

SPECTACULAR
NORTHWEST 
TERRITORIES

PRESENTED BY NORTHWEST TERRITORIES TOURISM

Northern Air Transport Association
April 25, 2017

Tourism Industry – Global Context



- Travel is becoming one of the largest and fast growing economic sectors globally
- The economic outlook for the travel industry is positive
- Tourism accounts for 1 in 11 jobs worldwide
- Consumers are using mobile devices and turning to social media to make their travel choices.

Tourism Industry – Canadian Context



- Tourism to Canada is also growing
- Destination Canada reported a growth of 16% increase in international arrivals, 10% growth in US market and average growth of 11% for visitation across all markets
- Destination Canada is targeting 20 million international visitors who will spend \$20 billion by 2020

Tourism Industry – NWT Context

IN 2015/2016, TOURISM TRAVEL IN THE NWT GENERATED **\$167.10 MILLION**



AURORA
\$39.7 Million
24,300 Visitors



**GENERAL
TOURING**
\$19.8 Million
19,000 Visitors



FISHING
\$9.7 Million
4,600 Visitors



**VISITING
FRIENDS &
RELATIVES**
\$8.5 Million
12,200 Visitors



HUNTING
\$7.2 Million
510 Visitors



30,900 business travellers brought over
\$75.2 MILLION into the NWT last year.



TOURISM generates jobs, profits and taxes that
directly benefit the residents of the NWT.



Marketing & Sales Distribution Channels – (Consumer)



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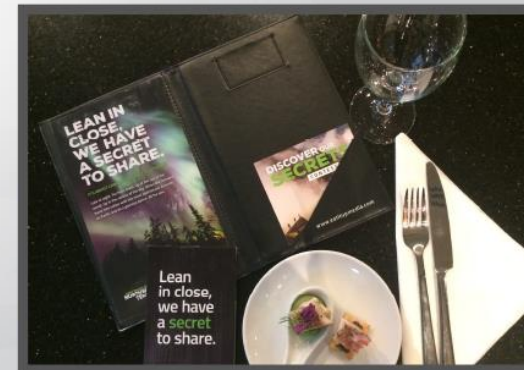
Home - Tickets

LEAN IN CLOSE. WE HAVE A SECRET TO SHARE.

NUMBER OF TICKETS REMAINING **122**

LATEST WINNERS
Susanah Kristine
and
Stephanie Koenig
Toronto, ON
M. Jane Bentley
Winnipeg, MB

[SIGN UP FOR OUR NEWSLETTER](#)



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Regional Marketing Highlights (Western Arctic)



The Northwest Territories has spectacular mountains. They stretch north from the B.C. border almost to the Arctic Ocean. Wild rivers cut through mountain valleys and canyons. The world renowned Canol Heritage Trail winds 335 km from the Mackenzie River to the Yukon border. And Canada's Highway to the Arctic rolls through the spectacular Richardson Mountains. Discover Canada's other mountains. Discover a Northwest Territories' secret.

DISCOVER AND WIN!
To discover more NWT secrets and a chance to win one of 150 round trip plane tickets to Yellowknife, Northwest Territories visit us at NWTSecrets.com or find us on Facebook and Twitter.

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NWTSECRETS.COM



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Integrated Marketing Campaign (Secrets) Results

Most successful campaign to date!

- Over 230,000 new website users
- Close to 720,000 Web Page views
- 70,821 Contest Entries
- Triple the Number of orders of our NWT Explorers' Guides in Q1 2017 over Q1 2016



Marketing & Sales Distribution Channels (Travel Trade)



- The Travel Trade continues to be an important marketing channel for NWT Tourism
- Key Travel Trade accounts in each of our target international markets carry and sell numerous packages to international travellers wanting to visit the NWT. Airlines are important package partners!
- Airline partners play an important role in helping us stretch our Trade FAM budgets – and showing more of the NWT to the Trade means more sales for all of us!

Marketing & Sales Distribution Channels (Media)



- Working with Travel Media is an important marketing activity for NWT Tourism
- Visiting media write stories and create broadcast pieces that help to increase awareness of the NWT as a travel destination
- Media Value in North America to date for 2016/17 fiscal year: **\$5,908,464**
- Airline partners play an important role in helping us stretch our Media FAM budgets – showing more of the NWT means more exposure and marketing for all of us!

Travel Stories from Media

GERMANY

GEO REISEN NATURE WISSEN MITRACHEN MAGAZINE FREIZEITGEMEINSCHAFT

Ein Camp in der Tundra

Schon mal unter der Mitternachtsonne geschlafen? Mit Gizzy's gefühlstuck? Über den Permafrost gewandert? In einem alten Goldgräber-Tal im kanadischen Nationalpark können abenteuerlustige Besucher an der Seite der Ureinwohner leben und die unendlichen Weiten der kanadischen Arktis erleben.

Aktuelles Heft: GEO Saison

Unsere Top Ten

Die zehn beeindruckendsten Wasserfälle der Welt

KOREA

Kanada Blogger

Fotos und Stories aus dem Land mit dem Ahornblatt

Mit dem Jetboot über den Hay River

Perfekte Zeit für ein Jetboot über den Hay River

Kategorie

- Alaska
- British Columbia
- Montreal
- Neufundland
- New Brunswick
- Northwest Territories
- Ontario
- Prince Edward Island
- Quebec
- Yukon

Social Media

- Erneut Pflanzen und pflanzen
- Kulturelle Veranstaltungen der Region
- Perfekte Zeit für ein Jetboot
- Perfekte Zeit für ein Jetboot
- Perfekte Zeit für ein Jetboot
- Perfekte Zeit für ein Jetboot

투롱감자 수원오이

여행취미의 새로운 발견을 위한 최고의 여행 정보 사이트

여행취미의 새로운 발견을 위한 최고의 여행 정보 사이트

여행취미의 새로운 발견을 위한 최고의 여행 정보 사이트

이름다워진 호텔이 - 캐나다 호텔이리에서.

Get your biggest refund with TurboTax Free

세계의 자연, 오로라를 만나.

이름다워진 호텔이 - 캐나다 호텔이리에서.

Travel Stories from Media (continued)

UNITED STATES

The screenshot shows the homepage of the OUT magazine website. The header includes the 'OUT' logo and navigation links for 'EFFORTS PICK', 'PERSON', 'POPOGRAPHY', 'MOVIES/MUSIC', 'THE LOVE ISSUE', and 'OUT IN CANADA'. A prominent red banner at the top features the headline 'THE KEY WEST COCKTAIL CLASSIC' and 'OUT: Soft THE VODKA'. Below this, there are several article thumbnails, including one titled '9 Essential Items for Your Trip to Canada' with a photo of a person hiking in a forest. A sidebar on the right lists 'MOST POPULAR ON OUT' with various article titles. At the bottom, there is a 'Subscribe' button and a 'Canada Keep Exploring' section.

CANADA

The screenshot shows the homepage of the Cottage Life website. The header includes the 'Cottage Life' logo and navigation links for 'TELEVISION', 'MAGAZINE', 'COMING SOON', and 'SHOP'. A large featured article is titled 'B.C. man drives more than 1,500 kilometres to capture stunning images of the northern lights'. The article includes a photo of a person in a snowy landscape and text describing the journey. To the right, there are sections for 'MAGAZINE', 'GALLERIES', and 'TELEVISION'. At the bottom, there is a 'Shop' section with a photo of a boat.

Marketing & Sales Distribution Channels (MCIT)



Since opening in 2015 the NWT Conference Bureau has:

- Secured \$2.21 Million in Conference Revenue based on bids won and hotel contracts signed
- Has lost \$1.1 million in bids due to lack of appropriate sized conference venue
- Has another \$1.7 million in bids in various processes waiting for decisions by conference planners.

Conferences and meetings are an important contributor to tourism in the NWT.

Airlines are part of the success ingredient!



Opportunities for Tourism Growth

- Significant spectacular natural assets including Aurora, wild rivers, mountains and the Arctic Coast
- Five National Parks, with two being UNESCO World Heritage sites
- Inuvik-Tuk Highway opening, giving access to the Arctic Ocean
- A refreshed brand (Spectacular Stories)
- A 5 Year Marketing Strategy in 2016
- Increasing international flights from NWT target markets are coming into Calgary and Edmonton where there is just ONE hop to the NWT!
- Increasing cruise traffic in the communities along the Arctic Ocean



Challenges to Tourism Growth in the NWT

- Limited tourism products and services, few are export ready
- Limited general awareness of the NWT as a travel destination
- **High travel costs** into and within the territory
- Infrastructure needs – roads, **runways**, conference facilities, attractions, etc.
- Stiff competition that is global
- Marketing in a 24/7 digital world where content is king



**WESTERN
ARCTIC**

OPERATORS - 13

SAHTU

OPERATORS - 13

DEHCHO

OPERATORS - 11

**NORTH
SLAVE**

OPERATORS - 59

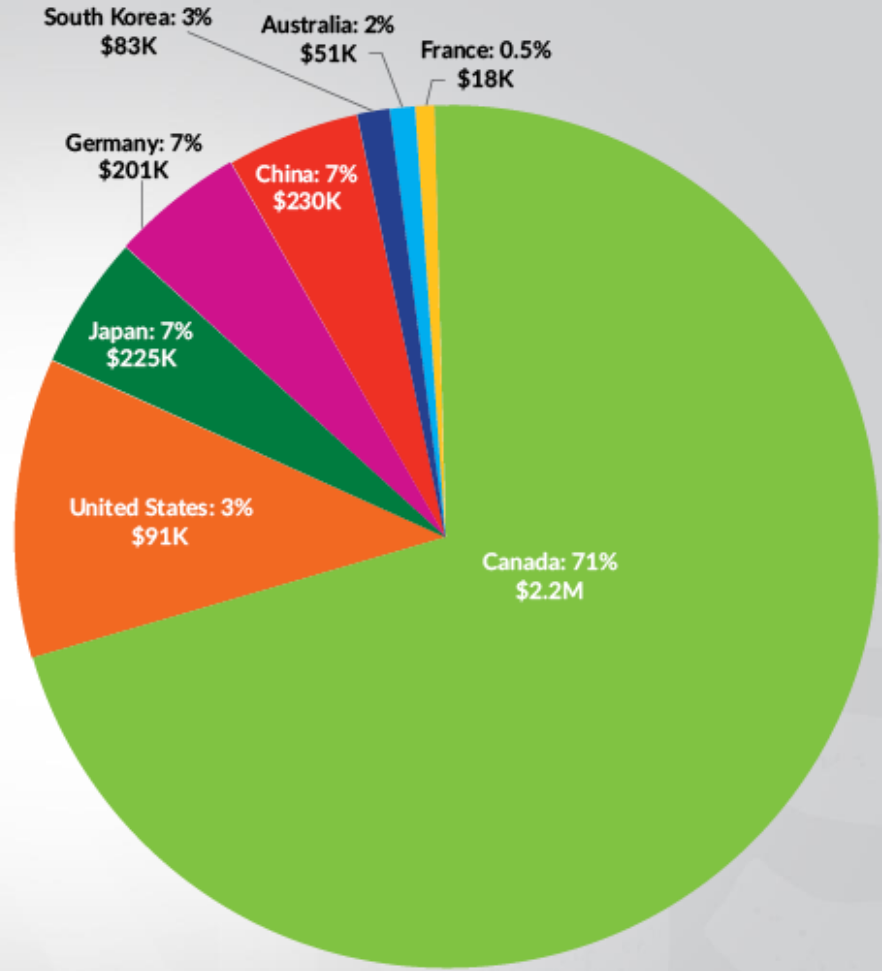
**SOUTH
SLAVE**

OPERATORS - 27

NORTHWEST TERRITORIES

2017/16 MARKETING BUDGET

\$3,069,555



What can YOU do to Grow Tourism



- Partner with Destination Marketing Organizations to increase media and Travel Trade exposure to the territory/region
- Leverage DMO marketing in your own promotion – for example Edmonton Eskimos, NWT Tourism & Canadian North partnership
- Work with tourism operators to understand their business and their client needs and push to address changing air transport regulations that will affect their operations
- Help us understand and address issues which prevent northern carriers' flight schedules from making easy connections to international gateway connections – we might be able to help each other

Questions/Suggestions/Comments

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