in the China market. Learning/discovery and spending quality time with family/friends are prevalent travel motivators. Without ADS, travel to Canada is based on a significantly higher proportion of exhibition or events-oriented trips, which likely reflects the higher proportion of trips with a business component.

Even though it will likely be several years before we start seeing any significant growth in the Chinese market it is important to start building a long-term relationship to capture some of the very large, future potential of this market. Several of the Chinese tour companies we met at Rendezvous Canada last year have suggested that it would be very beneficial for the government of the NWT to undertake another sales mission to China.

Total budget \$50,000

Priority 8 - Media Events

Throughout the course of the year, a number of events are held that attract media attention for Canada as a travel destination. Participation in these events provides a wonderful stage for increasing awareness of the NWT and the SPECTACULAR brand. Opportunities occur on local, national and international fronts with events such as Tourism Week and Canada Day Celebration in London, England. These occur on a regular basis. Therefore it is important to have a budget set aside so the NWT can take advantage of some of these excellent opportunities as they arise.

Total budget \$21,000

SPORT HUNTING

Priority 1 - Special Campaign

To help increase awareness and interest in our Hunting product, NWT Tourism is proposing that a special promotional campaign which will include direct mail, and e-mail campaign and various on-line promotions to highlight our hunting products.

Total budget \$25,000

SPORT FISHING

Priority 1 - Branding NWT Fishing

In a recent industry consultation with our fishing sector, it was determined that one of the biggest needs was to have NWT Tourism develop a brand image for the fishing sector. Building on the spectacular brand, NWT Tourism would facilitate a variety of branding exercises including research, focus groups and industry consultation to develop a NWT Fishing brand that will put NWT sport fishing in an elite category. As fly fishing continues to grow in importance, it is essential that NWT tourism build a brand image that highlights this feature, yet at the same time promotes all of the other key attributes of sport fishing in the NWT.

Total budget \$100,000

Priority 2 - Special Media Event

To help increase awareness and interest in our outstanding sport fishing product, NWT Tourism is proposing that a special media event be hosted in one of our near in markets. The event would feature information on the various fishing packages, and highlight key information that will generate excitement with the media. Contests, entertainment and other highlights would be part of this special event. Following the event, the Communications Coordinator for NWT Tourism will monitor all media coverage to assess the value of the event.

Total budget \$20,000

AURORA

Priority 1 - Special Media Event

To help increase awareness and interest in our outstanding Aurora product, NWT Tourism is proposing that a special media event be hosted in one of our near in markets. If Air Canada is still offering the direct flights from Vancouver to Yellowknife during the winter, it would be the ideal location to host such an event. The event would feature information on the various Aurora packages and highlight key information about the Aurora that would generate interest from both the travel trade and the media. Contest, entertainment and other highlights would be part of this special event. NWT Tourism will monitor all media coverage to assess the value of the event.

Total budget \$20,000

Priority 2 - General Sales Agent Asia Pacific

Having a dedicated sales presence in the Asia Pacific market would be extremely beneficial as NWT Tourism could ensure that close working relationships are developed with the key tour operators. The position would be located in Japan, with the prime focus being on the Japanese market, but the GSA would also be able to make sales calls in Korea and China as needed.

Total budget \$200,000

OUTDOOR ADVENTURE

Priority 1 - Special Media Event

NWT Tourism is proposing that a special media event be hosted in one of our near-in markets. The event would feature information on the various Outdoor Adventure packages and highlight some of the main attractions within the NWT. The event would follow the standard format of contest, entertainment and other unique activities geared towards generating media interest. NWT Tourism will monitor all media coverage to assess the value of the event.

Total budget \$20,000

TOURING

Priority 1 - Special Media Event

NWT Tourism is proposing that a special media event be hosted in one of our near-in markets. The event would feature information on the various Touring packages and highlight some of the main attractions within the NWT. The event would follow the standard format of contest, entertainment and other unique activities geared towards generating media interest. NWT Tourism will monitor all media coverage to assess the value of the event.

Total budget \$20,000

BUSINESS

Priority 1 - General Sales Agent – Meeting and Incentive Travel

As NWT Tourism attempts to tap into the lucrative MC&IT market it is essential that a dedicated sales person and the necessary resources are in place. A sales agent would be able to promote our meeting and convention facilities to a number of meeting planners, and encourage more meetings to be held in the NWT. The contract position would make sale calls, arrange for special events and promotions and monitor the sales of various NWT tour packages within the North American market.

Total budget \$150,000

MARKETING OPPORTUNITIES FUND		
Priority		Proposed Budget
General Awareness		
1	Expanded development of NWT website	\$ 200,000
2	2010 Promotions	\$ 200,000
3	Enviroics Promotions	\$ 50,000
Trade Shows		
	Spotlight Canada	\$ 12,500
	Coroboree	\$ 20,000
	Conozca	\$ 15,000
5	China Sales Mission	\$ 50,000
6	Travel Agent Promotions	\$ 50,000
7	Cooperative Advertising Features	\$ 40,000
8	Media Events	\$ 21,000
Total General Awareness		\$ 658,500

Priority		Proposed Budget
Key Sector Promotions		
Sport Hunting		
1	Special Promotions	\$ 25,000
Total Sport Hunting		\$ 25,000
Sport Fishing		
1	Branding of NWT Fishing	\$ 100,000
2	Special Media Event	\$ 20,000
Total Sport Fishing		\$ 120,000
Aurora		
1	Special Aurora Event	\$ 20,000
2	Asia Pacific Sales Agent	\$ 200,000
Total Aurora		\$ 220,000
Outdoor Adventure		
1	Cooperative Advertising Promotions	\$ 20,000
Total Outdoor Adventure		\$ 20,000
Touring		
1	Special Media Event	\$ 20,000
Total Touring		\$ 20,000
Business		
1	MC&IT Sales Agent	\$ 150,000
Total Business		\$ 150,000
Total Key Sector Promotions		\$ 555,000
TOTAL		\$ 1,213,500

APPENDIX B

AGENCY OF RECORD FEES AND COMMISSION

Outcrop is working on a combination of fees and commission.

Currently, the fees for this assignment are \$75,000. This figure has not changed over the years that Outcrop has handled this account despite the fact that marketing funding and related workloads have increased.

Below is a listing of some of the tasks the AOR complete on a fee basis. However, the \$75,000 does not cover all the time the agency dedicates to this assignment. Commissions on ad placements cover the balance only.

Outcrop does not collect commissions on all ads placed. Some of the smaller ads are non-commissionable. Special deals that they negotiate

at 50% to 70% off rate card are non-commissionable. Often Outcrop negotiates special rates or value-added components that ensure the final cost, with commission, is still lower than the rate card cost.

In total, this year the AOR fees are budgeted at \$75,000 with an additional commission income of approximately \$45,000.

These fees do not include collateral work such as the Explorers' Guide.

AGENCY OF RECORD DUTIES AND RESPONSIBILITIES:

Creative

1. Creative direction
2. Copywriting
3. Editing, proofing
4. Art direction
5. Assembly, layout, pre-press

Production

1. Obtaining cost estimates
2. Production co-ordination
3. Liaison with printer
4. Schedule all production requirements

Photos/Film

1. Review of photos and video sent to NWT Tourism for use in ads, etc.
2. Selection of photos for on-going use, to be included in the NWT Tourism Internet library.
3. Categorizing photos for internal only or general use.

Media

1. Media research, maintaining media kit library
2. Media plans (print and online)
3. Media placement (secure space, ensure materials arrive on time)
4. Responding to dozens of media/sales calls per week (including some who call almost every day trying to sell ads, even after you tell them no)
5. Maintaining all media records
6. Collecting tear sheets, preparing annual book of ads placed
7. Handling reader service requests
8. On-line monitoring of all on-line advertising budgets, and regular adjustments to increase or decrease traffic to the NWT Tourism site.

Planning

1. Working with Marketing Director to develop marketing plans
2. Meeting with client to address changes in plans due to circumstances

Co-ordination, Administration

1. Co-ordination with clients
2. General advice, assistance
3. On-going client update meetings
4. Assisting with budgeting process
5. Maintaining budget/actual records
9. Photo research
10. General administration
11. Program development
12. Brainstorming sessions with clients
13. Attendance at special meetings at client's request
14. Trouble shooting
15. Review a range of tourism material, to ensure they are aware of what our competition is doing



Northwest Territories Tourism

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