

NORTHWEST TERRITORIES TOURISM

MEMBER MARKETING OPPORTUNITIES

EXTEND YOUR MARKETING BUDGET
THROUGH PARTNERSHIPS

SAHTU MACKENZIE MOUNTAIN ANGELA GZOMSKI / NWTT

SPECTACULAR
NORTHWEST TERRITORIES

SPECTACULARNWT.COM

ABOUT NWT TOURISM

Northwest Territories Tourism (NWTT) is a not-for-profit organization with a dual role as a Destination Marketing Organization (DMO) and industry advocate. The DMO role is carried out on behalf of the Government of the Northwest Territories (GNWT).

We act as the NWT Tourism Industry Association (TIA) and serve over 200 member businesses connected to the tourism industry. The organization is governed by a board of directors that includes elected representation from the tourism industry, reflecting the varied sectors and regions and appointed directors that represent Indigenous governments from across the Northwest Territories. Our marketing plans are presented to the board, our members and our funding partners who provide input and feedback on target markets and marketing plans.

OUR VISION

A thriving, vibrant, sustainable and successful tourism industry.

OUR MISSION

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

OUR BRAND PROMISE

The NWT offers visitors discovery. A wonderfully child-like sense of discovery. We offer the thrill of a first-time experience, the surprise of discovering something new, and the reward of trying something you have never done before.

SOMETHING HERE WILL CHANGE YOU.

NORTHWEST TERRITORIES TOURISM

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You can find us online at: www.SpectacularNWT.com

Check out our funding and resources page here:

www.members.spectacularnwt.com/resources/links-resources

STRONGER TOGETHER

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

UP TO
1MILLION

Unique visitors per year
at SpectacularNWT.com



**MAXIMIZE
YOUR
REACH**

UP TO
88K

Facebook Followers



**TARGET
THE RIGHT
AUDIENCE**

UP TO
35K

Followers on Instagram



**LEVERAGE
NWTT'S INDUSTRY
CONNECTIONS**



MUSKOXEN HERD WAYNE LYNCH / NWTT

For more information about NWTT's marketing plans, head to the resources section on the Members Website members.spectacularnwt.com

VIDEO DEVELOPMENT

BENEFITS

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

Research from the Expedia Group shows that 62% of leisure travellers and 74% of business travellers say they want to see at least one video before making a final decision on their travel destination. NWTT video Co-op opportunities allow members to showcase their best and utilize NWTT's impressive b-roll footage collection at no additional cost.

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

The co-op program includes up to three video development opportunities annually, with a limit of one per member

Contact NWT Tourism for additional information on pricing

OVERVIEW

- Initial discussion to plan and story board the video
- Drone Footage can be part of the shoot if allowed at the location. This depends on the location's proximity to the airport and flights paths.
- Shoot specifics, logistics, and number of revisions included to be determined in partnership with NWTT and the Videographer.
- Video length and the number of versions will be determined based on available budget and member needs.

WHAT IS NEEDED FROM MEMBERS?

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



NWT BACKWARD TOURS SARAH PRUYS / NWTT

PHOTO ACQUISITION

BENEFITS

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

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

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

The co-op program includes up to four photo acquisition opportunities annually, with a limit of one per member

Contact NWT Tourism for additional information on pricing

OVERVIEW

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

WHAT IS NEEDED FROM OPERATORS?

- Suggested target audience
 - Age
 - Location
 - Gender (if desired)
 - Languages (if desired)
 - Interests (optional)
 - Behaviours (optional)
- Availability to be on-site during photo shoot.



NORMAN WELLS/ANGELA GZOWSKI / NWTT



NAMUSHKA LODGE SARAH PRUYS / NWTT

YELLOWKNIFE AIRPORT ADVERTISEMENT

BENEFITS

- Your ad is guaranteed to display at least 250 times per day.
- Located in high-traffic baggage carousel and departure areas, these screens reach a captive audience.

YZF Airport plays a major role in supporting the NWT tourism industry. With this marketing opportunity, you will be in charge of what visitors see as soon as they land!

The co-op program is limited to four months per operator, with ads running no more than two consecutive months. COST

Advertising placement (one month) \$200

OVERVIEW

- Advertisement will be placed on digital screens (without audio), 2 in YZF arrivals (carousel A) and 1 in departures lounge.
- Your ad will display for 15 seconds at a time, and will be seen approximately 24 times per hour. Your ad may be shown more often depending on the number of advertisers in the given month.
- Before final submission, NWTT will add the Spectacular NWT logo to Member advertisement. Size and location to be determined on a case by case basis, with Member collaboration.
- Members can provide advertisements in an image or video format (no audio). Submission must follow the guidelines below:
 - Image: aspect ratio 16:9, resolution 3840 x 2160 (not to exceed 4K), acceptable formats are .jpeg, .png.
 - Video: file size max 2G, resolution cannot exceed 4k, acceptable formats are mp4 or .mov.

WHAT IS NEEDED FROM MEMBERS

- Members must provide a complete advertisement, that follows the file type and size guidelines, as well as the NWTT brand guidelines.
- Ads must be submitted to NWTT at least one week before the first day of the placement month.

Don't have an image or video to showcase? We can help! Ask us for more information.

ADVERTISING TIPS

- Advertise seasonally to target your desired audience.
- Use highest possible quality image for professional appearance.
- Don't overcrowd your ad; use an attention grabbing image or phrase to catch the viewers' eye.
- Use clear and concise language.
- Make sure your contact information, logo, website, or QR code are clearly displayed.



WEB STORY DEVELOPMENT

BENEFITS

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

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

Maximum two opportunities per year

COST

Feature Story

Starting at \$1,000

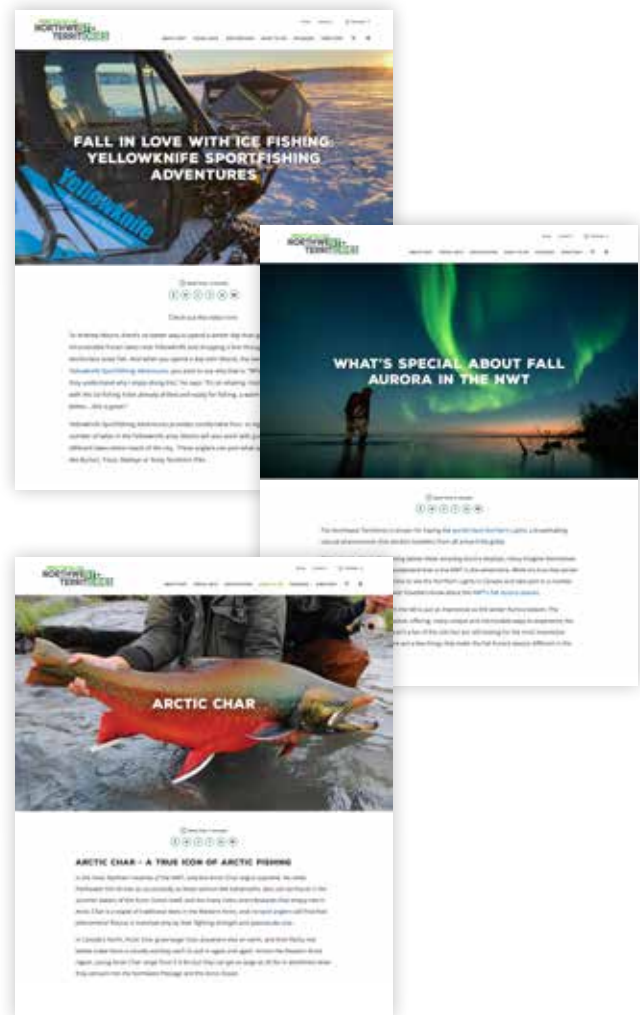
OVERVIEW

- Members should have a clear, concise idea of the story and message they would like to convey in their Feature Story.
- Our agency staff will write a story based on the information the Member provides. The copywriter may also wish to speak with the Member, to follow up on any questions.
- You should also be prepared to supply up to six high-resolution photos for the story. Our agency staff may edit the text and photos provided.
- You will have the opportunity for one (1) round of minor revisions. The agency will also format the story and upload it to the site as part of the cost.

**Additional revisions will be at an additional cost*

WHAT IS NEEDED FROM MEMBERS?

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



SOCIAL MEDIA

BENEFITS

- Tap in to over 115K of combined followers on Instagram and Facebook!
- Reach a wide demographic and increase your own social media following in the process.

FACEBOOK & INSTAGRAM

Both these proven advertising platforms let you engage with tens of thousands of followers and increase your presence across leading social platforms. Your business will get the exposure you're looking for with social ads that include boosted posts to reach target audiences, both by demographic and geographic metrics. These boosted posts will also link to your social media page, helping you grow your own following on either platform.

Maximum one opportunities per month

COST

Social Media Post

\$600

OVERVIEW

To tap into over a hundred thousand combined followers on Instagram & Facebook **AND** reach a wide demographic.

- One (1) boosted Facebook post to your selected target demographic, featuring your event, community or business. Post will appear on NWTT's profile page.
- One (1) organic Instagram story on Facebook & Instagram: Live for 24 hours Swipe Up Link included Member handle.

After the two-week boosted period, co-op content will remain on NWTT's social platforms indefinitely. NWTT reserves the right to remove content at its discretion under special circumstances.

WHAT IS NEEDED FROM OPERATORS?

- The brand's social media handle
- Assets
 - Photos
 - Videos
- Suggested target audience
 - Age
 - Location
 - Gender (if desired)
 - Languages (if desired)
 - Interests (optional)
 - Behaviours (optional)
- Link to a particular website page (i.e. event page, promotion page, etc)
- Optional: Extra budget for additional paid promotion (boost).



GRACE LAKE JULIEN SCHRODER / NWTT

SPECTACULARNWT.COM PACKAGE PROMOTION

BENEFITS

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

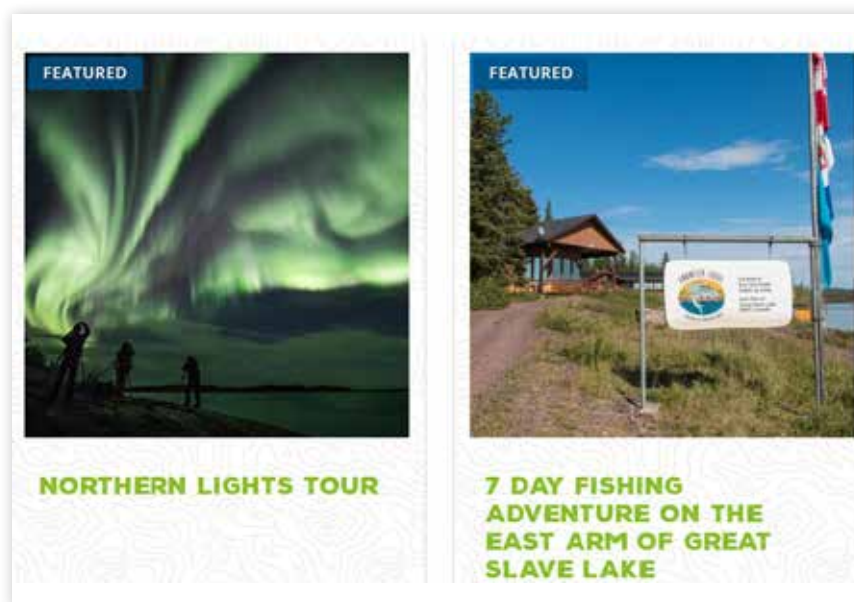
Leverage the reach of NWT Tourism’s website by having your tourism package listed as a featured package on SpectacularNWT.com’s homepage for 30 days. The featured package gains high exposure with prominent placement on the NWT homepage, which receives over one million visitors annually.

Maximum one per month, per operator	COST
Package Placement - One Month	\$300

WHAT IS NEEDED FROM MEMBERS?

- Package name
- Short description of the package
- Activities included
- Date ranges offered
- Whats included in the package
- Terms and Conditions
- Price
- Five (5) images that represent your package

UP TO
**ONE
MILLION**
Unique visitors each year
at SpectacularNWT.com



PARTNERSHIP ADVERTISING AND MARKETING OPPORTUNITIES | NWT TOURISM

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

CONSUMER SHOWS

Consumer shows are an excellent way to gain exposure, connect with potential clients, better understand your target audience, and build brand awareness. Outdoor Adventure Shows provide a dynamic and engaging environment to promote your product, network with other operators in the tourism industry, and generate increased traction for your business.

Have an idea for a show, or interested in learning more about the consumer program? Let us know, and we'd be happy to discuss.

BENEFITS

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

PREVIOUSLY ATTENDED CONSUMER SHOWS

Toronto Outdoor Adventure Show

Vancouver Outdoor Adventure Show

Montreal Outdoor Adventure Show

Calgary Outdoor Adventure Show

Denver Travel Adventure Show



WHAT IS NEEDED FROM OPERATORS?

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



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