

northwest territories tourism

2010/11 MARKETING PLAN



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1.800.661.0788

spectacularnwt.com



Northwest Territories
CANADA

Northwest Territories Tourism

P.O. Box 610, Yellowknife, NT X1A 2N5 Canada

Toll free in North America 1-800-661-0788,

Telephone (867) 873-5007, Fax (867) 873-4059.

Email: info@spectacularnwt.com

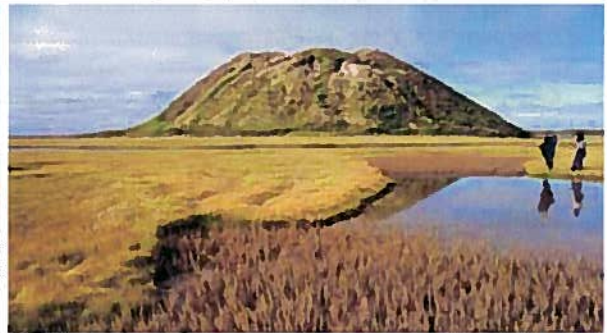
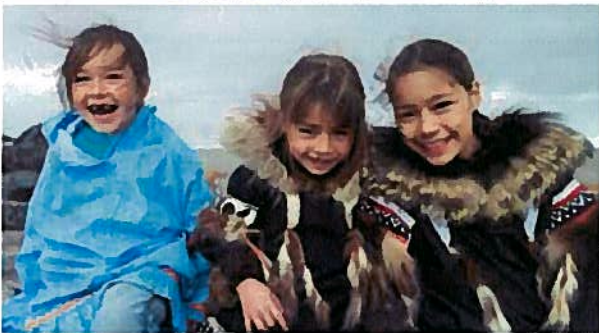
Web: www.spectacularnwt.com

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The Current State of the Tourism Industry

The tourism industry worldwide continues to face many challenges. Rising oil prices, a slumping US economy, and the most recent flu scare have resulted in dramatic decreases in tourism revenues. In Canada the tourism market is in a state of decline. Tourism spending slipped 3.1% in the first quarter of 2009 relative to the same quarter last year. This was the first decline for a first quarter since 2002, when the tourism sector experienced a drastic downturn following the crisis of September 11, 2001.

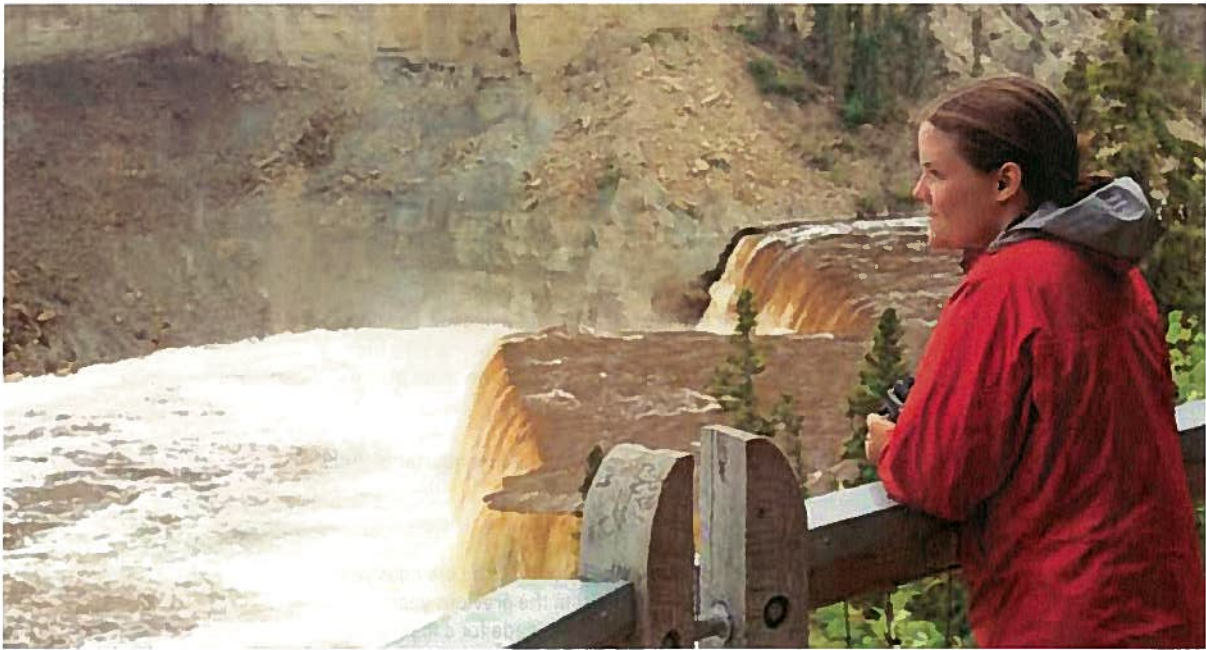
Domestic tourism spending was down 1.8% in the first quarter of 2009 compared to the same period in 2008. On a positive note, overnight travel within Canada was up with accommodation spending increasing by 2.2%, food and beverage services increasing by 3.7% and recreation and entertainment increasing by 7.5%. Foreign tourism spending was down 9% in the first quarter of 2009, the lowest non-resident spending for a first quarter in over a decade. Despite the depreciation of the Canadian dollar against the Euro, US Dollar and the Japanese Yen, the number of international travellers to Canada decreased by 8.2% compared to the same period of the previous year.

The Canadian Tourism Commission (CTC) *National Tourism Indicators* for the first quarter of 2009 indicate the following:

- ▶ Total tourism spending is down by 3.1% from the same period last year.
- ▶ Domestic tourism spending totaled 11.3 billion, which was 1.8% lower than the previous year.
- ▶ Foreign spending totaled \$2.3 billion, which was a 9% decrease from the previous year. This resulted in the lowest level of non-resident tourism spending in Canada for a first quarter in 10 years.
- ▶ Canadian residents accounted for 83 % of all Canada's tourism spending.
- ▶ American overnight trips to Canada were down 7.6% from the previous year.



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 more than \$130.3 million to the NWT economy. Although revenues are down, it is expected there will be an increase over the long term.

In the Northwest Territories, with higher costs, greater distances to travel, and a limited number of products and facilities, the number of international visitors (including the US) represents only 23% of total visitors. In 2008/09 the number of visitors declined by 7.7 % from the previous year. GNWT overall visitor spending in 2008/09 dropped by 5.5% Seventy-seven percent of the visitors to the Northwest Territories are from Canada, similar to the national visitor statistics.

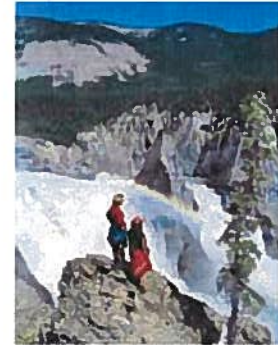
The Challenges and Opportunities

The Northwest Territories (NWT) possesses a wide range of outstanding tourism products. The NWT is currently known as an ideal location for hunting, sport fishing, aurora viewing, road touring and outdoor adventure and is now starting to be seen as a good location to host small to mid-size 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 and business).
 - ▶ Enhance the NWT Tourism website so that it is dynamic and interactive.
 - ▶ Build and leverage the existing customer data base through a variety of innovative marketing techniques.
- ▶ 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.



Visitation Analysis

Based on the 2008/09 statistical information visitation to the NWT has decreased by about 6,150 over the past year. In 2008/09 the NWT hosted over 73,000 visitors with 39,795 travelling for leisure and 33,624 travelling for business. These travellers spent \$130.3 million dollars, which is a decrease in tourism revenues of approximately \$7.6 million.

The two sectors that were affected most were Aurora and Touring. The number of Aurora visitors dropped by approximately 1,800

from the previous year. This resulted in a \$2.4 million decrease in visitor spending. Visiting friends and relatives declined by 2,400 resulting in a \$1 million dollar decrease in visitor spending.

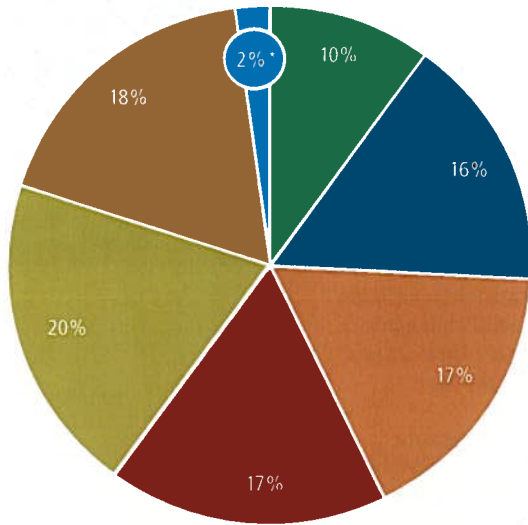
Hunting, Fishing and Outdoor Adventure also experienced declines. Sport hunting visitors decreased from 984 in 2007/08 to 942 in 2008/09. This resulted in a \$0.6 million decrease in visitor spending. Sport fishing visitors decreased from 7,470 in 2007/08 to 7274 in 2008/09. This decline resulted in a

decrease of \$0.5 million in visitor spending. Outdoor adventure remained relatively flat with a slight decrease in visitors (2,125 in 2007/08, down to 2,098 in 2008/09), resulting in a \$0.1 million decrease in visitor spending.

Business travel also experienced a difficult year, with the number of business travellers decreasing from 34,880 in 2007/08 to 33,624 in 2008/09. This resulted in a \$2.8 million decrease in visitor spending for that sector.



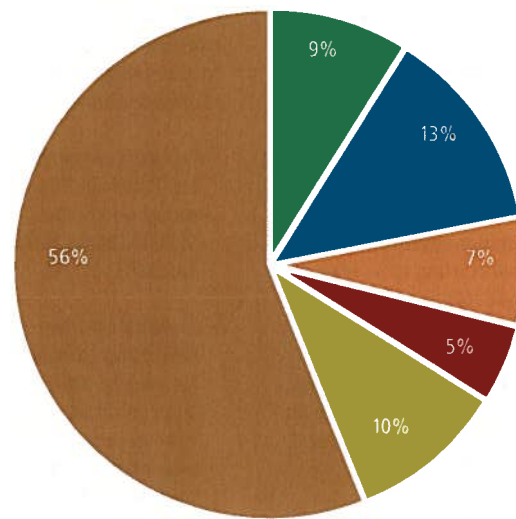
2008/09 MARKETING BUDGET BREAKDOWN BY SECTOR



Aboriginal/Cultural*

**If product diversification funds are available.*

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	2008-09
Visiting Friends & Relatives	6,126	6,175	7,410	7,599	7,780	8,942	9,025	11,693	9,261
Hunting	1,300	1,400	1,380	1,117	1,279	1,308	1,216	984	942
Aurora Viewing	13,000	6,500	9,000	9,990	10,245	10,200	7,000	7,297	5,460
Outdoor Adventure	1,480	1,552	1,965	1,841	1,725	2,171	2,079	2,125	2,098
Fishing	8,611	8,534	8,137	7,759	7,521	7,216	7,726	7,470	7,274
General Touring	9,251	11,443	15,205	15,219	14,199	13,324	13,340	15,123	14,760
Total Leisure Visitors	39,768	35,604	43,097	43,526	42,750	43,161	40,386	44,692	39,795
Business Travellers	16,876	18,313	19,014	20,725	22,591	24,642	35,509	34,880	33,624
Total Visitors	56,644	53,917	62,111	64,251	65,340	67,803	75,895	79,572	73,419

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	2008-09
Visiting Friends & Relatives	\$2.5	\$2.5	\$3	\$3.1	\$3.2	\$3.8	\$3.8	\$5	4.0
Hunting	\$17.6	\$18.9	\$18.6	\$15.1	\$17.3	\$17.4	\$16.2	\$13	12.4
Aurora Viewing	\$15.9	\$7.9	\$11	\$12.2	\$12.5	\$13.4	\$9.3	\$9.6	7.2
Outdoor Adventure	\$4.8	\$5.1	\$6.4	\$6.0	\$5.6	\$7.1	\$6.8	\$6.9	6.8
Fishing	\$21.8	\$21.3	\$19.7	\$18.2	\$17.1	\$16.9	\$18	\$17.5	17.0
General Touring	\$5.7	\$7.3	\$8.8	\$9.1	\$8.7	\$7.5	\$7.5	\$8.5	8.3
Total Leisure Visitors	\$68.3	\$63.1	\$67.6	\$63.8	\$64.4	\$66.1	\$61.6	\$60.5	55.7
Business Travellers	\$37.5	\$40.7	\$42.3	\$46.1	\$50.2	\$54.7	\$78.8	\$77.4	74.6
Total Spending (millions)	\$105.8	\$103.8	\$109.8	\$109.8	\$114.6	\$120.8	\$140.4	\$137.9	\$130.3

SOURCE: Industry Tourism and Investment

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. Unfortunately, the industry has experienced a number of setbacks in recent years and sport hunting visitors and revues have declined over the past few years. We are currently waiting for the decision on hunting of barren ground caribou. It is likely that the hunting of Barrenground Caribou will be suspended for a period of time, which will result in NWT Tourism and our Caribou outfitters having to explore other options.

Demographic Profile

- ▶ *The age group 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%), and 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 anglers it is three.*
- ▶ *Average length of stay is 7 days.*

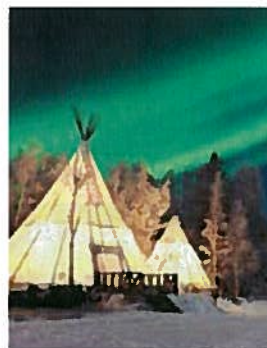


■ AURORA

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. In the past few years the Aurora sector has experienced some serious challenges.

Increased transportation costs and 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 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 advertise 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 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

- ▶ 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 commercial lodging



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 (long haul is defined as a trip of 7 or more nights).

The NWT has also seen 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 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 doing 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. This past year NWT Tourism has invested more in the business sector, and has begun to actively promote the NWT as a meeting and convention destination.

Demographic Profile

- ▶ Age range from 30 – 60, 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 incomes of \$70,000+.
- ▶ Majority of business travellers are from Alberta, BC, Ontario and Nunavut.

■ ABORIGINAL TOURISM

Aboriginal Tourism is probably the sector with the most potential for growth. Throughout the world there is an increasing demand for authentic aboriginal tourism products, primarily France, Germany and the United Kingdom. Unfortunately, Canada (and the United States) is seen to have a weak aboriginal tourism product. Part of this can be attributed to lack of awareness, but there is a perception that visitors are an intrusion into the culture. Therefore, work needs to be done on developing aboriginal product that is authentic, hands-on and inclusive.

Aboriginal tourism experiences can be highly motivating, but serve more as a value added than a trigger to want to visit most destinations. Typically, visitors would include a full or half-day activity into their current travel plans.

NWT aboriginal product, particularly the Aurora based product is resonating well with focus groups in France, Germany and the United Kingdom.

Demographic Profile

- ▶ *Age range 50 + interested in soft adventure (hiking, walks, nature observation and indoor activities).*
- ▶ *Below 50, interested in adventure activities (dog sledding, snowshoeing)*
- ▶ *More likely to be married without children*
- ▶ *Higher level of education.*



■ 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 prizes for a variety of conferences and promotional campaigns.

Currently visitors can purchase Canadian Diamonds, travel the ice road with an outfitter and visit the diamond displays at the NFVA Centre, Rio Tinto DDMI office and the PWNHC. Some examples of Diamond Tourism related activities include: the Deh Cho Travel Connection (DCTC) Diamonds in the Rough Passport Program and the diamond polishing displays at the NFVA Visitors Centre.

Diamond Tourism activities, including 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 touring. As this product has the potential to increase visitor spending, we must promote this program whenever possible.

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

- ▶ *Higher level of education with disposable income*
- ▶ *Honeymoon and anniversary travellers looking for exotic vacation experiences.*
- ▶ *Value add to tourists already visiting the destination (Hunters, Japanese Aurora visitors, etc.)*





Markets – Current/Emerging/Long Term

Geographic markets for Northwest Territories Tourism 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 is in these markets. Majority of marketing dollars spent here.

- ▶ North America (Canada, United States)
- ▶ Japan
- ▶ Germany (Germanic Europe)
- ▶ Great Britain

Emerging Markets

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

- ▶ Mexico
- ▶ Australia
- ▶ South Korea
- ▶ France

The Conseil de développement économique des TNO (CDETNO) currently participates in a number of marketing initiatives in the French market, and on several occasions has partnered with NWT Tourism on projects of mutual interest.

Long Term Markets

Markets that show signs of future strength and may merit small test programs. They will likely be ten years or more away from becoming active markets. The CTC is currently doing some initial sales calls and a small amount of marketing in these areas. NWT will follow the progress of these markets.

- ▶ China
- ▶ Brazil
- ▶ India

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.

■ 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 has attracted Mexican visitors to view the Aurora in the Yukon. Tourism Yukon hosted several trade and media FAMs with Mexico, and CTC Mexico and various journalists and trade partners have expressed an interest in visiting 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 the ease of access to the destination is important.

Visitation Statistics

Mexico had almost 1.4 million long haul, outbound travellers in 2008. 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 2008, compared to \$406 million spent by German travellers to Canada. Per person trip spending is higher for Mexicans than the European average of \$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 on the Internet at \$1,100, but the trip takes approximately 20 hours from Mexico City to Yellowknife. Mexicali has recently announced that there will be several direct flights each week to both Edmonton and Calgary which will make it much easier to travel to the NWT. The CTC has just announced that effective immediately Mexicans will require a visa to travel to Canada. The CTC has reassured all parties involved that the Mexican market will remain a priority.

Perceptions, Product Interests

Canada is seen as friendly, safe, with a clean environment and excellent winter and ski/snowboard 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%.

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 travelled 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 visit 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/ very likely visit Canada in the next 12 months.

Cost and Accessibility

Direct flights between Vancouver and Sydney were introduced in December 2007, with connecting flights to Yellowknife. A web search gives prices from \$1,700 to \$2,500 for the Sydney-Yellowknife round trip. Additional air access is available with stop overs in the United States or Hong Kong.

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 of the Northwest Territories as an outdoor/ nature/aurora-viewing destination. Activities will include participating in CTC consumer/trade shows and providing print materials. We may want to consider a pilot Internet promotion in this market, since Australians rank fourth in the world in Internet use (74%). There is also an opportunity to work directly with the trade by building add-on packages to the fly-cruise program that is being offered out of Vancouver.

■ EMERGING MARKET #3 – SOUTH KOREA

Product Match

Main activities among travellers to Canada are:

- ▶ Seeing beautiful rivers and waterfalls.
- ▶ Viewing majestic mountains
- ▶ Trekking in nature.
- ▶ 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. A round ticket price from Seoul to Canada is listed at \$1,000.

Perceptions, Product Interests

The key appeals of Canada to Koreans are:

- ▶ Canada's visual beauty – wide and vast spaces with big lakes, salmon and clean air
- ▶ Active Outdoors – they want to get outdoors and participate in activities such as dog sledding, mountain biking, hiking/ trekking and 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.

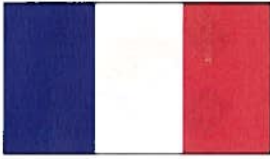
Economic Situation

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.





EMERGING MARKET #4 – FRANCE

Product Match

There is a strong interest in Canada's north among the French. In a CTC research report 36% of people who indicated they would like to visit Canada's north when visiting our country. The NWT was the most popular of the three territories.

Main activities among travellers to Canada are: Nature based activities including rivers, waterfalls, national parks, heritage sites and wildlife, self-guided tours, vibrant cities close to nature.

Demographic Match

Typical visitors to Canada are 55 or older. Most are still employed. A large percentage are men, possibly drawn to outdoor adventure activities. Recent visitors to Canada are more upscale and likely to have friends and relatives in Canada.

Travel Trends

The CTC research suggests that 36% of French people who take long haul vacations are very likely to visit Canada in the next two years. Price, distance to destination and a perception of lack of activities are barriers to travel to Canada.

Cost and Accessibility

Direct flights between Paris to Calgary are available on a daily basis. Direct flights from Paris to Canada are listed at approximately \$1,200.

Perceptions, Product Interests

The key appeals of Canada to the French are:

- ▶ Outdoor Adventure
 - landscapes, rivers, waterfalls, national parks, fishing, Heritage and Culture
 - historic sites, aboriginal tourism product

NWTT Marketing Initiatives

NWTT has had a limited presence in the French market. The majority of marketing initiatives have been taken on by CDETNO. CDETNO has attended a number of CTC sanctioned trade shows, consumer fairs and sales missions throughout France. This past year NWTT partnered with CDETNO to host a Trade FAM from France. NWTT will monitor this market and depending on funding market results and our organizations funding level, will look for opportunities to partner with CDETNO in the future.

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 Chinese pleasure travel outside Asia is estimated to be 2.8 million 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

An on-line search showed a fare of \$1,500 - \$2,500 round trip between Beijing and Yellowknife. Air access from Beijing to Vancouver is available several times a week.

Perceptions/Product Interests

Specialized travel has not been developed to any great extent in the Chinese 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 GGP. 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

Start building a long-term relationship to capture some of the very large future potential of the Chinese market. NWT Tourism suggests doing another sales mission to China to continue to build on the relationships that were forged during the last visit.





■ LONG TERM MARKET – BRAZIL

Product Match

The Brazilian market is looking for a variety of experiences including action/adventure sports, arts and culture, nature, heritage activities and travel for the sake of exploration. There is a potential match for canoe/kayak/raft adventures, wildlife viewing, flightseeing, National Parks, pingos, and the Great Northern Arts Festival.

Demographic Match

31% of travellers are between the ages of 45 and 64 (largest share of all travellers), with 55% being male travellers. 80% live in urban areas. The top 10% of the population make an average annual income of \$72,932 USD.

Visitation Statistics

In 2008, Canada received 72,000 Brazilian travellers

(12.8% increase over 2007). The summer months are the most popular time to travel. Brazilians tend to take extended domestic vacations from December to February. In 2007 pleasure travellers stayed an average of 12.6 nights per vacation.

Travel Trends and the Economy

The Brazilian "Real" had appreciated against the Canadian dollar (2003-2008), but this trend is reversing with the global financial crisis. This past year 71,600 overnight trips were taken, which was a 13% growth from the previous year.

Costs and Accessibility

Air capacity is an issue as the number of potential travellers outnumbered the supply of air seats in 2007. Air seat capacity increased

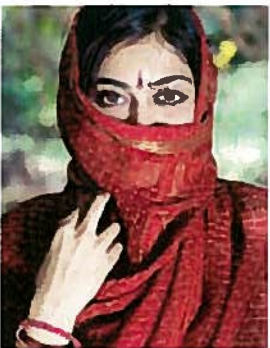
in 2008 by 3.2% to 80,378, but there is still a shortage of available seats. Direct service between Toronto and Sao Paulo is available. An on-line search indicated that the cost of a round trip between Sao Paulo and Yellowknife ranged from \$1,500 - \$3,000. Brazilians travelling to Canada require both a visa and a passport.

Perceptions, Product Interests

Currently Ontario is listed as a must-see destination, followed by Quebec, Alberta and BC.

Economic Situation

Brazil has the 10th largest economy in the world. The economy is well diversified, but has also been hit by the current global financial crisis.



■ LONG TERM MARKET – INDIA

Product Match

The visiting friends and relatives market is the primary market for Indian travellers to Canada. BC and Ontario receive the largest portion of these visitors. They are primarily interested in travel to the major cities.

Demographic Match

The majority of travellers are 45-64 years old. This travelling age group has increased 12% since 2000. Business travellers spend on average \$1,589 per trip (as of 2007). Pleasure travel experienced a significant increase in the average trip duration compared to the year 2000.

Visitation Statistics

Out-bound and long haul travel is growing at an annual rate of 22%. Travel to Canada has grown by 12% annually since 2002. July to September is the most popular period to travel, with 36% of travel occurring at this time.

Travel Trends and the Economy

Indians took 101,700 overnight trips in 2007. The average duration for pleasure travel is 14 nights. Most will book through a retail travel agent rather than book direct.

Costs and Accessibility

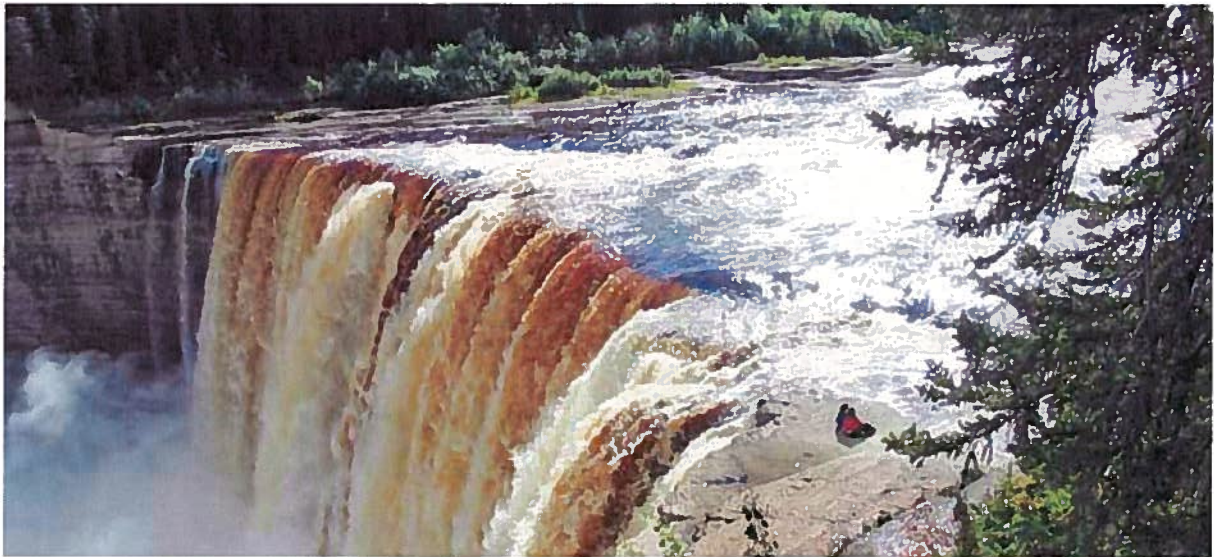
A non-stop service from India to Canada is currently unavailable. Most flights connect through Heathrow-London, and usually involve lengthy connections. Passport and visa are required.

Perceptions, Product Interests

Ontario is the most popular destination, followed by BC.

Economic Situation

A 4% growth is expected in 2009 despite the global financial crisis.



Marketing Strategy – Goals and Objectives

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

- ▶ Increase awareness and interest in the NWT
- ▶ Market our key sectors
- ▶ Facilitate direct communication between our local operators and their potential customers

To help achieve these goals the following objectives have been set.

GOALS

- ▶ Continue to promote the Spectacular brand in all our print and web campaigns.
- ▶ Increase media exposure of the NWT through a series of FAM tours and special events.
- ▶ Enhance the NWT Tourism website so that it is dynamic and interactive.
- ▶ Develop creative marketing campaigns for each of the primary tourism sectors.
- ▶ Increase industry participation in our cooperative marketing initiatives.

OBJECTIVES

- ▶ Develop new materials including ads, display units and promotional materials that reflect the new brand image.
- ▶ Enhance key sector promotions (hunting, fishing, aurora, outdoor adventure, general touring, and business) by building on the momentum of the Spectacular brand image.
- ▶ Use a mix of proven and new approaches to marketing including a concentrated effort on e-marketing campaigns and an enhanced 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 set for each of the marketing activities outlined in the plan. Please refer to the Marketing Evaluation Activity Form section in the plan for more details.

What Our Industry Partners are Telling Us



During the week of May 4, 2009 NWT Tourism held a number of industry consultation sessions at our office in Yellowknife (industry partners living in other regions of the NWT were able to participate by phone). These sessions were part of a strategy to update association members on our current marketing activities, and to provide them with the opportunity to have

input in the development of the 2010/11 marketing plan. There were five sessions in total, with separate sessions for Hunting, Fishing, Business and Aurora, and a combined session for Touring and Outdoor Adventure. Each session was approximately two hours in length and included a presentation on our current marketing efforts, followed by a round table discussion

on ideas and strategies to consider for the upcoming marketing plan.

The following is a summary of the main highlights from these sessions. A complete summary of these sessions can be accessed in the members section of the NWT Tourism website.

■ SPORT HUNTING

Our industry partners suggested they would like us to explore more advertorial features in our print campaigns. They also indicated that the NWT Hunting Guide was light on species information and hunting methods (i.e. bow hunting). At the time of the input sessions our sport hunting operators suggested they would like to send out a message that our caribou herds are healthy and that they are being harvested responsibly and that our hunting operators are doing well. However, recent developments with the barren ground caribou have meant that we are unable to promote this message.

■ SPORT FISHING

Industry feedback suggested that for greater impact we need to target our marketing efforts to smaller geographic areas and use multiple message styles. The primary geographic markets in Canada were Alberta, followed by Ontario, and California for the US market. Multiple message styles included print, web, consumer shows, and new marketing initiatives that have we have not attempted before such as bus shelters, building decals, billboards, sidewalk art, facebook, youtube, etc.

■ AURORA

Our operators felt that Japan is still the main market, and that we can expect some increases as we move towards the solar max. Co-op advertising with Japanese tour operators should be led by the receptive tour companies based in North America as the Japanese advertising look and feel is much different than ours. The English speaking market has potential, even though numbers are still quite low. FAM tours for this sector must be operator driven, rather than having Air Canada or the CTC make these selections for us. It was also mentioned that other winter related activities such as dog sledding should be given more prominence, perhaps even creating a separate sector for this.

■ OUTDOOR ADVENTURE

Our industry partners questioned the use of the term "high octane" in our promotions, and would rather see our promotions focus on tranquility, serenity and something that people can actually do. We need to target the Canadians more aggressively, primarily the southern Ontario market. Print advertising should focus on activity specific magazines such as Canoeroots, Outdoor Photographer and Real Paddling. NWT Guides should be available for distribution at the outdoor adventure shows we attend so that serious clients do not have to wait to receive this information.

■ TOURING

It was suggested that Cultural Tourism and regional marketing needed to be given more prominence. It was also suggested that we should be marketing the actual regions on the NWT (i.e. the Sahtu rather than calling it the Mackenzie Heartland). In an effort to build awareness of the NWT the focus should be put on key icons, such as the Nahanni, Wood Buffalo or the Mackenzie Delta, rather than promoting the actual region. With the global economy in a downturn, the majority of our marketing efforts should be spent right here in Canada

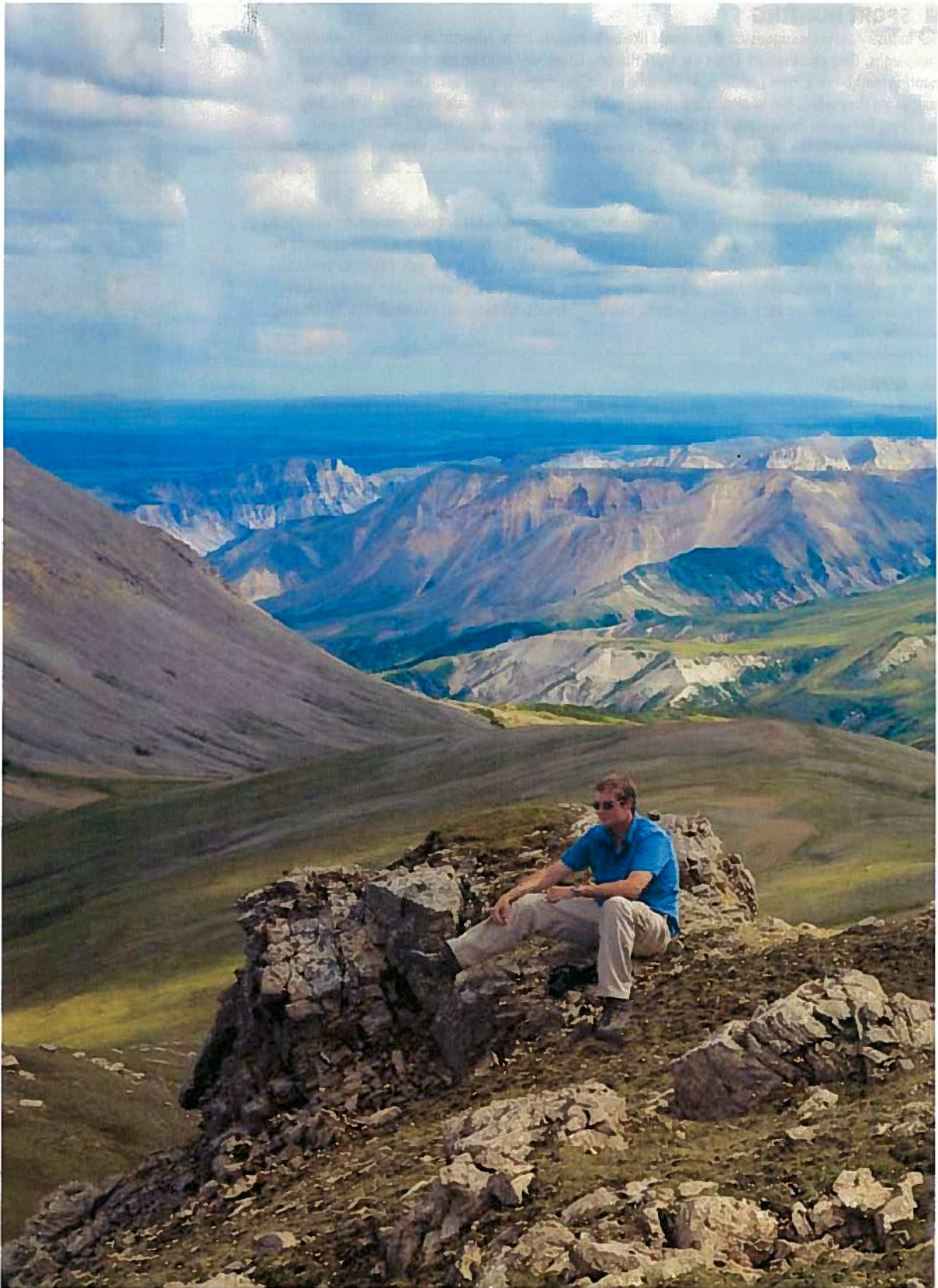
■ BUSINESS TRAVEL

Many of our industry partners felt that the business travel market was key to their success. They advocated for the need to have a convention centre built, and to aggressively market to this sector. This would include developing an NWT Meeting Planner, and to have the long-term goal of having a dedicated staff person work on attracting more meetings and conventions to the NWT.

■ ABORIGINAL/CULTURAL

Industry partners suggested it was now time to consider establishing a new sector for Aboriginal and Cultural tourism. This sector would focus on events and day activities that highlight aboriginal arts, crafts and traditional ways of life. Participants in the industry consultation meetings said that there was a demand for this type of product in some European markets, and recommended that it be identified as a separate sector in the near future.







Northwest Territories
CANADA

Northwest Territories Tourism Marketing Plan 2010/11

Based on the most current research from the Canadian Tourism Commission and Industry Tourism and Investment (ITI), and feedback from our local industry partners, Northwest Territories Tourism (NWT Tourism) has prepared a comprehensive marketing plan that will guide our marketing activities for the upcoming fiscal year.

The 2010/11 marketing plan will include some slight structural changes. In an effort to maintain accurate records and reporting, the marketing program has been divided into specific sections that correspond to our funding agreements. The plan will still be sector based, and a summary will be provided at the end of the document that will give a final total of the dollars spent per sector.

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

- A Core Marketing Program
- B Call Centre
- C Consumer Show Program
- D Product Diversification

Marketing Plan Summary Budget

	2010/11	2009/10
Core Marketing Program	\$ 1,429,545	\$ 1,429,545
Call Centre	\$ 100,000	\$ 100,000
Consumer Show Program	\$ 75,000	\$ 75,000
Product Diversification	\$ 350,000	\$ 120,000
Industry Partners	\$ 28,000	\$ 25,000
TOTAL MKTG PLAN BUDGET	\$ 1,982,545	\$ 1,749,545

Section A: Core Marketing Program



The core marketing program is the most significant component of the NWT Tourism marketing plan and by far the largest funding source. As per the funding agreement with ITI, the core marketing budget has been set at \$1,429,545.

The core marketing program is broken down into the following components:

General Awareness

- ▶ Advertising and Promotions
- ▶ Trade Shows
- ▶ Media and Public Relations
- ▶ NWTT Website

Key Sector Promotions

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

Tourism Support Systems

- ▶ Promotional Items
- ▶ Project Coordination
- ▶ Performance Measurement

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 awareness and interest in the NWT as a tourism destination continues to grow.

Even with these noticeable increases, awareness of the NWT 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, it is necessary to take a more targeted approach to the general awareness campaign. While some print campaigns will still continue (cooperative marketing initiatives), there will be a shift to more web and e-based experiential 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 advertising and promotions, trade shows, media and public relations, and the NWT Tourism website.

■ ADVERTISING AND PROMOTIONS

Advertising is an essential part of generating awareness of the NWT and our tourism products. Promotional activities will include the NWT Explorers' Guide, print and web advertising and e-mail campaigns.

NWT Explorers' Guide

The Explorers' Guide has always played a key role in the promotion of the NWT. Each year over 45,000 guides are distributed through individual orders as well as bulk shipments to a variety of visitor information centres. In an effort to save costs, a decision has been made to combine the information on fishing, aurora, and outdoor adventure into the main guide and limit the number of NWT Travel guides to two (the NWT Hunting Guide will remain a separate piece). It is estimated that this will save NWT Tourism over \$40,000

Building on the success of the Spectacular brand, the Explorers' Guide will once again focus on stunning imagery followed by key travel information.

Number of pages – 150 (approx)

Number of guides produced – 50,000.

Number of CD copies – 200

PDF version available for download on the NWT Tourism website.

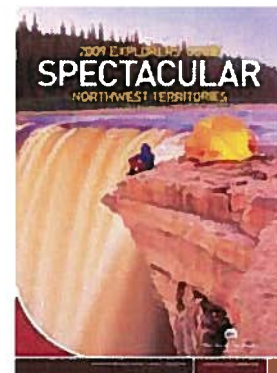
Total budget \$70,000

* any shipping costs will be allocated under the call centre budget.

Print Advertising

Print advertising will focus on publications that reach our target demographic and geographic markets. Preference will be given to publications such as the Globe and Mail, Canadian Geographic and Up Here that have large and/or dedicated readerships and have done well in generating significant visitor enquiries in the past. Industry specific publications such as Just For Canadian Doctors will also be considered. Whenever possible, cooperative advertising will be included as part of our print media buys.

Total budget \$40,000



Website Advertising

Website advertising will focus on banner ads, keyword 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 \$60,000

E-mail Campaigns

E-marketing campaigns have proven to be an excellent form of advertising that have resulted in a significant number of enquiries and visits to our NWT website. 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 packages by submitting editorial content, prizes for contests and purchasing banner advertising at an affordable rate. The e-mail campaign would go out a minimum of six times per year with editorial features and packages to correspond with our seasonal tourism products.

Total budget \$8,000

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 and to introduce our emerging markets to our products. Participation in these shows allows NWT Tourism to showcase products within all of our key sectors and to provide general awareness education to the tour companies that attend these shows.

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. 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. NWT 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 \$15,000

Showcase Canada (formerly known as Kanata)

Showcase Canada is an annual week-long event (mid October) organized by the Canadian Tourism Commission (CTC) where Canadian companies and organizations meet with Japanese, Korean and Chinese buyers. The show was originally launched in Japan in 1990 (for Japanese buyers only), and has successfully grown and gained a stable reputation among travel professionals. For the first time, the show has expanded to include three additional days of business appointments (1 day for Korea, and 2 days for China). In October 2009 the event took place in Tokyo. It is expected the 2010 venue will be held in China. 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. In the past NWT Tourism met with over 50 Japanese and 30 Korean tour operators, and were able to promote a variety of tourism-based products and services. 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.



Total budget \$15,000

Canadian Inbound Tourism Asia Pacific (CITAP)

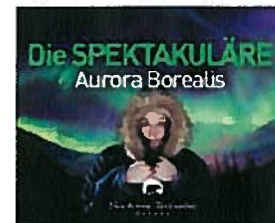
Each December the city of Vancouver hosts the CITAP trade show. CITAP provides the perfect opportunity for DMOs to meet with a variety of receptive tour operators who are selling on behalf of the Japanese, Korean, Chinese and Australian markets. CTC representatives provide updates on each of these markets and some insights into new marketing initiatives that are underway. During this time a number of sales calls are made to various Asian travel agencies including JTB, H.I.S, and Maple Fun Tours.

Total budget \$3,500

International Marketing Programs

CTC Marketing Campaign - Germany

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. This will be the second year for the campaign. The first year of the campaign brought great results, with over 8,000 unique visits to the NWT Tourism website from Germany during the first month of the campaign. Once again the campaign will be one year in length and 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 \$50,000

CTC Marketing Campaign - Japan

Similar to the CTC Germany campaign, this CTC campaign will feature print and web advertising, e-mail campaigns, special displays and a number of contests and trip giveaways. 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 any additional winter activities that are included in the package.

Total budget \$50,000

MEDIA AND PUBLIC RELATIONS

Communications activities are an important part of the association's overall marketing strategy for external communication to potential visitors, as well as internal communication to our industry partners. Media promotions will include media shows and events, special sponsorships and a variety of media programs.



Media Shows

Go Media Canada

Go Media is an annual international marketplace held at various locations throughout Canada. The 2010 event will be held in Toronto in August of 2010. Go Media brings together 100 or more tourism industry media representatives and a similar number of travel media from Canada, Asia Pacific, Europe and Latin America. It is an international showcase event that affords industry members an exclusive opportunity to meet with travel media who may be interested in exploring story lines and production potential.

Total budget \$6,500

Canada Media Marketplace

Canada's Media Marketplace (CMM) is a premier travel media event organized by the CTC. The event is hosted annually in April in a US city (alternating east and west), with New York being the host city for the event in 2010. This marketplace enables NWT Tourism to build relationships with key media in the United States and with Canadian media working in the US market. Like Go Media, this show provides the opportunity to meet with 25 - 30 individual writers, based on one NWT tourism staff attending the event.

Total budget \$9,000



Travel Media Association of Canada (TMAC)

TMAC is a professional, membership-based, non-profit organization of travel writers, broadcasters and industry personnel in Canada. The mandate of TMAC is to foster excellence, uphold ethical standards, and promote professional development. There are approximately 450 members in the association. This association provides a number of excellent services and networking opportunities for Travel Media Members as well as for Travel Industry Members. All members are listed in an electronic handbook which is updated yearly. TMAC media members must re-qualify every two years by providing evidence of their published or broadcast works. Once per year TMAC hosts an AGM and Conference, usually in a city within Canada. This event includes professional development workshops and an industry-media marketplace.

Total budget \$4,000

Media Events

Special events such as Tourism Week play an important role in increasing awareness of NWT Tourism and the value of tourism in the economy. This past year, NWT Tourism worked in partnership with ITI to produce a number of public service announcements on the value of tourism. The campaign was a success, and NWT Tourism plans to continue with this campaign for another year.

Total budget \$4,500

Media Support Programs

Marketing Activity Blog Site

NWT Tourism is also looking to expand our blog-style website (<http://marketing.spectacularnwt.com>). This site features all advertising done by NWT Tourism, including print and web advertising, co-operative marketing initiatives, consumer shows and other innovative marketing campaigns.

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). These 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 the source of visitor information requests.

As the system is in place additional costs would be limited to new features added to the site and any staff training needs that may arise due to new technology.

Total budget \$3,500

Media Monitoring

MediaMiser is a CTC negotiated travel media monitoring program that provides Northwest Territories Tourism with valuable competitive information about media interest, story trends, message penetration, and evaluation for travel media relations. It is expected that this program will introduce a new standard in media monitoring and will allow NWTT to effectively track and report media coverage. This program will help to establish solid benchmarks and an effective measure of our return on investment for our strategic communications activities.

Total budget \$3,500

Online –Photo Gallery

The online photo gallery of NWT Tourism is available to members of the travel media and the travel trade who are actively promoting tourism in the Northwest Territories. The gallery contains high resolution images and video clips of the Northwest Territories. These images are offered for the sole purpose of promoting tourism in the Northwest Territories. It is important to refresh these images on a regular basis to ensure that they are current and that our most positive images are available for this use. It is also important to update this site to ensure that it serves the audience who uses it as effectively as possible.

Total budget \$3,500

Video Production

Video is an emerging and compelling marketing tool which can be used to promote tourism to the Northwest Territories. It is well known that internet surfers have notoriously short attention spans, and the visual and auditory impact of videos have been shown to capture people's attention more readily than the traditional medium of text and graphics. In order to increase the video content on the Northwest Territories Tourism website funds will be allocated to video production. NWT Tourism will utilize the services of our Agency of Record to produce and/or procure video from tourism operators and this video content will be a regular feature of our website.

Total budget \$35,000





■ 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 the website and officially launched it at the 2008 NWTT AGM. Work continues on the site to ensure that it is up to date and has optimal functionality for both our industry partners and the consumer who views the finished product.

Website Development

Since its launch in November, 2008, the NWT Tourism website continues to build momentum and unique visits and length of stay on the site continue to grow. We are now ready to build onto this success by adding more tracking capabilities, functionality and a refreshed look throughout the year.

Given the marketplace and the nature of the internet, the NWTT site should not remain the same for long. Therefore it is important that a fairly thorough theme and graphic refresh take place on a regular basis. As part of this, any new video footage produced which is deemed appropriate for the website would be reworked into short segments before being uploaded to the site. These would be consist mainly of scenarios such as: our local operators speaking to their unique product or their passion for the NWTT, aboriginal speakers telling stories or expressing their culture, etc. 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 replace unpopular content. This may include commissioned articles or second-rights pieces that have appeared elsewhere. If budgets and time permits, NWT Tourism would also like to include several foreign language pages to the site.

Total budget \$60,000

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

Marketing Code	Project	2010/11 Budget	2009/10 Budget
A	ITI Core Marketing Budget		
	General Awareness		
	Advertising and Promotion		
101 a	NWT Explorers' Guide	\$ 70,000	\$ 90,000
101 b	NWT Travel Planner	\$ -	\$ 10,000
102	General Awareness Advertising *		
102 a	Print Advertising	\$ 40,000	\$ -
102 b	Web Advertising	\$ 60,000	\$ -
102 c	E-mail Campaigns	\$ 8,000	\$ -
	Travel Trade Shows		
103 a	Rendezvous Canada	\$ 20,000	\$ 20,000
103 b	ITB	\$ 15,000	\$ 15,000
103 c	Kanata/Showcase	\$ 15,000	\$ 15,000
103 d	CITAP	\$ 3,500	\$ 3,500
	International Marketing Programs		
104 a	CTC Germany Advertising Campaign	\$ 50,000	\$ 60,000
104 b	CTC Japan Advertising Campaign	\$ 50,000	\$ 75,000
104 c	CTC Domestic Marketing Campaign	\$ 0	\$ 50,000
104 d	National Assets Program	\$ 0	\$ 25,000
	Media Shows		
105 a	Go Media	\$ 6,500	\$ 6,500
105 b	Media Marketplace	\$ 9,000	\$ 9,000
104 c	Travel Media Association of Canada (TMAC)	\$ 4,000	\$ -
	Media Events		
106	Tourism Week	\$ 4,500	\$ 2,000
	CTC Germany Media Events		\$ 2,000
	Canada XL Newsletter		\$ 1,500
107	Special Sponsorships		
107 a	Various Sponsorships	\$ 0	\$ 2,500
108	Media Programs	\$ -	
108 a	Marketing Activity Blog Site	\$ 3,500	\$ 5,000
108 b	Media Monitoring	\$ 3,500	\$ 2,500
108 c	Online -Photo Gallery	\$ 3,500	\$ 2,500
108 d	Video Production	\$ 35,000	\$ 2,500
109	NWTT Website		
109 a	Upgrades to Website	\$ 60,000	\$ 100,000
109 b	Hosting, Bandwidth, Maintenance	\$ 20,000	\$ 20,000
	Total General Awareness	\$ 481,000	\$ 519,500

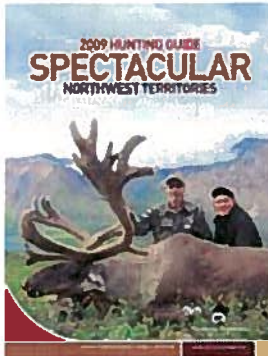
* Product Diversification funds were used for projects 201 a - c in the 2009/10 fiscal year

Key Sector Promotions

Building on the momentum of the General Awareness promotions, NWT Tourism will focus specific marketing efforts towards each of the following six key sectors:

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

As each sector has a unique target market, all corresponding marketing plans will be tailored to these markets. Based on information gathered from ITI research and feedback from industry partners, less emphasis will be put on print advertising and more on web promotions. Print advertising will include co-op marketing opportunities whenever possible. Trade FAMs will be included for the sectors that feature market-ready commissionable products. 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.



■ SPORT HUNTING

For several years now the NWT Hunting Guide has been a stand alone piece. Due to the recent developments in the barren ground caribou sector, it was determined that the best way to proceed was to produce a different guide/brochure for the three main sport hunting regions of the NWT (Western Arctic, Mackenzie Mountains and the Barren Grounds) Based on feedback from our local operators these guides/brochures will include more details on species and hunting methods. These guides will also feature operator/outfitter listings and other key information that will encourage hunters to visit the NWT. These guides will be used as a fulfillment piece and will be distributed at several hunting shows.

Number of pages 6 – 8 per regional guide/brochure

Number of Guides produced 15,000

PDF version of guides available for download on the Tourism website

Total budget \$17,750

■ Print Advertising

Print advertising will focus on the Canadian and US Markets. The primary Canadian market will be Alberta, followed by Ontario. The primary US market will be California and the Pacific coast. 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. In response to the request of our operators, efforts will be made to set up at least one advertorial feature in one of the main hunting publications.

Total budget \$15,000

Web Advertising

Although website advertising is seen as an effective marketing vehicle, the reality is there are a limited number of web campaigns available. As a result, web advertising is often switched over to print campaigns as the year proceeds. This year we have reduced web advertising to give a more accurate picture of the actual web promotions that will be purchased. Website advertising will consist of individual banner ads, keyword 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. Considering the limited opportunities that are available the hunting sector has been performing well on the web, and the web has proven to be very effective in generating traffic to the various hunting operators' websites.

Total budget \$20,000

German Marketing Campaign

In an effort to offset the declines in the sport hunting sector, it has been recommended that NWT Tourism diversifies into new markets. TMAC has identified Germany as having a strong potential of being a viable market for our local sport hunting operators. Based on this recommendation, NWT Tourism will explore a variety of marketing options including Sportsmen Shows, print and web advertising and other promotions within the German market. NWT Tourism may contract the services of our General Sales Agent for some of these projects.

Total budget \$20,000

Media FAMs

Based on the input we received from our hunting operators there is an urgent need to increase awareness of the sustainability of the NWT Sport Hunting product, in particular the caribou. NWT Tourism will work closely with our local operators and ITI to determine which media would be best suited to get this message across. Media FAM's will focus on hunting-specific publications and television programs that are specific to our target market. Media will be primarily from Canada and the US, but may also be from Mexico, Great Britain or German-speaking Europe.

Total budget \$15,000

SPORT FISHING

NWT Sport Fishing continues to experience a decline. Rising fuel and insurance costs and an uncertain economy continues to put a strain on the industry. As a result, Sport Fishing promotions will focus on near-in markets with household incomes in excess of \$100,000. They will include Alberta and Ontario in the Canadian market and California in the US.

NWT Fishing Guide

This year the NWT Fishing Guide will not be a stand alone piece, but will be included as a feature section in the Explorers' Guide. This will expand its reach as it will be distributed to all consumers looking for more travel information on the NWT. The feature section in the guide will include information on NWT fish species, fishing licenses, lodges and outfitters.

Total budget \$15,000

Print Advertising

Print advertising will focus on Alberta, Ontario and California and will include a number of activity specific publications including Fly Fisherman, In Fisherman and Field and Stream. Publications such as the Globe and Mail will also be considered as they have performed well in the past. Whenever possible, web add-ons will be included with all traditional print media buys.

Total budget \$30,000



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 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 \$50,000

Experiential Marketing

Depending on the opportunities that arise, experiential marketing may include things like special events, out of home advertising, or a variety of innovative campaigns. Similar to sport hunting, a budget of \$10,000 will be set aside for experiential marketing. There are many opportunities available and these may include building an event around one of the consumer shows that we attend. NWT Tourism will work in partnership with ITI and our industry partners to determine the exact program(s) or campaign(s) that we will undertake.

Total budget \$10,000

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 magazines and television shows. Preference will be given to media that match our geographic and demographic markets, and whenever possible they will be encouraged to experience several products when they are in our region. Industry partners will be requested to cover most of the costs and NWT Tourism will assist with media travel costs.

Total budget \$15,000

AURORA

Although the Japanese market has experienced some significant declines in recent years, it is still the main Aurora viewing market. It is important that NWT Tourism continue to promote Aurora tourism to the Japanese market. However, there is also a need to expand our efforts to establish new markets including Korea, Canada, the US and Mexico.

The next three years are considered to be exceptional years for Aurora viewing due to a phenomenon known as Aurora Max. Yellowknife's strategic position as a favored Aurora viewing location will benefit from the increased awareness and interest in Aurora viewing. In order to take advantage of this opportunity, spending in this sector has been increased to leverage inevitable market interest as a result of the Aurora Max.

NWT Aurora Guide

Similar to the fishing guide, the NWT Aurora Guide will be included as a feature section on the Explorers' Guide. This will expand its reach as it will be distributed to all consumers looking for more travel information on the NWT. The feature section in the guide will include 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.

Total budget \$15,000

Print Advertising

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. Tour companies such as H.I.S. and JTB will be offered the opportunity to purchase co-op ad space. NWT Tourism will provide a basic branding template for these companies, but allow them to produce the actual ads in order for them to have the greatest impact with the Japanese market.

Total budget \$35,000



Web Advertising

Web advertising will consist of banner ads, key word searches and search engine optimization. The focus will be on the US and Canadian markets. The call to action will be to a specific landing page on the NWT Tourism website, and will 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 \$50,000

Experiential Marketing

Depending on the opportunities that arise, experiential marketing may include things like special events, out of home advertising, or a variety of innovative campaigns. Similar to sport hunting, a budget of \$15,000 will be set aside for experiential marketing. There are many opportunities available. It would be advisable to build an event or promotion around the Aurora Max. NWT Tourism will work closely with our industry partners when choosing an appropriate campaign.

Total budget \$15,000

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 Korea and Mexico. As budgets are limited, the number of FAM participants would be limited to 2-4 people for these new markets.

Total budget \$15,000

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 FAMs will primarily be from Japan, but may also include a small number of media from our emerging markets.

Total budget \$15,000

■ OUTDOOR ADVENTURE

The Outdoor Adventure Market has primarily focused on summer activities. Winter activities such as ice fishing, snowmobiling and dog sledding have been included under Aurora promotions. In subsequent years we plan on giving greater prominence to our winter products.

NWT Outdoor Adventure Guide

This year the NWT Outdoor Adventure Guide will not be a stand alone piece, but will be included as a feature section in the Explorers' Guide. This feature section in the guide will include key information on the various Outdoor Adventure products and will feature operator/outfitter listings and other key information. The guide will be used as a fulfillment piece and will be distributed at consumer shows to people who show a keen interest in the NWT.

Total budget \$15,000

Print Advertising

At the request of our local operators, the main focus of our print campaign will be concentrated in southern Ontario. As is the case with the other sectors, advertising will concentrate on a demographic which includes 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, Canoeroots and Canoe and Kayak.

Total budget \$25,000

Web Advertising

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

Total budget \$40,000

Experiential Marketing

Depending on the opportunities that arise, experiential marketing may include things like special events, out of home advertising, or a variety of innovative campaigns. NWT Tourism will work closely with our industry partners when choosing an appropriate campaign.

Total budget \$10,000

Trade FAMs

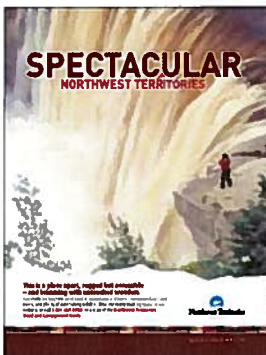
The focus of the Outdoor Adventure FAMs will be the North American and European markets. As the NWT has such a diverse range of Outdoor Adventure product, FAM's will be organized to highlight as much of the Outdoor Adventure product as possible, with the main focus being on commissionable packages.

Total budget \$15,000

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 (with particular attention to southern Ontario), but may also expand to an international front including Europe and Mexico if funding is available.

Total budget \$15,000



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.

Touring Section of the Explorers' Guide

This feature section in the guide will include key information on parks, campgrounds, highway conditions and a number of soft adventure activities such as flight-seeing, community tours and boat cruises.

Total budget \$10,000

Other Driving 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 Highway 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

Web Advertising

Web advertising will feature banner ads, keyword 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 \$35,000

Experiential Marketing

Depending on the opportunities that arise, experiential marketing may include things like special events, out of home advertising, or a variety of innovative campaigns. Similar to the other sectors, a budget of \$10,000 will be set aside for experiential marketing. NWT Tourism will work closely with our industry partners when choosing an appropriate campaign.

Total budget \$10,000

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

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 put 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.

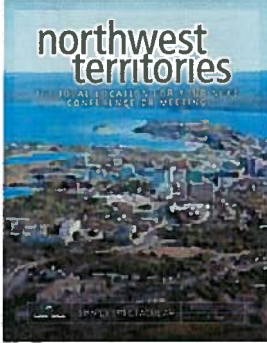
Total budget \$15,000

German Market Promotions

In an effort to build on the German touring market, NWT Tourism will undertake a number of marketing initiatives that will feature our road touring and adventure products. Promotions will include print and web advertising, consumer shows and a number of cooperative marketing initiatives with the Travel Trade. Our current GSA may be contracted out on a per-project basis for some of these campaigns.

Total budget \$ 40,000





BUSINESS

The Business Sector brings in a substantial amount of revenue to the NWT. In recognition of the value of this sector efforts have been made to increase this budget, adding a number of marketing activities that will target the business traveller who is already in the NWT and attract new meetings and conferences to our region. The following budget outlines the marketing activities for the business sector.

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 distributed.

Total budget \$15,000

In- Hotel Business Promotion

As part of the Business promotion, NWT Tourism has been creating a series of promotional pieces (i.e. Activity Wheels) that have been distributed to local hotels. This promotional campaign has been going on for the past three years now. Although it has been very successful, NWT Tourism feels that it is important to expand this program to include mobile communication applications. Based on the recommended of TMAC, NWT Tourism will continue producing the activity wheels. We will also look at securing new funds to add mobile marketing to this campaign.

Total budget \$20,000

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.

Total budget \$30,000

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 \$25,500

MC&IT Shows

As part of our strategy to attract meetings and conventions NWT Tourism has begun attending several Meeting and Convention shows each year. In November of 2009 a special delegation that will include representatives from Hay River, Inuvik and Yellowknife will be joining NWT Tourism as we attend the Canadian Society of Association Executives. Depending on the success of the show, NWT Tourism would like to continue this promotion in 2010.

Total budget \$20,000

Trade and Media FAMs

As NWT Tourism expands our marketing efforts into the Meetings and Convention market, it is important that we offer our key trade and media partners the opportunity to experience our products. We have already been working with several Incentive Travel promoters who are keen to add NWT fishing, outdoor adventure and Aurora to the package offering to their guests.

Total budget \$ 20,000

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.

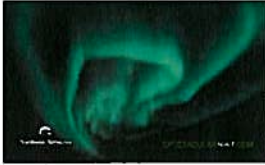
Total budget \$12,295

Marketing Code	Project	2010/11 Budget	2009/10 Budget
	Key Sector Promotions		
	Sport Hunting		
201	NWTT Hunting Guide	\$ 17,750	\$ 22,750
202	Print Advertising	\$ 15,000	\$ 40,000
203	Web Advertising	\$ 20,000	\$ 42,000
204	German Marketing Campaign	\$ 20,000	\$ 0
205	Media FAMs	\$ 15,000	\$ 15,000
	Total Sport Hunting	\$ 87,750	\$ 119,750
	Sport Fishing		
301	NWTT Fishing Guide	\$ 15,000	\$ 25,000
302	Print Advertising	\$ 30,000	\$ 35,000
303	Web Advertising	\$ 50,000	\$ 30,000
304	Experiential Marketing	\$ 10,000	\$ 2,000
305	Media FAMs	\$ 15,000	\$ 15,000
	Total Sport Fishing	\$ 120,000	\$ 107,000
	Aurora		
401	NWTT Aurora Guide	\$ 15,000	\$ 25,000
402	Print Advertising	\$ 35,000	\$ 25,000
403	Web Advertising	\$ 50,000	\$ 30,000
404	Experiential Marketing	\$ 15,000	\$ 2,000
405	Trade FAMs	\$ 15,000	\$ 25,000
406	Media FAMs	\$ 15,000	\$ 25,000
	Total Aurora	\$ 145,000	\$ 132,000
	Outdoor Adventure		
501	NWTT Outdoor Adventure Guide	\$ 15,000	\$ 25,000
502	Print Advertising	\$ 25,000	\$ 45,000
503	Web Advertising	\$ 40,000	\$ 30,000
504	Experientail Marketing	\$ 10,000	\$ 2,000
505	Trade FAMs	\$ 15,000	\$ 15,000
506	Media FAMs	\$ 15,000	\$ 15,000
	Total Outdoor Adventure	\$ 120,000	\$ 132,000
	Touring		
601	Touring Section of Explorers' Guide	\$ 10,000	\$ -
602	Driving Brochures	\$ 5,000	\$ 5,000
603	Print Advertising	\$ 20,000	\$ 20,000
604	Web Advertising	\$ 35,000	\$ 25,000
605	Experiential Marketing	\$ 10,000	\$ 2,000
606	Trade FAMs	\$ 15,000	\$ 15,000
607	Media FAMs	\$ 15,000	\$ 17,000
608	German Market Promotions	\$ 40,000	\$ 10,000
	Total Touring	\$ 150,000	\$ 94,000
	Business		
701	NWT Meeting Planner **	\$ 15,000	\$ -
702	In Hotel Promotion	\$ 20,000	\$ -
703	Print Advertising	\$ 20,000	\$ 50,000
704	Web Advertising	\$ 35,500	\$ 10,000
705 a	CASE Toronto	\$ 15,000	\$ 15,000
705 b	MC&IT	\$ 10,000	\$ 10,000
706	Meetings	\$ 12,295	\$ 9,795
707	Trade and Media FAMs	\$ 20,000	\$ 0
	Total Business	\$ 147,795	\$ 94,795
	** Product diversification funds were used for projects 701 and 702 in the 2009/10 fiscal year		
	Total Key Sector Promotions	\$ 770,545	\$ 679,545

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.

Luggage Tags



PROMOTIONAL ITEMS AND SPECIAL GIFTS

Promotional items help keep the NWT Tourism brand image top of mind and facilitate interaction between NWT Tourism and our media and trade partners. They are essential to hand out at the various trade and media shows we attend, and add to the FAM tour experience for key trade and media partners visiting the NWT.

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 have included pins, luggage tags, bookmarks and fridge magnets. A number of higher-end gifts will be available to distribute to our more prominent industry partners.

Total budget \$20,000

Media Kits

Several 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 and French) to both a print and on-line version of the kit.

Total budget \$10,000

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 they portray a consistent image and message. (A complete list of AOR activities is outlined in Appendix B.)

Total budget \$80,000

Travel Trade Sales Calls

For the past 8 years NWT Tourism has enlisted the services of a General Sales Agent (GSA) for the German-speaking market. The GSA 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.

While the GSA has been doing an outstanding job in building relationships, we are starting to question the ROI for this position. Without the proper infrastructure (direct flights from Germany as is currently the case in the Yukon, and RV rental facilities) the potential to build this market is extremely limited. At best, our European trade partners are sending no more than a total of 500 clients each year.

In analyzing the situation, NWT Tourism feels that it would be far better to focus on building trade relations in the North American market. As the statistics indicate that over 77% of travel to the NWT is by Canadians, there is greater potential to achieve a much higher ROI. NWT Tourism would make sales calls to tour operators and travel agencies in key locations in Canada (Toronto, Vancouver, Calgary) By working with the receptive tour companies such as Jonview and Brewster, NWT product could still be promoted and packaged to the European market.

The services of our GSA will still be used for any one-off projects we feel would be appropriate, but for the most part all sales activities and promotions will be dealt with in house.

Total budget \$32,000

■ PERFORMANCE MEASUREMENT

Global Tourism Watch

The CTC research program is a new offering that will provide NWT Tourism with 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 \$11,000

Conversion Study

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.

Total budget \$25,000



Marketing Code	Project	2010/11 Budget	2009/10 Budget
	Support Systems		
801	Promotional Items		
801 a	Promotional Items	\$ 20,000	\$ 20,000
801 b	Media Kits	\$ 10,000	\$ 10,000
801 c	Photography	\$ -	\$ 6,500
	Total Promotional Items	\$ 30,000	\$ 36,500
802	Agency of Record		
802 a	Project Coordination	\$ 75,000	\$ 75,000
802 b	(other)	\$ 5,000	\$ 5,000
	Total Agency of Record	\$ 80,000	\$ 80,000
803	General Sales Agent (Europe)*		
803 a	GSA Contract	\$ 12,000	\$ 60,000
803 b	Office and Trade Mailings	\$ 0	\$ 7,500
803 c	Sales Calls	\$ 20,000	\$ 7,500
803 d	Trade Shows (other)	\$ 0	\$ 2,000
	Total General Sales Agent	\$ 32,000	\$ 77,000
804	Performance Measurement		
804 a	CTC Global Tourism Watch	\$ 11,000	\$ 10,000
804 b	Conversion Study	\$ 25,000	\$ 25,000
	Total Performance Measurement	\$ 36,000	\$ 35,000
	Total Tourism Support Systems	\$ 178,000	\$ 228,500

*If approved by TMAC, these funds will be reallocated to Sales and Promotions to the trade in North America

Section B: Call Centre



The call centre plays one of the most important roles in the NWT marketing campaign. It is the front line that manages all of the information requests and tracks the relative success of our marketing initiatives. As per the funding agreement with ITI, the call centre budget has been set at \$100,000

The call centre program is broken down into the following components

- ▶ Mail Delivery
- ▶ Service Supplies
- ▶ Telephones
- ▶ Upgrades to System

■ 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.

Mail Delivery Contract

In an effort to reduce costs and lessen fulfillment time, NWT has recently enlisted the services of a fulfillment house in the greater Vancouver area to process all of our individual mail requests. As our guides are already printed in the south, this has decreased our shipping and mailing costs and guides are delivered much more quickly to our consumers. NWT Tourism receives a monthly shipping report that breaks down the status of each shipment and an inventory of guides that remain on hand.

Total budget \$20,000

Bulk Shipping

In late 2008/09 NWT Tourism established a new shipping point for bulk orders of NWTT guides. A warehouse in Manitoba ships our bulk orders from a location that is central in Canada which has many positive results. These bulk orders are large quantities of boxes and pallets of NWT Tourism guides that formerly would have been shipped to Yellowknife at great expense and then shipped out from the NWT Tourism office at an additional expense once a request had been made for the guides. The cost savings in paying a monthly storage fee for the warehouse and shipping within southern Canada has benefitted NWT Tourism through large shipping cost savings, as well as a decreased need for storage space, decreased NWTT staff time, and the increased speed with which guides reach their destination.

Total budget \$18,000

Postage Fees

Each year NWT Tourism ships 20,000 pieces of mail, the majority of which are travel guides. NWT Tourism has an account with Canada Post that we access for mailing out of this office, and that our mail delivery service out of Vancouver access as well. In addition, a budget of \$1,000 is set aside for delivery of guides and other promotional items between our office and our storage facility.

Total budget \$37,000

■ SERVICE SUPPLIES

In order for our fulfillment services to run efficiently a number of supplies are required. These include a postage machine rental for mailings done directly out of our office and a variety of services such as shredding and supplies.

Total budget \$5,000

■ TELEPHONE

The toll-free line brings in approximately 2000 calls annually that are directly related to tourism in the Northwest Territories. In the months when travellers are starting to plan their vacations, September-March, the enquirer talks to a tourism counselor for an average of 2.5 minutes. During this period, most enquirers request NWT tourism literature/guides and do not yet know much about our NWT tourism product. Closer to the camping/RV season, April-July, callers are more informed prior to calling and have more numerous and detailed questions. As a result, the average call time increases to 5.5 minutes. The majority of calls during this period consist mainly of questions requiring the tour counselors' time and do not result in the mailing of tourism guides.

Total budget \$15,000

■ UPGRADES TO SYSTEM

Upgrades to the system include ongoing service to our 1-800 phone system and additional developments to our fulfillment data base. This past year NWT Tourism undertook a major restructuring of the fulfillment data base. As a result, we now have a more efficient system that has resulted in quicker data entry, live sales leads and the ability to generate a variety of comprehensive reports. Further work is required on the system's report generating capabilities, but development costs will be limited this year to a few thousand dollars.

Total budget \$5,000

Marketing Code	Project	2010/11 Budget	2009/10 Budget
B	Call Centre		
F 101	Mail Delivery		
F 101a	Mail Delivery Contract (IRDS)	\$ 20,000	\$ 20,000
F 101b	Bulk Shipping	\$ 18,000	\$ 18,000
F 101c	Postage Fees	\$ 36,000	\$ 36,000
F 101d	Courier Service	\$ 1,000	\$ 1,000
	Total Mail Delivery	\$ 75,000	\$ 75,000
F 102	Service Supplies		
F 102a	Postage Machine Rental	\$ 2,500	\$ 2,500
F 102b	Shredding	\$ 2,000	\$ 2,000
F 102c	Supplies	\$ 500	\$ 500
	Total Service Supplies	\$ 5,000	\$ 5,000
F 103	Telephone	\$ 15,000	\$ 10,000
F 104	Upgrades to System		
F 104a	Telephone Tech Contract	\$ 5,000	\$ 5,000
F 104b	Upgrades to Fulfillment Data Base	\$ 0	\$ 5,000
	Total Upgrades to System	\$ 5,000	\$ 10,000
	Total Call Centre	\$ 100,000	\$ 100,000

Section C: Consumer Show Program



The consumer show program is an excellent venue to meet face to face with potential visitors and to provide destination awareness on NWT parks, activities and attractions. The consumer show program also provides an excellent opportunity for cooperative marketing, as NWT Tourism has allocated additional booth space at a number of the shows that we are planning on attending. As per the funding agreement with ITI, the consumer show program budget has been set at \$75,000. The consumer show program is broken down into the following components:

- ▶ Sportsman Shows (Hunting and Fishing)
- ▶ RV Shows
- ▶ Outdoor Adventure Shows

All of the shows highlighted below have been chosen based on the results we have received from these shows. As a result of any feedback we receive from our show attendees, and the consumer response rate, NWT Tourism may change substitute other shows which we feel would be more beneficial. Whenever possible, shows will be selected where we can provide co-op marketing opportunities to our industry partners.



SPORTSMAN SHOWS

In the past sportsman shows have proven to be an excellent venue for hunting and fishing operators to sell their packages directly to their guests. Although consumer shows are not as popular as they once were, there is still merit in marketing through this venue. At the request of our local operators, NWT Tourism will focus on Alberta and California.

International Sportsmen's Expositions – Sacramento and San Mateo

With an attendance of over 41,000 this is the most notable adventure show for the city of Edmonton. The average household income of the shows' attendees is \$110,000, making this an ideal fit with our target market. NWT Tourism purchases bulk booth space at the event, which is then offered to our industry partners at a discounted rate.

Total budget \$12,000

RV 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 Highway and Inuvik.

Calgary & Edmonton RV Shows

Both of these RV shows have proven to be successful. Interest remains steady with many of the clients showing a keen interest to travel to the NWT. Calgary and Edmonton continue to prove to be a worthwhile market for the NWT, as their close proximity to the NWT makes it more likely that tourists will make the trip north. NWT Tourism partners with the Deh Cho Travel Connection and conducts presentations thereby increasing our exposure. The seminars are well attended, with an average of 120 people expected at each presentation.

Total Budget: \$12,000

Quartzsite RV Show

Quartzsite continues to provide excellent exposure for NWT Tourism in the road touring sector. There are still a substantial amount of "snowbirds" from BC that head to Arizona in the winter months and attend this show. Most of the consumers have already started their RV adventures and are on the road; therefore, they are looking for information (maps, guides) right away. Because of this, NWT Tourism will work with ITI to ensure that an adequate supply of Road and Campground guides are available.

Total Budget: \$11,000

OUTDOOR ADVENTURE SHOWS

Consumer show promotions for the Outdoor Adventure market include Vancouver, Calgary, Toronto and Los Angeles. These shows provide an excellent venue for our outdoor adventure operators to showcase their products. NWT Tourism purchases booths at these shows and negotiates bulk rates so that several of the Outdoor Adventure operators will have the opportunity to participate in these shows at a reduced cost. Whenever possible, NWT Tourism will host seminars at these shows for added exposure.

Vancouver Outdoor Adventure Show

This adventure show brings together buyers and sellers of outdoor adventure products & services. The show features over 200 exhibitors and has an attendance of 20,000. NWT Tourism purchases bulk booth space to offer to its members at a discounted rate. This past year 6 members of NWTT took advantage of this opportunity, resulting in the NWT having a significant presence at this show.

Total Budget: \$11,250

Calgary Outdoor Adventure Show

The Calgary Outdoor Adventure Show is similar in size to the Vancouver show, with over 200 exhibitors and 20,000 attendees. NWT Tourism purchases bulk booth space to offer to its members at a discounted rate. In the past, 3 members have participated in this show, but this is expected to increase to 5 this year.

Total Budget: \$11,250

Toronto Outdoor Adventure Show

The Toronto Adventure Show is considerably larger than the Vancouver and Calgary shows. Over 300 exhibitors and 31,000 guests attend the show each year. NWT Tourism purchases bulk booth space to offer to its members at a discounted rate. Four spots have been made available to our membership this year.

Total Budget: \$12,250

LA Times Travel & Adventure Show

NWT Tourism attended this show for the first time in 2009. 18,000 people attended the show, and they are mostly motivated, well travelled and looking for something they have never done before. On the first day of the show, two hours has been set aside for the travel trade to view the exhibits and meet with operators. NWT Tourism is considering building a special media event or activity around the show to increase awareness and interest in the NWT.

Total budget \$16,000

Marketing Code	Project	2010/11 Budget	2009/10 Budget
C	Consumer Show Program		
	<i>Sportsman Shows</i>		
CS 101	ISE - Sacramento & San Mateo (Fishing & Hunting)	\$ 17,250	\$ 17,250
CS 102	Edmonton Boat and Sportsman Show	\$ 12,000	\$ 12,000
	Total Sportsman Shows	\$ 29,250	\$ 29,250
	<i>RV Shows</i>		
CS 103	Calgary RV Show	\$ 6,000	\$ 6,000
CS 104	Edmonton RV Show	\$ 6,000	\$ 6,000
CS 104	Quartzsite RV Show	\$ 11,000	\$ 11,000
	Total RV Shows	\$ 23,000	\$ 23,000
	<i>Outdoor Adventure Shows</i>		
CS 105	Vancouver Outdoor Show	\$ 11,250	\$ -
CS 106	Calgary Outdoor Show	\$ 11,250	\$ 11,250
CS 107	Toronto Outdoor Show	\$ 12,250	\$ 12,250
CS 108	LA Times Travel and Adventure Show	\$ 16,000	\$ 23,000
	Total Outdoor Adventure Shows	\$ 50,750	\$ 46,500
	Total Consumer Show Program	\$ 103,000	\$ 98,750

Section D: Product Diversification



The Product Diversification Program is a relatively new program that has been set up by ITI. The purpose of the program is to provide funding for the development of new tourism programs. Funds from this program can be used to expand our marketing reach and to market a variety of new products and services that have been developed by our local industry operators. NWT Tourism is respectfully requesting \$350,000 from ITI so that we can carry out a number of innovative marketing initiatives.

The Product Diversification program is broken down into the following components

- ▶ Travel Trade Program
- ▶ Regional Marketing
- ▶ Aboriginal/Cultural Tourism
- ▶ Package Promotions (Consumer Direct)

■ TRAVEL TRADE PROGRAM

As our local operators continue to build their inventory of tourism products and packages it is important that we work closely to with the travel trade to ensure they are encouraged to aggressively sell our region. To help facilitate this, NWT Tourism has put a number of programs in place.

Tour Operator Manual

In 2009 NWT Tourism developed its first ever Travel Trade Planner. This 20 page guide featured key information on the NWT including access, services, community profiles, accommodations and an inventory of all of our market ready products. The publication also featured a number of suggested itineraries to assist the trade to build tailor made packages. Building on the success of this program, NWT Tourism expects to expand this guide and make it more user friendly for the trade.

Total budget \$15,000

Advertising and Promotion

To build the travel trade's awareness of the NWT and the many new packages that are being developed, a comprehensive promotional campaign would be put into place. This would include print and web advertising, e-mail promotions and experiential marketing. Print advertising would include trade specific publications such as the Travel Industry Guides to Canada and Canada Scope. Web promotions would focus on key websites that the trade access such as the CTC website.

Total budget \$60,000

Tour Operator Support Programs

For several years now NWT Tourism has provided support to a number of tour operators that feature NWT products. Much of this funding went towards inclusion of NWT product in tour operator brochures, direct mail campaigns and a number of special marketing initiatives. Tour companies from Germany, Switzerland, Japan, Korea, the United Kingdom and Australia have all benefitted from this funding. As we move forward with this program we would like to see more cooperative initiatives where NWT Tourism offsets part of the cost for tour companies to take out actual print or web ads to sell NWT packages.

Total budget \$50,000

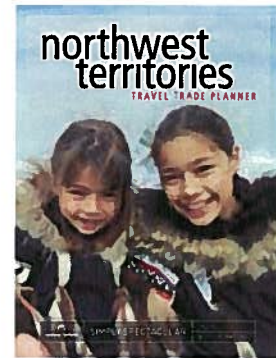
■ ABORIGINAL/CULTURAL TOURISM

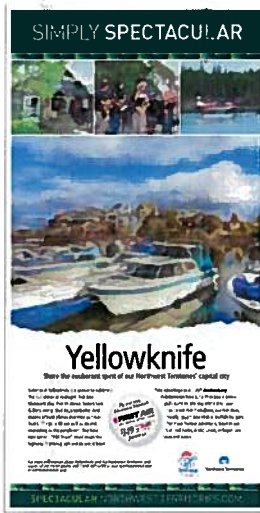
One of the most prominent messages that came out of our industry consultations was the need to promote our aboriginal and cultural tourism products. Some of our industry partners were adamant that it should be its own sector. As we have a limited core budget, which is already being stretched, NWT Tourism is proposing that part of the product diversification funds are used to develop an aboriginal and cultural tourism sector.

NWT Festival, Events and Cultural Guide

One of the first steps of building a marketing campaign around aboriginal and cultural tourism would be to develop a NWT Cultural Guide. The guide would feature a comprehensive list of festivals and events, highlight our rich aboriginal culture and profile the various artists and performers of the NWT. As this is the first year of the guide, costs would be slightly higher as a significant amount of work would need to be done to write and design this piece. 25,000 copies of the guide would be printed and would be distributed through our southern fulfillment house and shipped to visitor information centres.

Total budget \$20,000





■ REGIONAL MARKETING

At the request of our industry partners a greater emphasis will be put into regional marketing. Regional marketing will include cooperative marketing campaigns and special projects that are geared towards building regional awareness and to promote the variety of tourism products that are available in these regions.

Advertising and Promotion

This past year, NWT Tourism ran a pilot project with the city of Yellowknife where both parties paid fifty percent (\$10,000 each) of two full page ads in the Globe and Mail. The content of the ad was entirely Yellowknife based, but was set within the Spectacular NWT brand banner. As this program was very successful, NWT Tourism is proposing to set aside cooperative funding so that a number of promotional campaigns could be undertaken. Guidelines, such as: a maximum of \$20,000 NWT Tourism funding could be accessed by each region; and that NWT Tourism would have final approval on all creative, will be put in place. Partnering with the larger communities and choosing less expensive advertising campaigns would ensure that all regions could take advantage of this program.

Total budget \$80,000

Other Projects

Aside from co-op advertising there are many opportunities to promote each of our regions such as brochure development, special events, hosting FAMs, expanding photography and video libraries. NWT Tourism is proposing that \$5,000 be set aside for each region and NWT Tourism and the tourism manager from each region meet to determine a suitable project.

Total budget \$50,000

■ PACKAGE PROMOTIONS/CONSUMER DIRECT

As our NWT operators continue to build packages, it is essential that they receive marketing support. While the trade is an effective way to generate sales, there is also a great opportunity to market directly to the consumer. NWT Tourism is proposing that funding be set aside so that we can support operators who have developed new packages. As funding is limited, preference would be given to partnerships or consortiums (hotels, airlines, activities) that are working together to sell the region.

Advertising and Promotion

Advertising and promotion would consist primarily of print and web promotions. The focus would be on our near-in markets (Alberta, BC) but may expand further into Ontario and the US, depending on the products that are being promoted. As is the case with most of our marketing initiatives, NWT Tourism would provide cooperative funding to the operator(s) who are selling the package, provided the promotions are in line with the spectacular brand.

Total budget \$75,000

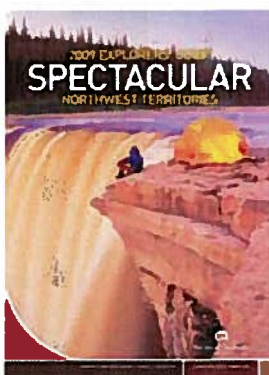
Marketing Code	Project	2010/11 Budget	2009/10 Budget
D	Product Diversification		
PD 100	Travel Trade Program		
PD 101	Travel Trade Planner	\$ 15,000	\$ -
PD 102	Print Advertising	\$ 20,000	\$ -
PD 103	Web Advertising	\$ 40,000	\$ -
PD 104	Tour Operator Support (International Markets)	\$ 50,000	\$ -
	Total Travel Trade Program	\$ 125,000	\$ -
PD 200	Regional Marketing Campaigns		
PD 201	Promotional Campaign (Print, web, experiential)	\$ 80,000	\$ -
PD 202	Other promotions	\$ 50,000	\$ -
	Total Regional Marketing Campaigns	\$ 130,000	\$ -
PD 300	Aboriginal/Cultural Tourism		
PD 301	NWT Festivals, Events and Cultural Guide	\$ 20,000	\$ -
	Total Aboriginal/Cultural Tourism	\$ 20,000	\$ -
PD 400	Advertising and Promotions		
PD 401	Consumer Direct Promotions	\$ 75,000	\$ -
	Various projects	\$ -	\$ 120,000
	Total Advertising and Promotions	\$ 75,000	\$ 120,000
	Total Product Diversification	\$ 350,000	\$ 120,000



Performance Measures



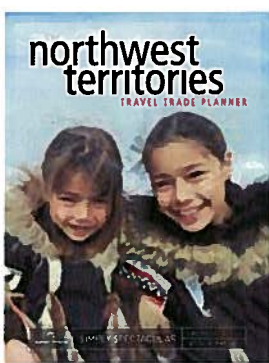
At the request of TMAC, a series of goals and objectives were built into the 2009/10 Marketing plan. Although the year has not been completed, NWT Tourism has reviewed these performance measures and analyzed the success to date. Following is an update of what has been achieved so far.



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:**
- Distribution in November 2008
- Target:**
- Same as current
- Progress:**
- Guide was ready for distribution at the November 2008 NWT Tourism Conference and AGM
 - Plans are to have the 2010 Guide ready in November as well



■ TOUR OPERATOR MANUAL

- Goals:**
- To increase sales of NWT tourism products
- Objectives:**
- To highlight the 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
- Progress:**
- Travel Trade Planner was distributed at Rendezvous Canada in May 2009

■ 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)
- Progress:**
- Over 20 local operators participated in our cooperative marketing program

■ WEB ADVERTISING

- Goals:**
- Drive traffic to NWTT website and increase number of unique visits
- Objectives:**
- Increase number of inquiries and traffic to operator websites
 - Increase member use of co-op web ads, provide members with results
- Current:**
- not measured
- Target:**
- 10,000 unique, measured visits
- Progress:**
- 1st Quarter- more than 12,000 jump-offs from spectacularnwt.com to operator websites

■ TRADE SHOWS

- Goals:** • To increase awareness of market-ready product
- Objectives:** • Promote new market-ready products in a detailed tour operator manual
- Current:** • Distribute 500 copies at trade shows
- Target:** • Following up on contact information is slow
- Progress:** • Send contact information obtained from these shows out within 2 weeks
- Rendezvous Canada contact information distributed to members within 4 weeks
- Travel Trade planner distributed at Rendezvous Canada
-

■ 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
- Progress:** • January-February 2009 saw 7571 hits to the spectacularnwt.com website from Germany
-

■ 2010 OLYMPIC PROMOTIONS (NATIONAL ASSETS CAMPAIGN)

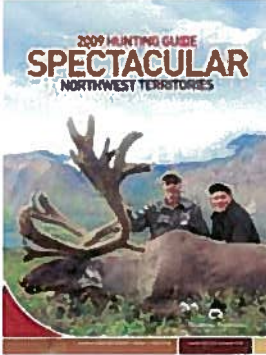
- Goals:** • To increase marketing pre & post Olympics 2010 through CTC
- Objectives:** • Work with the Yukon and Nunavut to generate interest in Canada's North and NWT.
- Acquire video and still footage (HD quality)
- Increase number of travel inquiries from Canada
- Current:** • Non-existent
- Target:** • Participate in \$26 million worth of marketing
- Progress:** • HD filming in Yellowknife for winter- including Rock and Ice Ultra, dog sledding, Snowking Castle, snowmobiling
- HD filming in Inuvik for summer- including Great Northern Arts Festival, Tuktoyaktuk, Mackenzie Delta boat cruise
- Social media filming in Fort Smith, Fort Simpson, Nahanni National Park Reserve, Yellowknife
-

■ 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
- Progress:** • Media section on spectacularnwt.com in development
- New media policy is in final development, with a special section on evaluating FAMs.
- Currently working with the CTC to set up a website where all DMOs can post reviews of FAMs

■ 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
- Progress:** • 105,504 visits to spectacularnwt.com in the 1st Quarter
-



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, advertisings)
• To publish a comprehensive and easy to read guide in a timely manner
- Current:** • Out November 2009
- Target:** • Same as current
- Progress:** • Guide was distributed at AGM in November 2008
-

■ PRINT ADVERTISING

- Goals:** • Increase hunting inquiries and website visits using targeted advertising
- Objectives:** • Increase the number of qualified inquiries and secure more inquiries for operators via increased use of co-op ads
- Current:** • n/a
- Target:** • 500
- Progress:** • 340 hunting inquiries in the 1st Quarter
• 41 sales leads in the 1st Quarter
-

■ WEB ADVERTISING

- Goals:** • Drive traffic to the hunting section of the NWTT website
- Objectives:** • Increase traffic to operators’ websites
• Increase operator use of co-op ads
- Current:** • Not measured
- Target:** • 6,000 unique visits; 1,000 re-directs to operator sites
- Progress:** • 2326 direct hits to hunting.spectacularnwt.com in the 4th Quarter of 2008/2009
• 1093 jump-offs to operator websites offering hunting services in the 1st Quarter of 2009/2010

■ 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
- Progress:** • Safari Club show not available, so show will be replaced with a different sportsman show.
• Booked into International Sportsmen's Expedition shows in San Mateo and Sacramento, California, as selected by operators at the sector consultation meetings in May 2009
-

■ MEDIA FAMS

- Goals:** • Increase awareness of Hunting and support outfitters
- Objectives:** • Attract the right journalists
- Current:** • 3
- Target:** • 2-3
- Progress:** • All sport hunting FAMS have been booked. NWT following up with participating operators to determine the value
-

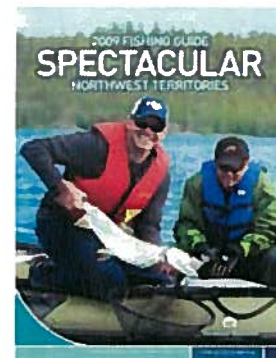
Sector: Sport Fishing

■ 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 2009
- Target:** • same as current
- Progress:** • Sport Fishing guides were distributed at the NWT Tourism AGM and Conference in November 2008
-

■ 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
- Progress:** • The 1st Quarter of 2009/2010 had 548 fishing inquiries
• 125 sales leads for fishing were generated in the 1st quarter



■ WEB ADVERTISING

- Goals:** • Drive traffic to the fishing section of the NWTT website
- Objectives:** • Increase traffic to operator's websites
• Increase operator use of co-op ads
- Current:** • Not measured
- Target:** • 15,000 unique visits, 2,500 re-directs to operator's websites
- Progress:** • 956 direct links to fishing.spectacularnwt.com were made in the 4th quarter of 2008/09
• In the 1st quarter of 2009/2010, there were more than 2200 jump-offs to websites of operators who listed fishing services
-

■ TRADE FAMS

- Goals:** • To promote the NWT as a world class fly-fishing destination
- Objectives:** • To host a FLY Fishing FAM
- Current:** • 0
- Target:** • 1
- Progress:** • NWTT (in partnership with our local operators and CDETNO) hosted a fly fishing FAM from France in July of 2009
-

■ 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
- Progress:** • There are no results at this time as the shows will be attended in the winter of 2009
-

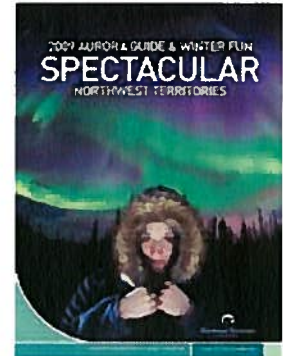
■ MEDIA FAMS

- 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
- Progress:** • 2 of the fishing FAMs have taken place, and one will be taking place later this summer.

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, easy to read, and issued in a timely manner
- Current:**
- Out November 2009
- Target:**
- same as current
- Progress:**
- Aurora guide was available for distribution in November 2009
-



■ 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 for the first year.
- Progress:**
- This project has been put on hold until we confirm the level of product diversification funds we receive
-

■ PRINT ADVERTISING

- Goals:**
- Increase aurora awareness and related number of inquiries and website visits
- Objectives:**
- Increase the number of qualified inquiries and secure more inquiries for operators via the cooperative opportunities that are available
- Current:**
- Not measured
- Target:**
- 1,000 qualified leads
- Progress:**
- 668 aurora inquiries in the 1st quarter
 - 473 sales leads in the 1st quarter
-

■ WEB ADVERTISING

- Goals:**
- Drive traffic to the Aurora section of the NWTT website
- Objectives:**
- Increase traffic to Aurora operator's websites
 - Increase operator use of co-op ads
- Current:**
- 10,000
- Target:**
- 15,000
- Progress:**
- More than 850 jump-offs to websites of operators that offer aurora services in the 1st quarter of 2009/2010
-

■ CTC JAPAN MARKETING CAMPAIGN

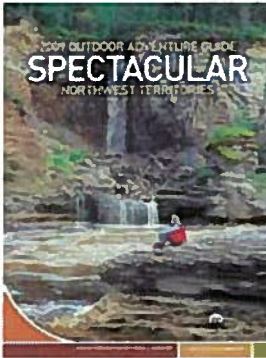
- Goals:**
- To leverage the CTC money to promote Aurora in Japan
- Objectives:**
- To increase awareness and gain market share
- Current:**
- 0
- Target:**
- Set baseline
- Progress:**
- This campaign will take place in the winter of 2009

■ TRADE FAMS

- Goals:** • Increase share of Aurora market
- Objectives:** • 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
- Progress:** • All Trade FAMs will take place in the winter of 2009/10
-

■ 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
- Progress:** • We anticipate that all FAMs will occur as planned
-



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 2009
- Target:** • Same as current
- Progress:** • Outdoor Adventure guides were available for distribution in November
-

■ 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:** • Not measured
- Target:** • 600
- Progress:** • 983 inquiries in the 1st quarter of 2009/2010
• 268 sales leads in the 1st quarter of 2009/2010
-

■ WEB ADVERTISING

- Goals:** • Drive traffic to the outdoor adventure section of the NWTT website
- Objectives:** • Increase traffic to operator's websites
• Increase operator use of co-op ads
- Current:** • Not measured
- Target:** • 10,000 unique visits, 2,000 re-directs to operator's websites
- Progress:** • More than 2440 jump-offs to websites of operators listing outdoor adventure services

■ TRADE FAMS

- Goals:** • To promote the NWT as a world class outdoor adventure destination
- Objectives:** • To select travel trade representatives that are active in the outdoor adventure market
- Current:** • 1-2
- Target:** • 2-3
- Progress:** • 2 Trade FAMS has occurred this summer.
-

■ 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
- Progress:** • Attending 3 Adventure shows in 2010: Toronto, Calgary, Los Angeles
-

■ 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
- Progress:** • 3 Media FAMS have been booked for this summer. One had to cancel do to an injury on another assignment. NWT Tourism is looking at finding a replacement.
-

Sector: Touring

■ DEH CHO TRAVEL CONNECTION/DEMPSTER HIGHWAY 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
- Progress:** • There are no stats available at this time
-

■ PRINT ADVERTISING

- Goals:** • Increase inquiries and website visits using targeted advertising
- Objectives:** • Increase the number of cooperative opportunities that are available
• Increase traffic to campground's and hotel's websites
- Current:** • n/a
- Target:** • 1,000
- Progress:** • 1963 touring inquiries in the 1st quarter of 2009/2010
• 370 sales leads generated in the 1st quarter of 2009/2010

■ 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
- Progress:** • More than 3500 jump-offs to websites of operators offering touring services
-

■ 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
- Progress:** • NWT Tourism is now working with several new operators in the German market
-

■ CONSUMER SHOWS

- Goals:** • To increase the number of road touring inquiries at the shows
- Objectives:** • Provide cooperative opportunities for members
• Enhance our presence at the shows through seminars
- Current:** • 1
- Target:** • 2
- Progress:** • 3 RV shows are booked for the winter of 2009/10
-

■ MEDIA FAMS

- Goals:** • Increase awareness of roads, campgrounds and parks
- Objectives:** • Attract the right journalists
- Current:** • 3
- Target:** • 2-3
- Progress:** • Only one media FAM will occur this year, but it is a large group of 11 journalist from Germany. No other FAMs will be undertaken as the budget for this sector has been spent.

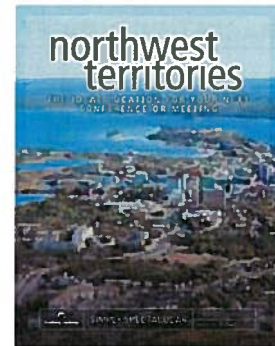
Sector: Business

■ 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 as current
- Progress:** • Summer 2009 wheels were distributed in May/June 2009
-

■ 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
- Progress:** • The NWT Meeting Planner is under development and will be completed by October of 2009
-



■ 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
- Progress:** • 9 business inquiries in the 1st quarter of 2009/2010
-

■ WEB ADVERTISING

- Goals:** • To increase traffic to our website through strategic web ads
- Objectives:** • To dispel myth that there is nothing for business travelers to do while in the NWT
- Current:**
- Target:**
- Progress:** • 207 direct visits to business.spectacularnwt.com in the 4th quarter of 2008/2009
-

■ 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
- Progress:** • NWT Tourism has booked booth space at the CSAE show in Toronto for November 2009
-

Financial Accounts

MARKETING BUDGET – BREAKDOWN BY QUARTER

	1st Q	2nd Q	3rd Q	4th Q	Total
General Awareness	\$ 53,750.00	\$ 109,750.00	\$ 197,250.00	\$ 120,250.00	\$ 481,000.00
Sport Hunting	\$ 10,500.00	\$ 20,000.00	\$ 25,000.00	\$ 32,250.00	\$ 87,750.00
Sport Fishing	\$ 22,500.00	\$ 20,000.00	\$ 37,500.00	\$ 40,000.00	\$ 120,000.00
Aurora	\$ 22,500.00	\$ 39,500.00	\$ 35,500.00	\$ 47,500.00	\$ 145,000.00
Outdoor Adventure	\$ 40,000.00	\$ 35,000.00	\$ 20,000.00	\$ 25,000.00	\$ 120,000.00
Touring	\$ 20,000.00	\$ 55,000.00	\$ 30,000.00	\$ 45,000.00	\$ 150,000.00
Business	\$ 26,500.00	\$ 48,295.00	\$ 28,000.00	\$ 45,000.00	\$ 147,795.00
Support Systems	\$ 47,000.00	\$ 38,500.00	\$ 50,500.00	\$ 42,000.00	\$ 178,000.00
Call Centre	\$ 43,250.00	\$ 30,250.00	\$ 13,750.00	\$ 12,750.00	\$ 100,000.00
Consumer Show Program	\$ 11,500.00	\$ 42,120.00	\$ 0.00	\$ 49,380.00	\$ 103,000.00
Product Diversification	\$ 40,000.00	\$ 125,000.00	\$ 105,000.00	\$ 80,000.00	\$ 350,000.00
INAC	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Totals	\$ 337,500.00	\$ 563,415.00	\$ 542,500.00	\$ 539,130.00	\$1,982,545.00

MARKETING BUDGET – BREAKDOWN BY GEOGRAPHIC REGION

	North America	Europe	Asia Pacific	Total
General Awareness	\$ 337,500.00	\$ 70,000.00	\$ 73,500.00	\$ 481,000.00
Sport Hunting	\$ 67,750.00	\$ 20,000.00	\$ 0.00	\$ 87,750.00
Sport Fishing	\$ 120,000.00	\$ 0.00	\$ 0.00	\$ 120,000.00
Aurora	\$ 95,000.00	\$ 0.00	\$ 25,000.00	\$ 120,000.00
Outdoor Adventure	\$ 120,000.00	\$ 0.00	\$ 0.00	\$ 120,000.00
Touring	\$ 90,000.00	\$ 60,000.00	\$ 0.00	\$ 150,000.00
Business	\$ 127,795.00	\$ 0.00	\$ 0.00	\$ 127,795.00
Support Systems	\$ 166,000.00	\$ 12,000.00	\$ 0.00	\$ 178,000.00
Call Centre	\$ 100,000.00	\$ 0.00	\$ 0.00	\$ 100,000.00
Consumer Show Program	\$ 103,000.00	\$ 0.00	\$ 0.00	\$ 103,000.00
Product Diversification	\$ 279,500.00	\$ 36,000.00	\$ 34,500.00	\$ 350,000.00
INAC	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Totals	\$ 1,651,545.00	\$ 198,000.00	\$ 133,000.00	\$1,982,545.00

MARKETING BUDGET – BREAKDOWN BY SECTOR

	Core Funding	Call Centre	Consumer Show	Product Div.	INAC	Total
General Awareness	\$ 481,000.00	\$ 0.00	\$ 0.00	\$ 15,000.00	\$ 0.00	\$ 496,000.00
Sport Hunting	\$ 87,750.00	\$ 0.00	\$ 17,250.00	\$ 19,500.00	\$ 0.00	\$ 124,500.00
Sport Fishing	\$ 120,000.00	\$ 0.00	\$ 12,000.00	\$ 61,500.00	\$ 0.00	\$ 193,500.00
Aurora	\$ 145,000.00	\$ 0.00	\$ 0.00	\$ 60,500.00	\$ 0.00	\$ 205,500.00
Outdoor Adventure	\$ 120,000.00	\$ 0.00	\$ 35,950.00	\$ 52,500.00	\$ 0.00	\$ 208,450.00
Touring	\$ 150,000.00	\$ 0.00	\$ 37,800.00	\$ 53,500.00	\$ 0.00	\$ 241,300.00
Business	\$ 147,000.00	\$ 0.00	\$ 0.00	\$ 67,500.00	\$ 0.00	\$ 215,295.00
Aboriginal/Cultural	\$ -	\$ -	\$ -	\$ 20,000.00	\$ -	\$ 20,000.00
Support Systems	\$ 178,000.00	\$ 100,000.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 278,000.00
Totals	\$ 1,429,545.00	\$ 100,000.00	\$ 103,000.00	\$ 350,000.00	\$ 0.00	\$ 1,982,545.00

MARKETING BUDGET – BREAKDOWN BY COUNTRY 1

	Canada	United States	Mexico	Germany	Switzerland	United Kingdom
General Awareness	\$ 293,500.00	\$ 44,000.00	\$ 0.00	\$ 70,000.00	\$ 0.00	\$ 0.00
Sport Hunting	\$ 30,250.00	\$ 37,500.00	\$ 0.00	\$ 20,000.00	\$ 0.00	\$ 0.00
Sport Fishing	\$ 77,500.00	\$ 42,500.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Aurora	\$ 92,000.00	\$ 28,000.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Outdoor Adventure	\$ 115,000.00	\$ 5,000.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Touring	\$ 67,000.00	\$ 15,500.00	\$ 7,500.00	\$ 58,000.00	\$ 2,000.00	\$ 0.00
Business	\$ 147,795.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Support Systems	\$ 166,000.00	\$ 0.00	\$ 0.00	\$ 12,000.00	\$ 0.00	\$ 0.00
Call Centre	\$ 94,000.00	\$ 6,000.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Consumer Show Program	\$ 58,750.00	\$ 44,250.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Product Diversification	\$ 279,000.00	\$ 2,500.00	\$ 0.00	\$ 29,500.00	\$ 0.00	\$ 4,500.00
INAC	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Totals	\$ 1,420,795.00	\$ 225,250.00	\$ 7,500.00	\$ 189,500.00	\$ 2,000.00	\$ 4,500.00

MARKETING BUDGET – BREAKDOWN BY COUNTRY 2

	France	Japan	Korea	China	Australia	Total
General Awareness	\$ 0.00	\$ 68,000.00	\$ 5,500.00	\$ 0.00	\$ 0.00	\$ 481,000.00
Sport Hunting	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 87,750.00
Sport Fishing	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 120,000.00
Aurora	\$ 0.00	\$ 20,000.00	\$ 5,000.00	\$ 0.00	\$ 0.00	\$ 145,000.00
Outdoor Adventure	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 120,000.00
Touring	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 150,000.00
Business	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 147,795.00
Support Systems	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 178,000.00
Call Centre	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 100,000.00
Consumer Show Program	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 103,000.00
Product Diversification	\$ 2,000.00	\$ 23,500.00	\$ 7,000.00	\$ 0.00	\$ 2,000.00	\$ 350,000.00
INAC	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Totals	\$ 2,000.00	\$ 111,500.00	\$ 17,500.00	\$ 0.00	\$ 2,000.00	\$ 1,982,545.00

MARKETING BUDGET – BREAKDOWN BY ACTIVITY 1

	NWTT Guides	Print	Web	Direct Mail	Television	Exp. Marketing	Promotional Items
General Awareness	\$ 70,000.00	\$ 90,000.00	\$ 198,000.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Sport Hunting	\$ 17,750.00	\$ 15,000.00	\$ 20,000.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Sport Fishing	\$ 15,000.00	\$ 30,000.00	\$ 50,000.00	\$ 0.00	\$ 0.00	\$ 10,000.00	\$ 0.00
Aurora	\$ 15,000.00	\$ 35,000.00	\$ 50,000.00	\$ 0.00	\$ 0.00	\$ 15,000.00	\$ 0.00
Outdoor Adventure	\$ 15,000.00	\$ 25,000.00	\$ 40,000.00	\$ 0.00	\$ 0.00	\$ 10,000.00	\$ 0.00
Touring	\$ 15,000.00	\$ 20,000.00	\$ 35,000.00	\$ 0.00	\$ 0.00	\$ 10,000.00	\$ 0.00
Business	\$ 35,000.00	\$ 20,000.00	\$ 35,500.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Support Systems	\$ 0.00	\$ 0.00	\$ 0.00	\$ 36,000.00	\$ 0.00	\$ 0.00	\$ 30,000.00
Call Centre	\$ 0.00	\$ 0.00	\$ 5,000.00	\$ 74,000.00	\$ 0.00	\$ 0.00	\$ 0.00
Consumer Show Program	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Product Diversification	\$ 20,000.00	\$ 125,000.00	\$ 160,000.00	\$ 0.00	\$ 0.00	\$ 45,000.00	\$ 0.00
INAC	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Totals	\$ 202,750.00	\$ 360,000.00	\$ 593,500.00	\$ 110,000.00	\$ 0.00	\$ 90,000.00	\$ 30,000.00

MARKETING BUDGET – BREAKDOWN BY ACTIVITY 2

	Consumer Shows	Trade Promotions	Media Promotions	Project Coord.	Research	Other	Total
General Awareness	\$ 0.00	\$ 53,500.00	\$ 67,000.00	\$ 0.00	\$ -	\$ 2,500.00	\$ 481,000.00
Sport Hunting	\$ 15,000.00	\$ 0.00	\$ 15,000.00	\$ 5,000.00	\$ 0.00	\$ 0.00	\$ 87,750.00
Sport Fishing	\$ 0.00	\$ 0.00	\$ 15,000.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 120,000.00
Aurora	\$ 0.00	\$ 15,000.00	\$ 15,000.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 145,000.00
Outdoor Adventure	\$ 0.00	\$ 15,000.00	\$ 15,000.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 120,000.00
Touring	\$ 10,000.00	\$ 35,000.00	\$ 15,000.00	\$ 10,000.00	\$ 0.00	\$ 0.00	\$ 150,000.00
Business	\$ 0.00	\$ 45,000.00	\$ 0.00	\$ 0.00	\$ -	\$ 12,295.00	\$ 127,795.00
Support Systems	\$ 0.00	\$ 0.00	\$ 0.00	\$ 76,000.00	\$ 36,000.00	\$ 0.00	\$ 213,000.00
Call Centre	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ -	\$ 21,000.00	\$ 100,000.00
Consumer Show Program	\$ 103,000.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 103,000.00
Product Diversification	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 350,000.00
INAC	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Totals	\$ 128,000.00	\$ 163,500.00	\$ 142,000.00	\$ 91,000.00	\$ 36,000.00	\$ 35,795.00	\$ 1,982,545.00

Appendix A

Marketing Opportunities Fund

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 initiatives 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.

■ PRIORITY 1

NWTT Website

In order to reach our international audiences it is essential that the NWT Tourism website include a basic international language component. 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 more pages can be developed.

With additional funding comprehensive web pages can be developed for the Japanese, German and French sub sites. 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 \$150,000

■ PRIORITY 2

Domestic Advertising Campaign

The domestic marketing campaign would consist of a weekly campaign in the Globe and Mail, and a variety of web based promotions.

The Globe and Mail campaign would consist of a 7-week promotion in which NWT Tourism would purchase a full-page ad on the Saturday edition of the paper. The ad would include 4 co-op spaces, in which our local tourism operators could have their product featured in the ads. The campaign would run from late January until the end of March, building on the pre and post Olympic momentum.

NWT Tourism has purchased Globe and Mail campaigns in the past, which provided excellent results for NWT Tourism and many of our local operators.

Total budget \$ 125,000

■ PRIORITY 3

Business Promotion Campaign

NWT Tourism also proposes a special advertising campaign geared towards the business traveller. The promotion will consist of a print and television campaign. The print campaign would be a special promotion with Miniature Menus and Attractions. Miniature Menus is a comprehensive brochure distribution program, in which local operators purchase space in special brochure racks that house small scale brochures. These brochure racks are placed in hotels and visitor information centres throughout the community, so that the business traveller can access information on dining and activities they can participate in while they are in town. The brochure racks are maintained by the actual company who sells advertising space to ensure that the brochures are in stock and up to date.

NWT Tourism has participated in this program in Edmonton. Now the program is available in Yellowknife. As a pilot project, NWT Tourism would like to offer coop space to our industry partners. The cost of a brochure is \$ 1,500. NWT Tourism would offset 50 % of this cost in exchange for having the Spectacular Brand on the brochure.

The second part of the business promotion would be a television campaign called NWT TV. This campaign would include a series of promotional videos that feature day trips and other activities the business traveller can participate in while in the region. These video features would be looped together and run on a continuous basis on the main channel of each participating hotel. We have approached the Yellowknife Hotel Association about the concept and they are in favor of supporting this pilot project.

NWT Tourism would use new and existing footage to build these videos. The call to action would be the actual operator who is offering a particular tour.

Total budget \$ 35,000

■ PRIORITY 4

Media Events

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

Total budget \$50,000

■ PRIORITY 5

International Awareness Campaign

In an effort to increase NWT destination awareness in our international markets, NWT Tourism is proposing a comprehensive marketing campaign in partnership with Air Canada and our local operators. This campaign would include commercial advertising space on the video monitors of the planes, print and web ads with EnRoute Magazine, and a number of special events that will be held in partnership with several of our Air Canada international offices. NWT Tourism is currently doing a number of promotions in partnership with the Air Canada office in Japan and we would like to expand these initiatives.

Total budget \$ 40,000

■ 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 optimal choices. The banner ads would be much smaller than the full page ads placed in the past, but the reduced cost of advertising would mean that the ad could run for an extended length of time.

Total budget \$75,000

E	Marketing Opportunities Fund		
1	NWTT Website	\$	150,000
2	Domestic Marketing Campaign	\$	125,000
3	Business Promotion Campaign	\$	35,000
4	Media Events	\$	50,000
5	International Awareness Campaign	\$	40,000
6	Cooperative Advertising Features	\$	75,000
	Total Marketing Opportunities Fund	\$	475,000

Appendix B

DEFINITIONS

Experiential Marketing

Experiential marketing is a variety of innovative marketing activities that put the consumer in the experience. This can be things such as social media (video clips that you can view on You-Tube and Facebook), special events and out of home marketing campaigns (bus shelters, subway stations, etc.). A good example of experiential marketing is a campaign by Newfoundland and Labrador. The province did a special promotion with a taxi company in Toronto and offered locals rides in an air conditioned cab that played music and videos of Newfoundland and Labrador.

As part of the 2010 promotions NWT Tourism worked closely with the CTC to produce a number of social media video for a variety of experiences such as a plane ride into Nahanni National Park, paddle fest in Fort Smith and fly fishing in Yellowknife. All of these video are now posted on You-Tube. NWT Tourism will be looking to develop more experiential marketing campaigns like this whenever opportunities arise.



