



Northwest Territoriesmi

Ihumiurviat Malirutaliatigun

MEETING EDE 91-19-21

STANDING COMMITTEE ON ECONOMIC DEVELOPMENT AND ENVIRONMENT

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TUESDAY, DECEMBER 14, 2021
COMMITTEE ROOM 'A' / TELECONFERENCE
1:30 P.M.

AGENDA

1. Prayer
2. Review and Adoption of Agenda
3. Declarations of Conflict of Interest
4. Public Matters
 - i. Presentation by NWT Tourism
5. In-Camera Matters
 - a) Confidential Correspondence
 - i. 2021-12-08 – Minister of Lands
6. Date and Time of Next Meeting: Thursday, December 16, 2021 at 1:30 p.m.
6. Adjournment

NWT TOURISM LOOKING FORWARD

SPECTACULAR
NORTHWEST 
TERRITORIES



PRESENTATION OVERVIEW

NWT TOURISM

TOURISM IN THE NWT

MARKETING SPECTACULAR

TARGET MARKETS

Thaidene Nënë NP – Alietum Ltd

**SPECTACULAR
NORTHWEST
TERRITORIES**

WHO IS NWT TOURISM?

@kaitlynvician

SPECTACULAR
NORTHWEST
TERRITORIES



Fort Simpson, Dehcho - @benweiland

NWT TOURISM

NON-PROFIT SOCIETY

Established in 1996

DUAL RESPONSIBILITIES

Industry Association

Destination Marketing Organisation

UNIQUE BOARD OF DIRECTORS

Industry Tourism Operators &

Indigenous Governments

VISION

A thriving, vibrant, sustainable and successful tourism industry.

MISSION

To grow the tourism industry in the Northwest Territories in order to support a strong and sustainable economy.

GOAL

To increase visitors and visitor spending in the NWT.

SPECTACULAR
NORTHWEST TERRITORIES

NWT TOURISM BOARD OF DIRECTORS



GERRY KISOUN

**INUVALUIT
REGIONAL
CORPORATION**
*VICE CHAIR -
APPOINTED*



**PAUL
HARRINGTON**

**NORTHWEST
TERRITORY MÉTIS
NATION**
*DIRECTOR -
APPOINTED*



**LIZA
MCPHERSON**

**DEHCHO FIRST
NATIONS
GOVERNMENT**
*DIRECTOR -
APPOINTED*



**JAMES
MCPHERSON**

**SAHTU
SECRETARIAT**
*DIRECTOR -
APPOINTED*



**CHIEF DARRYL
MARLOWE**

**AKAITCHO
TERRITORY
GOVERNMENT**
*DIRECTOR -
APPOINTED*



**GISELLE
MARION**

**TŁıCHŋ
GOVERNMENT**
*DIRECTOR -
APPOINTED*



**LAWRENCE
NEYANDO**

**GWICH'IN TRIBAL
COUNCIL**
*LAWRENCE
NEYANDO-
APPOINTED*



**TRACY ST.
DENIS**

**GOVERNMENT OF
NORTHWEST
TERRITORIES:
INDUSTRY, TOURISM
AND INVESTMENT**
*DIRECTOR (EX
OFFICIO)*

- 7 Appointed Indigenous Government representatives
- 1 GNWT ITI (Ex Officio)

NWT TOURISM BOARD OF DIRECTORS



**HAROLD
GRINDE**

**GANA RIVER
OUTFITTERS**
CHAIR - ELECT



**WENDY
GRATER**

**BLACK FEATHER,
THE WILDERNESS
ADVENTURE
COMPANY**
DIRECTOR - ELECT



**BOBBY
DRYGEESE**

**B. DENE
ADVENTURES**
DIRECTOR - ELECT



**CATHY
ALLOOLOO**

**NARWAL NORTHERN
ADVENTURES**
TREASURER - ELECT



VERDA LAW

**YELLOWKNIFE
TOURS**
DIRECTOR - ELECT



EDIE YODER

**HEARNE LAKE
LODGE**
SECRETARY - ELECT



**DANA
HIBBARD**

DIRECTOR - ELECT



**JONAH
MITCHELL**

PARKS CANADA
*DIRECTOR -
APPOINTED*

- 7 Elected tourism operators
- 1 Board Appointed at Board Discretion



NWT TOURISM ADVOCACY

- **Advocating for the needs of industry and members during the pandemic.**
- **Securing funding for relief programs.**
- **Working closely with ITI and CanNor to access and redeploy funds to operator relief and recovery programs.**
- **Secured additional funds from Destination Canada for NWT Tourism's marketing over two years.**
- **Working with OCPHO to enable Remote Tourism Operations this past summer.**
- **Working with ITI to secure a Medical Director for remote tour operators.**
- **Implementing the WTTC Safe Travels Stamp for COVID.**

FUNDING & PARTNERSHIPS

GNWT/ITI

- Marketing Funding
- Regional Tourism Projects
- Research and knowledge sharing

CANNOR

- Funding Extension
- Allows project scalability

INDUSTRY PARTNERS

- Members
- TIAC Tourism Industry Association
- CDETNO

DESTINATION CANADA

- Partner Projects
- Funding Partner
- Industry Networking

INDIGENOUS TOURISM ASSOCIATION OF CANADA (ITAC)

- Partner Projects
- Members Organisation

PARKS CANADA

- Partner Projects
- Members Organisation



TOURISM IN THE NWT

Inuvik – Weronika Murray

SPECTACULAR
NORTHWEST TERRITORIES



MEMBERS

WESTERN ARCTIC
29 Members

NORTH SLAVE
77 Members

SAHTU
16 Members

SOUTH SLAVE
29 Members

DEHCHO
12 Members

TOURISM OPERATORS

WESTERN ARCTIC
8 Tour Operators

NORTH SLAVE
48 Tour Operators

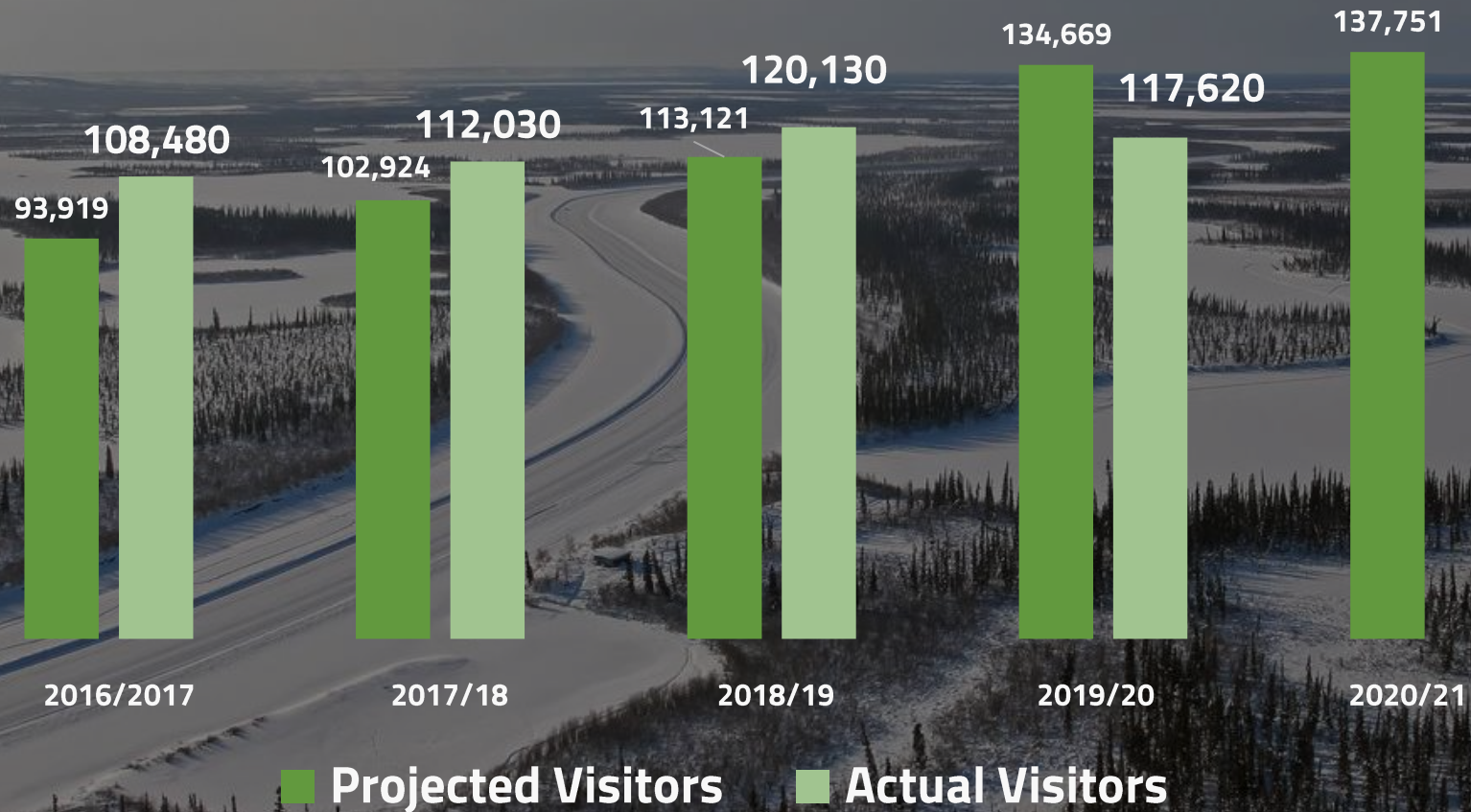
SAHTU
12 Tour Operators

SOUTH SLAVE
14 Tour Operators

DEHCHO
11 Tour Operators

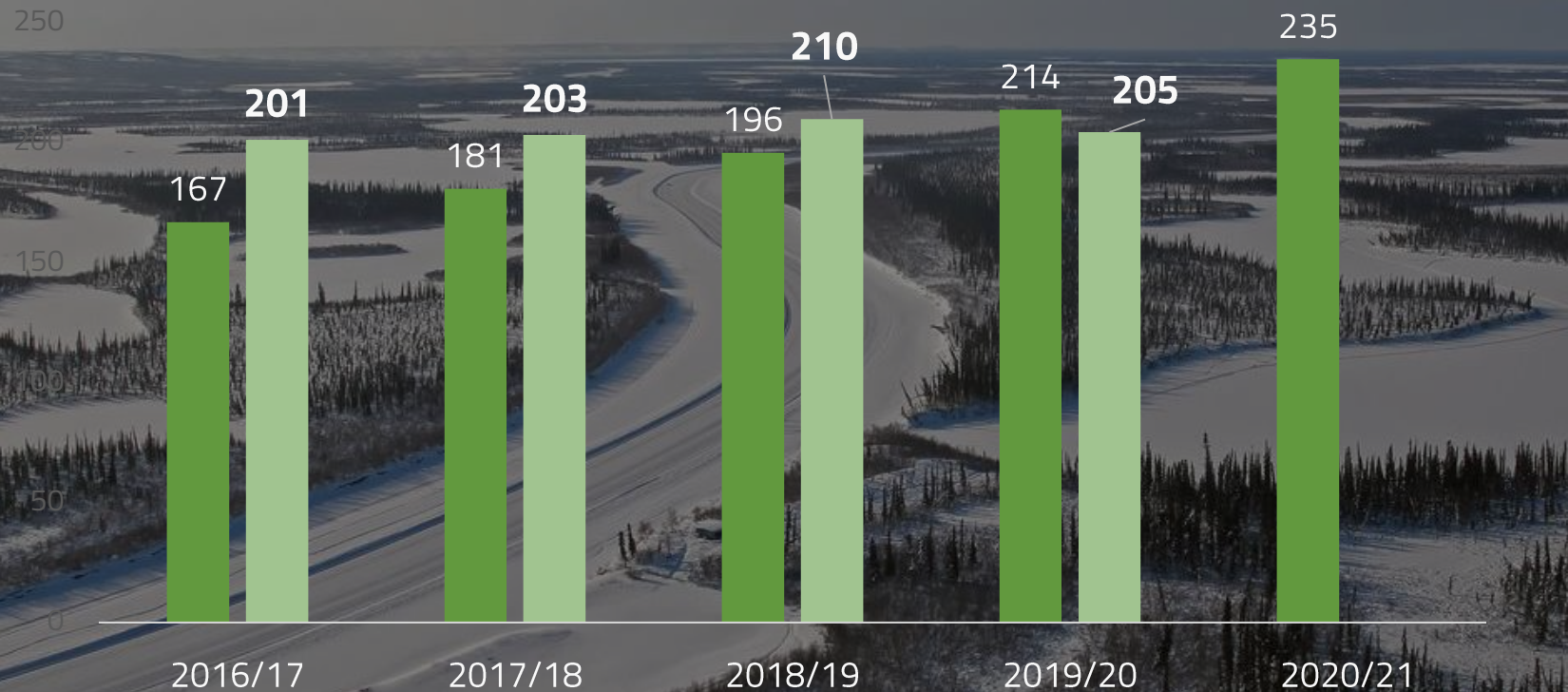


NWT VISITORS



VISITOR SPEND

Annual Visitor Spend (\$Millions)

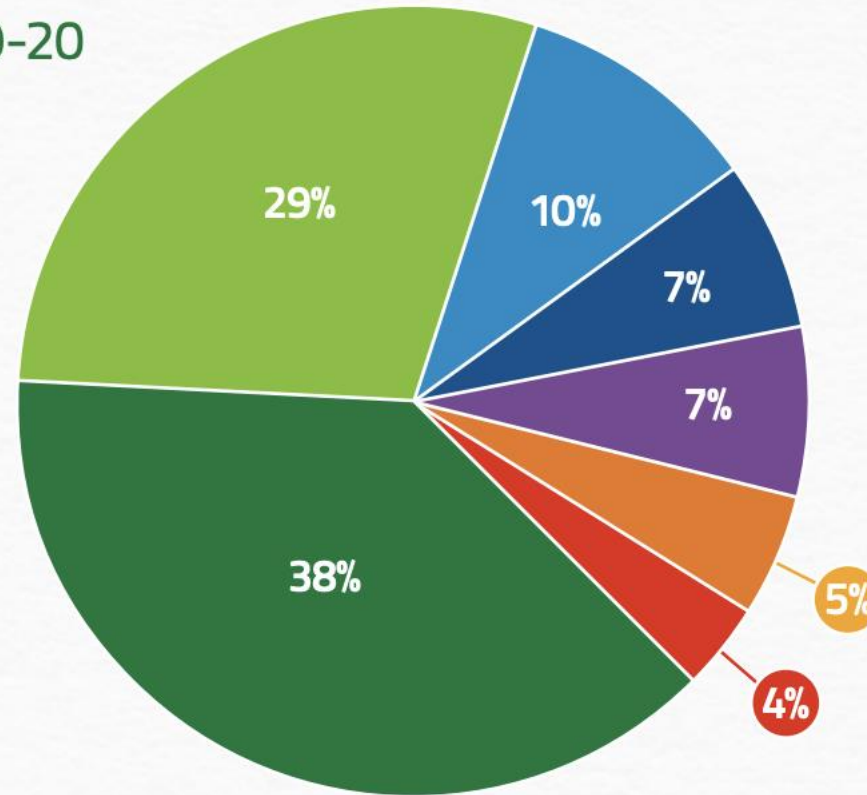


■ Projected Spend ■ Actual

VISITOR SPEND

Visitor Spend Percentages 2019-20
BY PRODUCT CATEGORY

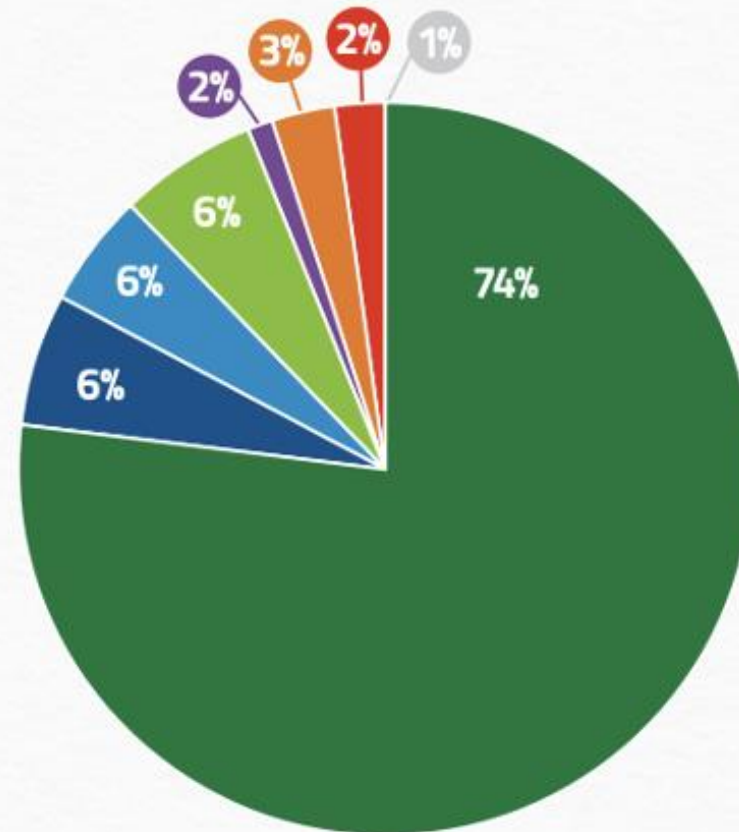
- Business Travel
- Aurora Viewing
- General Touring
- Outdoor Adventure
- Fishing
- Visiting Friends/Relatives
- Hunting



GEOGRAPHIC SPEND

2020/21 Geographic Market Budget Summary

- Canada
- Japan
- Europe
- China
- USA
- Australia
- Korea
- Mexico





MARKETING SPECTACULAR

Hay River, South Slave – @aarontambourproductions

#SPECTACULARNWT

BRAND PROMISE

The Northwest Territories offers discovery, a wonderfully child-like type of discovery.

We offer the thrill of a first-time experience, the surprise of discovering something new, the reward of trying something you have never done before.

Spectacular NWT is
Simplicity,
Surprise,
& Awe.

Something here will change you.

SPECTACULAR
NORTHWEST TERRITORIES

4 MARKETING CHANNELS



Mackenzie Delta - Terry Parker/NMC

CONSUMER

- CONTENT MARKETING
- DIGITAL ADVERTISING
- SPECTACULARNWT WEBSITE
- SPECTACULAR GUIDE

TRAVEL TRADE

- GENERAL SALES AGENTS
- KEY TRAVEL TRADE MARKETPLACES
- SALES CALLS/TRAINING
- TRADE FAMS/WEBINARS

TRAVEL MEDIA

- MEDIA MARKETPLACES
- MEDIA FAM TOURS IN EACH TARGET MARKET
- EARNED MEDIA DEVELOPMENT

MCIT

- MCIT TRAVEL SHOWS
- SITE VISITS AND FAMS
- DEVELOP PLANNING TOOLS
- SUBMIT BIDS AND PROPOSALS

LONG TERM MARKETING PLANS



Frontier Fishing Lodge – Corey Myers

- **KEEPING** AUDIENCES ENGAGED
- **EFFECTIVE** PARTNERSHIPS
- **SPECTACULAR** BRAND AMBASSADORSHIP
- **CONTENT MARKETING**
- **FOCUS ON OUR** TARGET MARKETS
- **LEAD WITH OUR** BEST
- **SOCIAL MEDIA ENGAGEMENT**
- **HIGH VALUE TRAVELLERS (HVT'S)**
- **RESEARCH & PERFORMANCE MEASURES**
- **DATA DRIVEN MARKETING**
- **ALIVE IN A** DIGITAL WORLD

STAYING THE COURSE 2020 COVID-19 RESPONSE



Nahanni, Dehcho, Blackfeather/Colin Field

- JAN:** China and other Asian Markets impacted.
- MARCH:** Large Scale Campaign (LSC) impacted by border closure.
- APRIL:** Triple R Framework Developed, Social Media resumes.
- MAY:** Marketing Plan Pivot Brief and Scope Document finalized.
- JUNE:** Phase 2 of Emerging Wisely -
Staycations Campaign Begins.
- JULY:** Display Advertising is re-launched on premium sites.
- AUG:** Destination Canada Agreement finalized.
- SEPT:** Fall Staycations Campaign Begins
Staying the course until border open to leisure travel

STAYING THE COURSE 2020 COVID-19 RESPONSE



Nahanni, Dehcho, Blackfeather/Colin Field

- The Triple R Framework was developed and improved
- Marketing Plan pivoted including creative work, regional plans, large scale campaign, budget adjustments and lots more.
- Implemented staycations.
- **We didn't go dark** – Digital marketing stopped except 'search', then we returned with social quickly, followed by adjusted core marketing activities.

NWTT RESPONSE & RECOVERY PLAN TO COVID-19

TOURISM MARKETING

RESPONSE

SITUATION

Travel Restrictions and Isolation Periods effectively close the NWT to Tourism. COVID-19 cases and controls are primary indicators, restrictions on gatherings in place, tourism businesses restricted, little to no active cases of COVID-19 in the NWT. Tourism industry focused on survival.

OBJECTIVES

Keep the tourism activities and attractions normally available in the NWT in the minds of consumers for when it is safe to travel again. Beginning to market staycation activities to NWT Residents

RECOVERY

SITUATION

Travel in localized areas (first within NWT and then from other provinces and territories in Canada) begins, territorial parks begin to open, tourism businesses begin to open and group gatherings of some number start.

OBJECTIVES

Marketing activities will support businesses reopening in a phased approach and encourage people to support local. Keep consumers informed about what activities and services are available. Ensure lost travel demand from the previous periods is replaced with domestic audiences and other key markets.

RESILIENCE

SITUATION

International Travel resumes, international borders open, airlines are adding flights, hotels are resuming operations, large meetings and events are beginning to be scheduled.

OBJECTIVES

Resume marketing on all channels in all marketing including international channels. Marketing activities support the tourism industry to grow sustainably to pre-COVID-19 levels.



NO TRAVEL



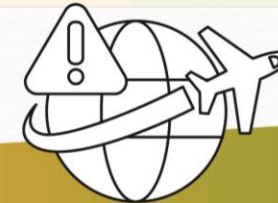
HYPER LOCAL
TO LOCAL



REGIONAL



INTERPROVINCIAL
AND TERRITORIAL



TENTATIVE
INTERNATIONAL



REGULARIZED
INTERNATIONAL

EASING OF PUBLIC HEALTH MEASURES/RESTRICTIONS

MARKETING RESPONSE

"DREAM OF FUTURE TRAVEL"

- Organic and paid Search to keep the NWT top-of-mind as a destination when travel resumes
- Display ads pointing to premium content on the website.
- Adjust all Calls to Action to be sensitive to the situation.
- Remove travel packages from the homepage of the website.
 - Continual development of materials such as virtual tours from existing photos and video content

STAYCATIONS RESTRICTED INTER-TERRITORIAL TRAVEL

- Dual focus of marketing efforts
- Continue focusing on long term visitation from primary markets
 - Local campaign for travel opportunities and "staycations" within select communities in the NWT
 - Targeted campaigns for staycation marketing to support operators who are able to conduct business activities within public health guidelines.
 - Asset gathering of video and photos in key regions of the NWT utilizing local photographers whenever possible

CAUTIOUS AND PHASED TOURISM MARKETING INTER-TERRITORIAL TRAVEL

- Movement within communities and between communities and regions of the NWT resumes
- Campaign to restore confidence in the NWT in tourism; residents ready to welcome visitors and confident in the tourism industry awareness of prioritizing resident safety
- Staycation Campaign continues with further investment to encourage NWT-wide travel

TRAVEL WITHIN CANADA TERRITORIAL BORDER IS OPEN

- Domestic Campaign to primary markets and neighbours in Canada focusing on where travel restrictions have been lifted
- Promote visiting friend and relatives (VFR) in the NWT
 - Promote road trips to targeted markets
 - Promote NWT Parks if they are open
- Media and Travel Trade FAMs resume from within Canada
- MCIT site visits and FAMs resume from within Canada

RAMP UP MARKETING TO SUPPORT INDUSTRY REBOUND

- International Travel Resumes
- Language group marketing continues with a push for international visitors who are visiting friends and family currently living in Canada.
- Media, MCIT and Trade FAMs
 - resume from 'green lane' international markets.

INTO THE NEW NORMAL

- Travelling Freely in a new normal
- Trade FAMs and trade shows resume for all markets
 - Active Campaigns in all primary markets
 - Develop an assertive co-operative marketing program which offers businesses extensive marketing support
- Large-scale North American consumer campaign

STAYCATIONS

CONSUMER DIRECT MARKETING

SPECTACULAR
NORTHWEST
TERRITORIES

STORE

CONTACT

Translate

ABOUT NWT

TRAVEL INFO

DESTINATIONS

WHAT TO DO

PACKAGES

DIRECTORY



SPECTACULAR STAYCATIONS

DISCOVER THE NWT



NORTHWEST TERRITORIES RESIDENTS

NWT RESIDENT STAYCATIONS

**SUPPORT FOR OPERATORS: RADIO, PRINT,
SOCIAL MEDIA**

**WORKING WITH REGIONAL TOURISM
OFFICES (ITI)**

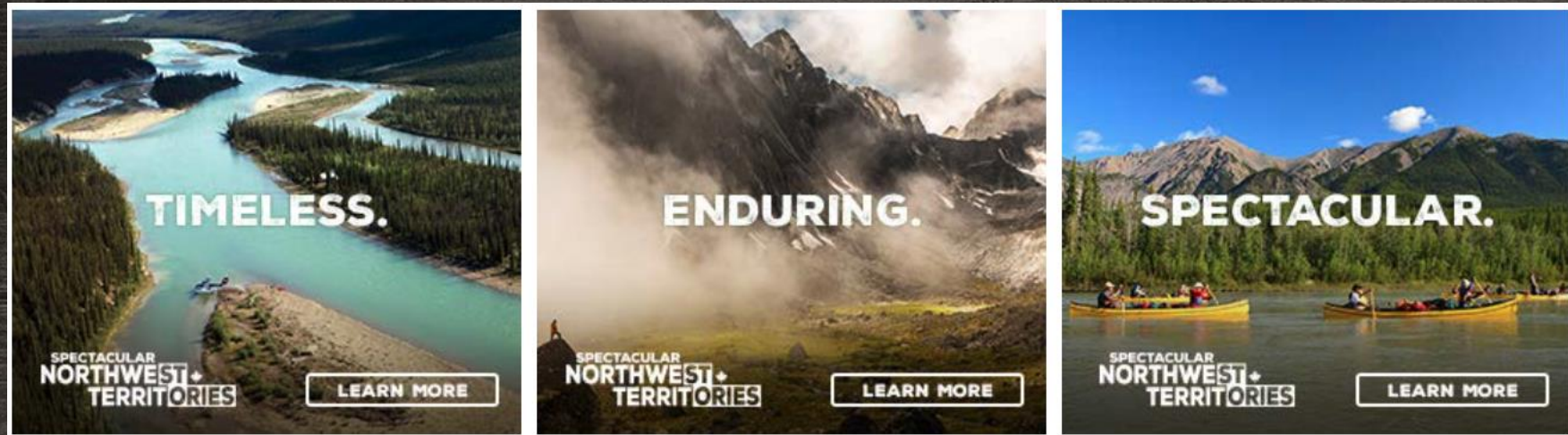
**WHICH COMMUNITIES ARE WELCOMING
VISITORS**

ATTRACTING FAMILY AND FRIENDS

LOCAL MEDIA PARTNERS



CHANNEL: CONSUMER DIRECT
DISPLAY ADVERTISING



SIMPLE MESSAGING, SOFT CALL TO ACTION

TARGETED DIGITAL OUTLETS

LINK DIRECTLY TO NWT STORY WEBSITE CONTENT

THE NEW MARKETING FUNNEL

THE MARKETING FUNNEL HAS TWO DOMAINS: THE **MARKETING DOMAIN** AND THE **DESTINATION DOMAIN**

The marketing portion focuses on four areas: Awareness, Engagement, Desire, Evaluation.

AWARENESS

The Awareness portion is about the Destination and Brand Awareness. This is Always on in a digital world with digital advertising, paid advertising, paid social media, organic search and SEO, Paid Search and SEM and social media marketing.

ENGAGEMENT

On dream list: Consumers are connected to Earned or Paid Media; they have engaged with the NWTT website, or they may be communicating with NWTT social media or a member directly.

DESIRE

On consideration list: There may be itinerary planning or wish lists, or early contact with the NWTT call center or online travel agents.

EVALUATION

Decision Time: Consumers will have engaged with NWTT content, there may be items in digital shopping carts after a jump-off to members sites, quotes for creating vacation plans or flights may be booked.

CONVERSION

Booking: Detailed itinerary planning, picking dates, booking transactions.

EXPERIENCE

Travel Journey to and within the destination, customer experience

ADVOCACY

Value Add: Get to know the customers, add to the trip, buy a meal, positive flow-on effect from tourism.

EXPANSION

Word of mouth is the most powerful marketing tool
Building Brand ambassadors for the destination, positive experiences required.

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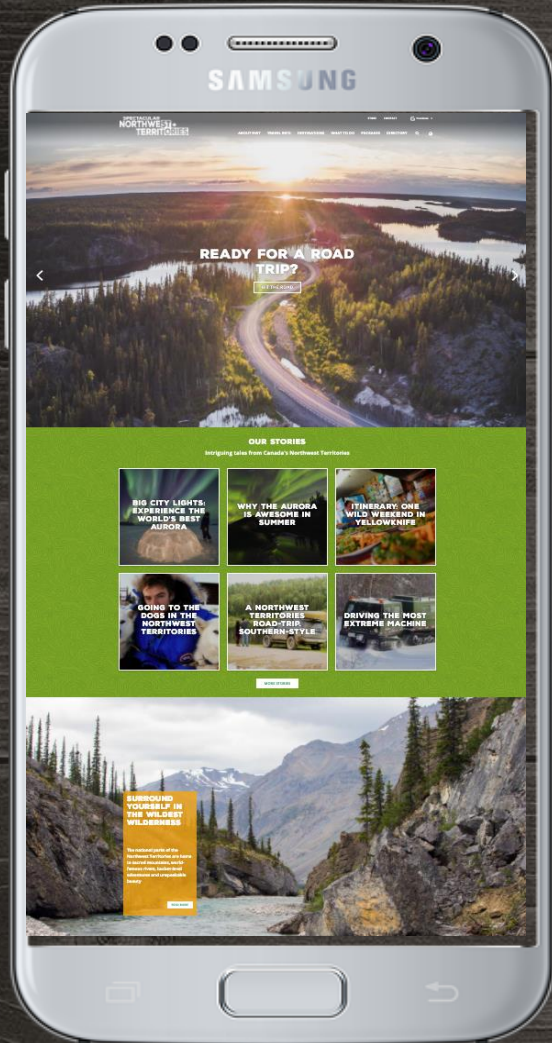
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SPECTACULARNWT.COM



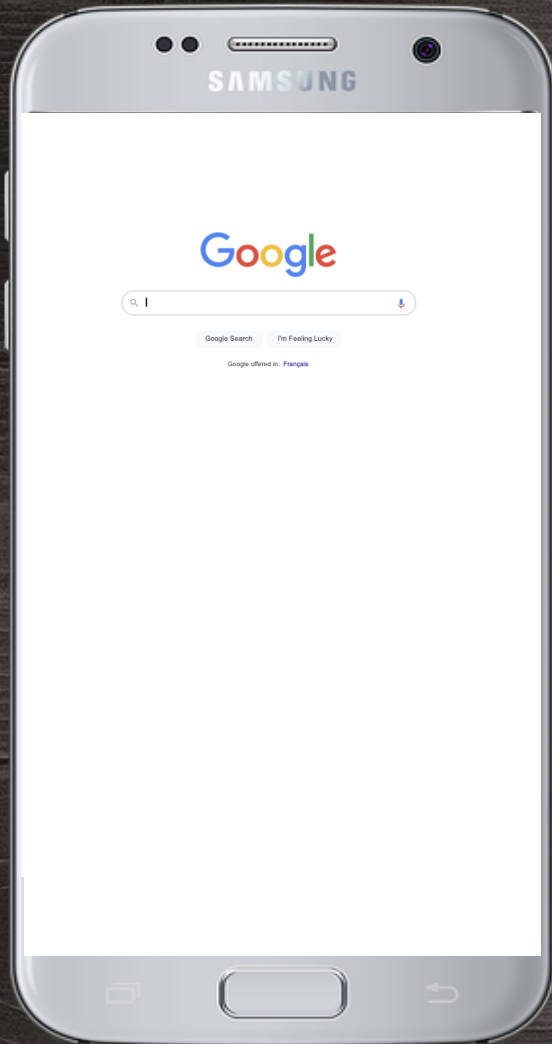
CONTENT MARKETING STRATEGY

- STORY CONTENT
- MEMBER LISTINGS
- REGIONS AND COMMUNITIES
- EVENTS
- SHIFT BACK TO MAJORITY MOBILE
- DEVELOPING A 'LURE' AND 'PLANNING' TOOL

TRAFFIC

- PAID SEARCH (ADWORDS)
- SOCIAL MEDIA
- PAID MEDIA
- DISPLAY AND PRINT ADS

SPECTACULARNWT.COM



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- SHIFT BACK TO MAJORITY MOBILE
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SEARCH ENGINE OPTIMIZATION (SEO)

- ORGANIC TRAFFIC REMAINS THE NUMBER ONE DRIVER OF POTENTIAL NWT VISITORS TO THE WEBSITE
- STORIES ARE MOST POPULAR CONTENT TYPE
- A CONTENT STRATEGY HAS LED TO AN INCREASE IN ENGAGEMENT (TIME ON PAGE) OF 7%.

SEARCH ENGINE MARKETING (SEO)

AUGUST SEO REPORT

spectacularnwt.com/destinations/western-arctic/**Tuktoyaktuk**

RANK 5TH ON GOOGLE

OVER 1,000 NEW CLICKS

News

Man biking from Victoria to Tuktoyaktuk for animal rescue fundraiser

Raised over \$18,000 for Broken Promises Rescue society in 32 days

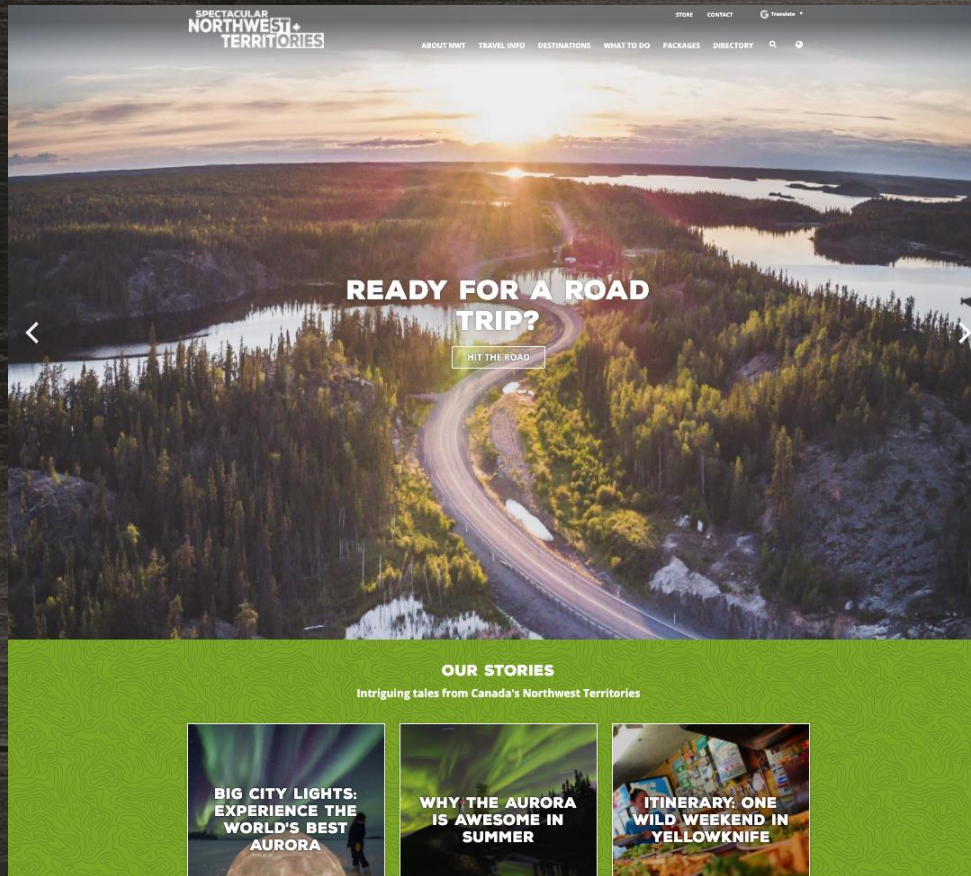
by Eric Bowling August 21, 2021



Paul Hayes and his best friend Cinder stop for a photo after making their way into Inuvik after biking all the way from Victoria, B.C. The inseparable pair are fundraising for Broken Promises Rescue Society to give back after Cinder's surgery bills racked up over \$5,000. Photo courtesy of Paul Hayes

ROADTRIPS AND OUR WEBSITE

CONSUMER DIRECT MARKETING



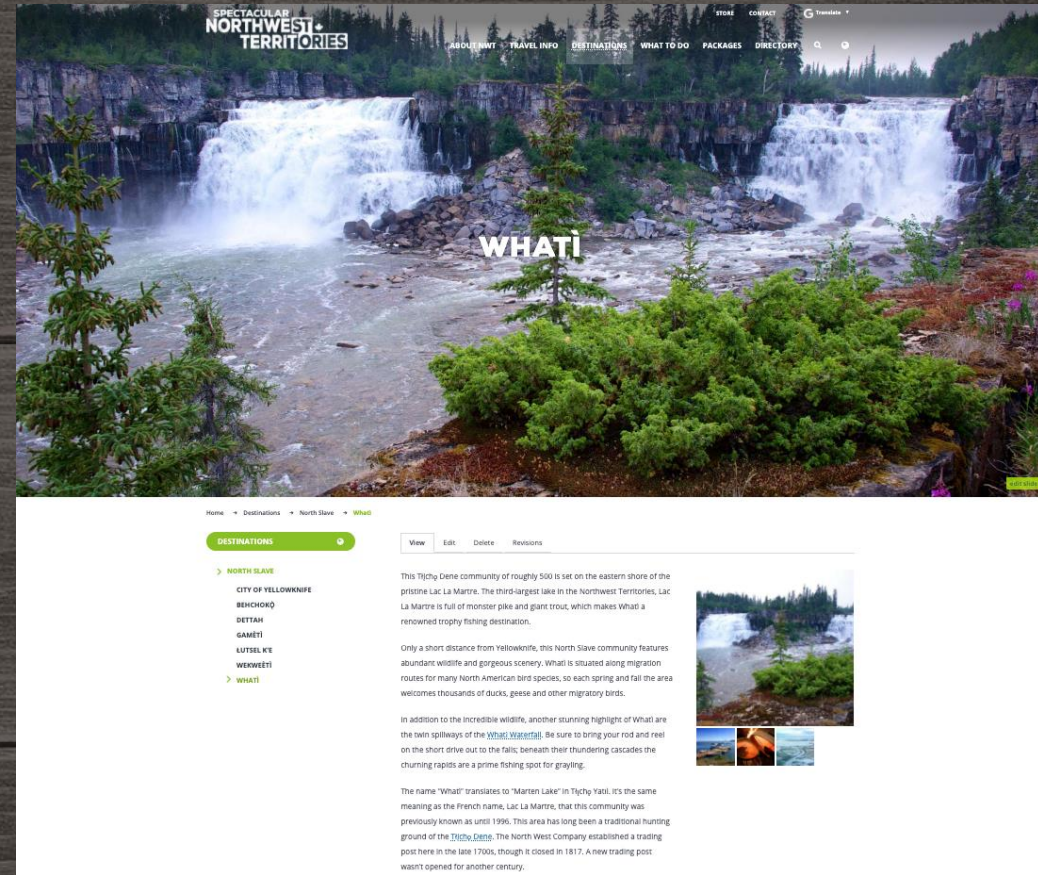
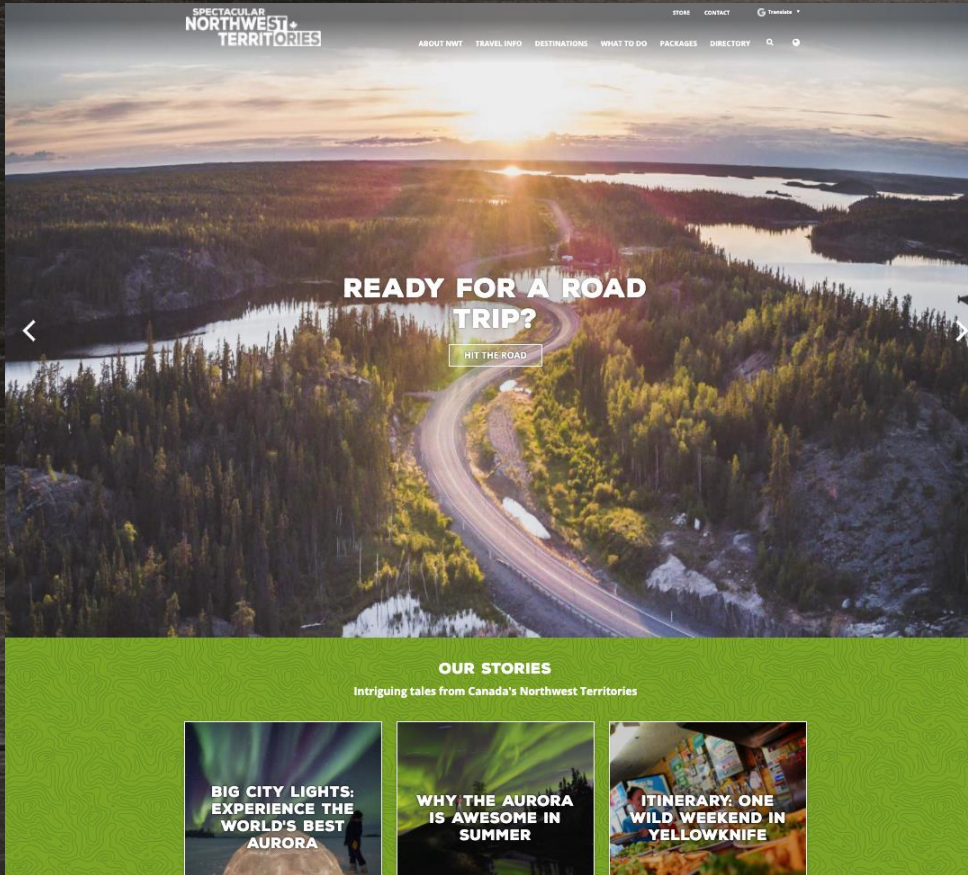
CONTENT IS CONSTANTLY BEING UPDATED

RESEARCH SAYS **ROAD TRAVEL** WILL BE A KEY LONG HAUL **TRAVEL TREND** IN CANADA

FOCUS ON **COMMUNITY PAGES** WITH UPGRADES TO IMAGES, VIDEO, AND ADDING MAPS AND LINKS TO **MEMBERS**

ROADTRIPS AND OUR WEBSITE

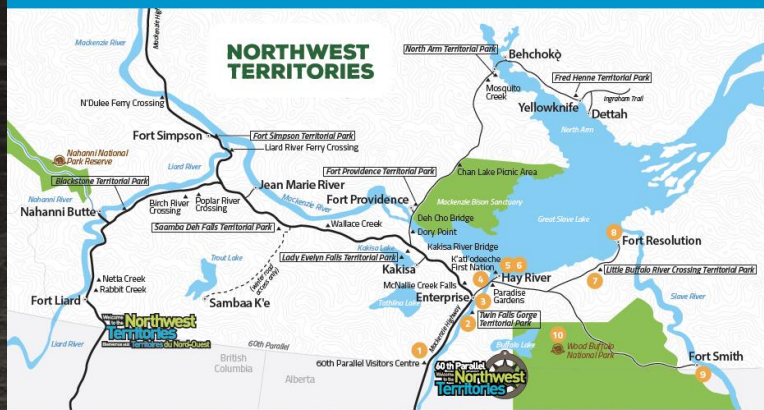
CONSUMER DIRECT MARKETING



ROADTRIPS LURE AND PLANNING

A WILD RIDE THROUGH THE SOUTH SLAVE

Towering waterfalls, giant wildlife and pristine landscapes beckon in the southern reaches of the Northwest Territories.



Get used to big thrills on a road-trip through the South Slave region of the Northwest Territories. That's because everything here is big—the waterfalls, the wildlife, the waters and Wood Buffalo National Park, the largest national park in Canada. Wood Buffalo is a haven for nature-lovers, paddle-junkies and wildlife-enthusiasts, and it's less than a day's drive from the NWT-Alberta border, making it the ultimate road trip destination. A unique ecological marvel, the park features an otherworldly salt plain, some of the best whitewater on the planet, and herds of its hulking namesake wildlife, which commonly stop traffic as they graze along the highway's shoulders. Explore the park's varied, unspoiled landscapes, from the last natural wild flock of whooping cranes, using the town of Fort Smith as a base. And getting there is half the fun. Stand in the spray of Alexandra Falls, where the Hay River tumbles 32 metres, and then stop in for a Saturday brunch, featuring fresh caught fish, at Hay River's farmer's market.

farmer's market at Fisherman's Wharf in the summer and the NWT's largest pond hockey tournament in March, Hay River has a lot to offer the road tripper whatever the season.

6. KATLODEECHOE FIRST NATION
Be sure to visit the K'at'odeeche First Nation, a small Dene community on the eastern shore of the mouth of the Hay River, where preparing dryfish is a local speciality.

7. LITTLE BUFFALO RIVER CROSSING TERRITORIAL CAMPGROUND
East on NWT Highway #5, stop for the evening at one of 20 powered sites at this campground beside Little Buffalo River. Fish for pickerel, take advantage of the boat launch and use this as a base for exploring Fort Resolution.

8. FORT RESOLUTION
At the end of NWT Highway #5, you'll find Fort Resolution, home to 500 residents. Fort Res is the oldest continuously occupied community in the Northwest Territories, founded in 1791 as a Northwest Company fur trading post.

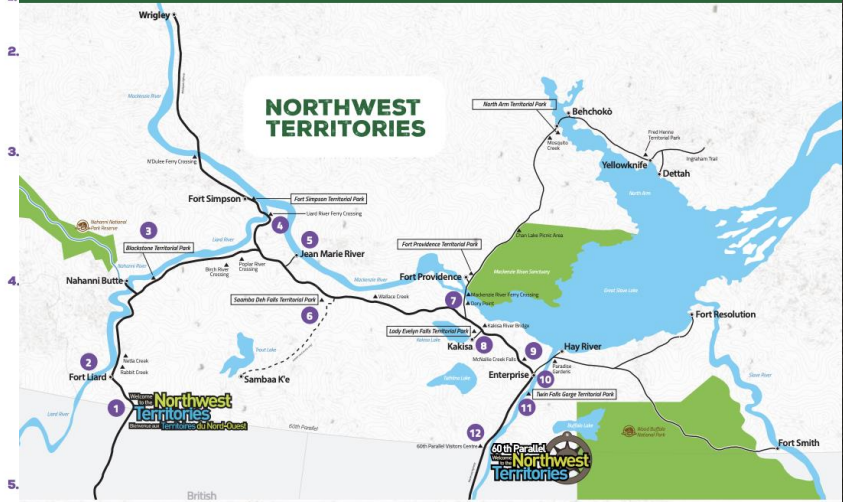
9. FORT SMITH
Fort Smith, gateway to Wood Buffalo National Park, is a tight-knit town of 2,500 with a thriving arts and festival scene. Slave River Paddlefest, held every August long weekend, attracts international paddlers of all skill levels, and the Thebacha and Wood Buffalo Dark Sky Festival in late-August takes advantage of the park's standing as the planet's biggest dark sky preserve, providing a weekend's worth of activities for star-gazers.

10. WOOD BUFFALO NATIONAL PARK
Home to whooping cranes, massive wood bison, surreal salt plains and exhilarating whitewater, Wood Buffalo National Park is a must-see for any outdoorsperson. Make Queen Elizabeth Territorial Park campground, located outside Fort Smith, with its 24 powered campsites, showers, clean washroom facilities, playground and hiking trails, your base to explore Wood Buffalo.



DRIVE THE DEHCHO CONNECTION

The NWT's gateway to wilderness adventure is a road trip like no other



The Grand Canyon of the North. The crown-jewel of Canada's wilderness rivers. Whatever you call it, the South Nahanni River—and the larger Nahanni National Park Reserve—is the Dehcho's wild world to explore. Ancient canyons, rushing rivers, and towering spires are all well within reach from Fort Simpson. Fly over the Ram Plateau and touch down upstream of Glacier Lake to marvel at the jaw-dropping Cirque of the Unclimbables, sheer granite spires that only a few have ever dared summit. Other flightseeing trips will bring you over massive tufa mounds or to Little Doctor Lake, where you can unwind at a scenic wilderness lodge by a lake you have all to yourself. For the full experience, take a guided tour down the Nahanni by raft, canoe or kayak to truly appreciate the scale of the river canyons and the wonder of remote wilderness adventure.

THE SPECTACULAR GUIDE

CONSUMER DIRECT MARKETING



MARKETING AWARENESS AND PLANNING RESOURCE

THE SPECTACULAR GUIDE

CONSUMER DIRECT MARKETING

PICTURE YOURSELF IN THE SPECTACULAR NORTHWEST TERRITORIES WITH THESE 360 TOURS.



Scan this QR code to explore virtual spectacularnmvt.com and tour some of the NWT from the comfort of home.

ENDLESS FUN UNDER THE MIDDNIGHT SUN IN INUVIAT
 Bask in calm as you paddle the glassy waters of Little Doctor Lake. Watch jaw-dropping canyons open below you on a rightboating trip through the Nahanni National Park Reserve. And then hike to the top of Virginia Falls, twice as high as Niagara, and feel the power of this remote wonder.



HOUSEBOATS, BISON AND TOWERING CLIFFS. SUMMER SIGHTSEEING IN THE NWT
 There's so much to see and do in the Northwest Territories. In summer, paddle around the quietest neighbourhood in Canada in Yellowknife's Old Town, marvel at the gigantic bison that roam our highways and be awed by the majestic cliffs in the East Arm of Great Slave Lake.



FLY INTO YELLOWKNIFE AND EXPLORE IT BY DOCKLES!
 Get a bird's eye view of the thriving NWT capital city on a winter helicopter tour and then wind and weave through the boreal forest pathways behind a team of enthusiastic sled dogs. Hop on a fat bike for an ice road adventure through a pristine Northern landscape.

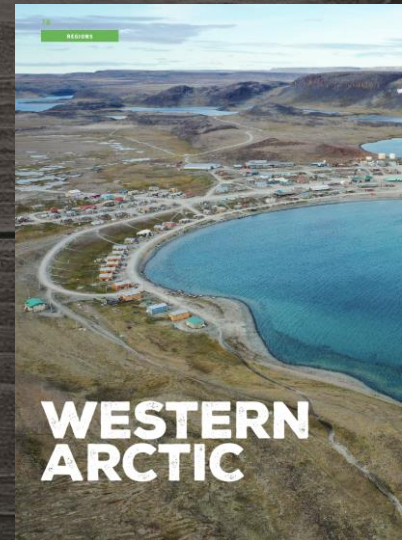
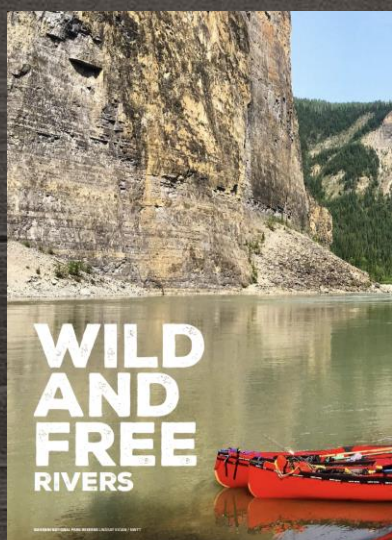
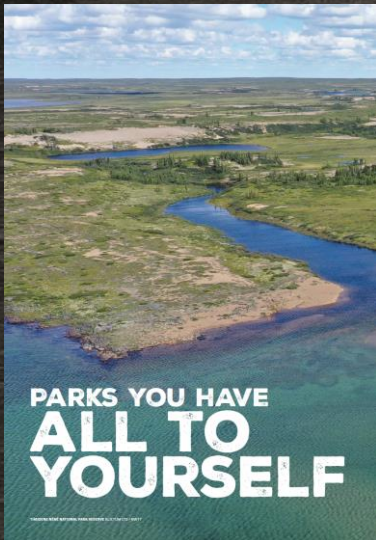
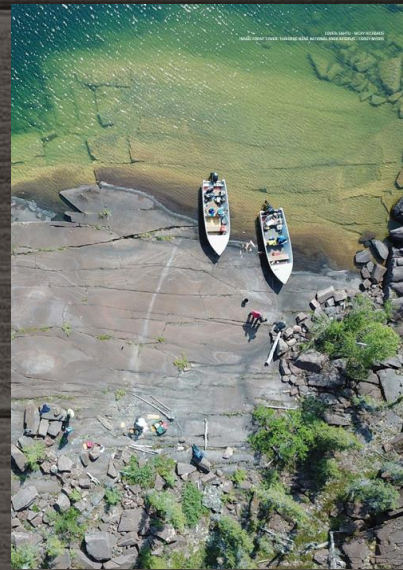


WONDERFULLY WILD WINTER EXPERIENCES IN CANADA'S ARCTIC
 Play traditional games in an authentic igloo to the beat of Inuvialuit drumming and marvel at the world's greatest light show—the Northern Lights—in the best place on the planet to see them.

WELCOME TO THE NORTHWEST TERRITORIES, WHERE UNFORGETTABLE ADVENTURE AND A LIFETIME OF MEMORIES AWAIT.



Take a step into our spectacular north. Scan these QR codes to see more 360 tours, videos, and stories from all across the territory.



THE SPECTACULAR GUIDE

CONSUMER DIRECT MARKETING

MAY JUNE JULY AUGUST SEPTEMBER OCTOBER

COME WHEN THE LIGHTS SHINE BRIGHTEST

MAKE SURE YOU TIME YOUR TRIP FOR PEAK AURORA ACTIVITY.

NIGHT CREEPS BACK, so do the Aurora

With freeze up comes **CLOUDY SKIES**

MIDNIGHT SUN
means no visible Northern Lights

NOVEMBER DECEMBER JANUARY FEBRUARY MARCH APRIL

It's cold and dark, PERFECT FOR THE AURORA

GREAT NORTHERN LAKES

Got a bite? Here's what it might be

YOU WON'T JUST FIND FISH IN ABUNDANCE HERE—YOU'LL ALSO DISCOVER A SURPRISING VARIETY OF SPECIES IN OUR BIGGEST LAKES. HERE'S WHAT LIVES IN OUR UNDERWATER WORLDS.

Lake trout catch the pure cold depths of our fave lakes, growing to splendid sizes. For anglers, they're a challenge and a big prize. For the rest of us, they're a delicious treat.

Northern pike ("pick" or "jick") locally can be found growing warm waters and rocky banks. They like to prey on anything, which might explain why they grow so phenomenally long.

Burbot or "toad" is the world's only freshwater rock cod and a real "big fish." You can find them on Bullock's Island's main as "Great Slave Cod."

Whitefish and brownie (also called "Tony") are delicious and versatile lake species. The former is ideal for frying, while the latter is a good fish to broil.

Arctic char, the northernmost freshwater species on Earth, are mostly, mouth-watering fish that migrate into lakes in late spring or fall to spawn.

Bullhead and Selly (also known as "Selly") are found in streams and are a fisher's dream.

Walleye (also "jackfish") locally and Arctic grayling (also "grayling") are found in many of our rivers and creeks. Both have pronounced dorsal fins, the walleye's is white, while the Arctic grayling's fins are blue.

And don't look now, but more park salmon are being found swimming up the Mackenzie River each summer—warming waters may be behind the new arrivals.

Rivers for any paddler

There's no better way to experience the incomprehensibly vast and wild Northwest Territories than by paddling a wilderness river. You can travel at your own speed, exploring your surroundings with backcountry hikes, dropping a line for some fresh-caught dinner and generally slowing down to adopt the rhythm and pace of the natural world. Fortunately, there's no shortage of rivers to travel, ranging from tranquil day-trips for beginners to remote, weeks-long expeditions for whitewater experts.

BEST FOR:
■ BEGINNERS
■ INTERMEDIATE
■ ADVANCED

■ YELLOWKNIFE
An easy and accessible paddle up the Yellowknife river, less than a 10-minute drive from the capital, takes you through moose and black bear country. Keep the binoculars within reach to spy the treetail eagle's nests.

■ SOUTH NAHANNI
Famous for its 150-metre-tall canyon walls, epic alpine day-hikes and thundering Virginia Falls, the South Nahanni isn't a river you want to do on your own as a beginner, but it's something most paddlers can tackle by canoe or raft with an experienced guide.

■ MOUNTAIN
This 250-kilometre route is considered one of the best wilderness paddling experiences for intermediate-to-advanced canoeists. For days on end, you will enjoy almost continuous whitewater. Guided adventures are recommended for those who have no Northern backcountry experience.

ROAD TRIPS

■ HORTON
From its headwaters at Horton Lake, not far from Great Bear Lake, this river cuts 600 kilometres through stunted spruce forest and tundra to Franklin Bay, on the Arctic coast near Paulatuk. From afar, see the spooky Smoking Hills and wind through challenging limestone canyons. Access from Inuvik.

■ KEELE
This alpine river, flowing 360 kilometres from the mouth of the Ketta River, is suitable for all levels of canoeists. The Keele brings paddlers through and past the impressive mountains, soothing hot springs and the unspoiled wildlife habitat of Nāts'ih'oh National Park Reserve, before merging with the Mackenzie south of Tulita. Access from Norman Wells.

■ THOMSEN
This placid, pure river of snowmelt meanders through the heart of Aulavik National Park on Banks Island. The most northerly canoeing river in North America, its banks are lined with delicate tundra wildflowers, ancient Inuit archaeological sites, and more muskoxen than anywhere else on Earth. Access from Inuvik.

ROAD TRIPS

Drive to the Arctic Ocean

This is Canada's road to the top of the world. It threads through rugged mountains and radiant tundra. It crosses into the Arctic Circle, traverses two massive rivers and winds through some of the most beautiful and remote wilderness scenery in North America.

Starting outside Dawson City, Yukon, the iconic Dempster Highway stretches 740 kilometres to Inuvik in the Northwest Territories. From there, the Inuvik to Tuktoyaktuk Highway continues over pingo-studded tundra to the Arctic Ocean.

You will pass through grizzly bear and caribou country, stop in small friendly communities, and you might even be momentarily delayed by a migrating reindeer herd. Along the way, meet intrepid travellers like you, who also dream of dipping their toes in the ocean at the edge of the continent. This isn't any ordinary road trip. This is one for the ages.

DEMPSTER ROAD TIPS

Carry a spare tire – or two!

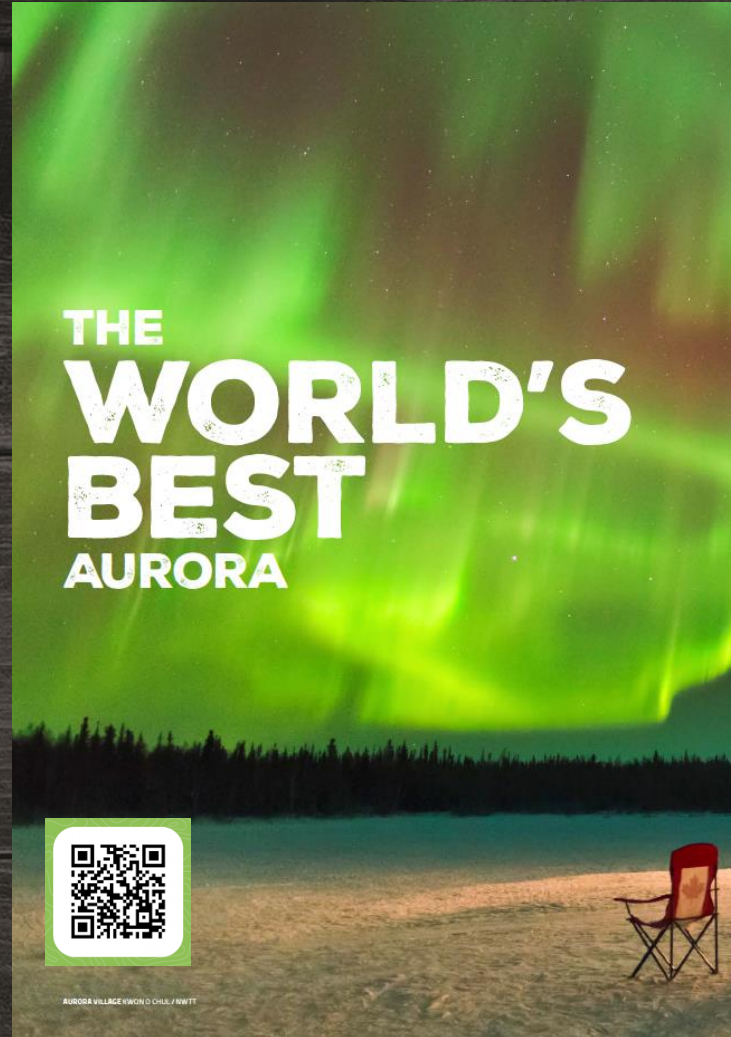
Check in at the visitors' centres in Dawson City and Inuvik for road conditions and weather updates.

Stop and smell the fireweed. The best memories are made when you leave time for surprises.

Scan this QR code for more information about the Dempster Highway to the Arctic Ocean Route on the Spectacular NWT Website.

THE WORLD'S BEST AURORA

CONSUMER DIRECT MARKETING





THE WORLD'S BEST AURORA

CONSUMER DIRECT MARKETING

SPECTACULAR
NORTHWEST
TERRITORIES

STORE

CONTACT

 Translate 

ABOUT NWT

TRAVEL INFO

DESTINATIONS

WHAT TO DO

PACKAGES

DIRECTORY





WORLD'S BEST AURORA

EXPLORE THE LIGHTS




LEAD WITH OUR BEST – ICONIC NWT

CONSUMER DIRECT MARKETING

SPECTACULAR
NORTHWEST
TERRITORIES

STORE CONTACT  Translate ▼

ABOUT NWT TRAVEL INFO DESTINATIONS WHAT TO DO PACKAGES DIRECTORY  

A WORLD OF
WATERWAYS, PERFECT
FOR PADDLING

LET'S GO





INDIGENOUS TOURISM

INDIGENOUS EXPERIENCES

- Web Content Development
- Media Partnerships
- SEO/SEM
- Community Tourism Coordinators
- Landing page development

DESTINATION INDIGENOUS

- Partnership on Marketing Efforts
- Funding input on content development
- Access to research
- Other Markets E.G. United Kingdom

MARKETING CHANNELS

MEDIA MARKETING



EARNED HAS BECOME PAID

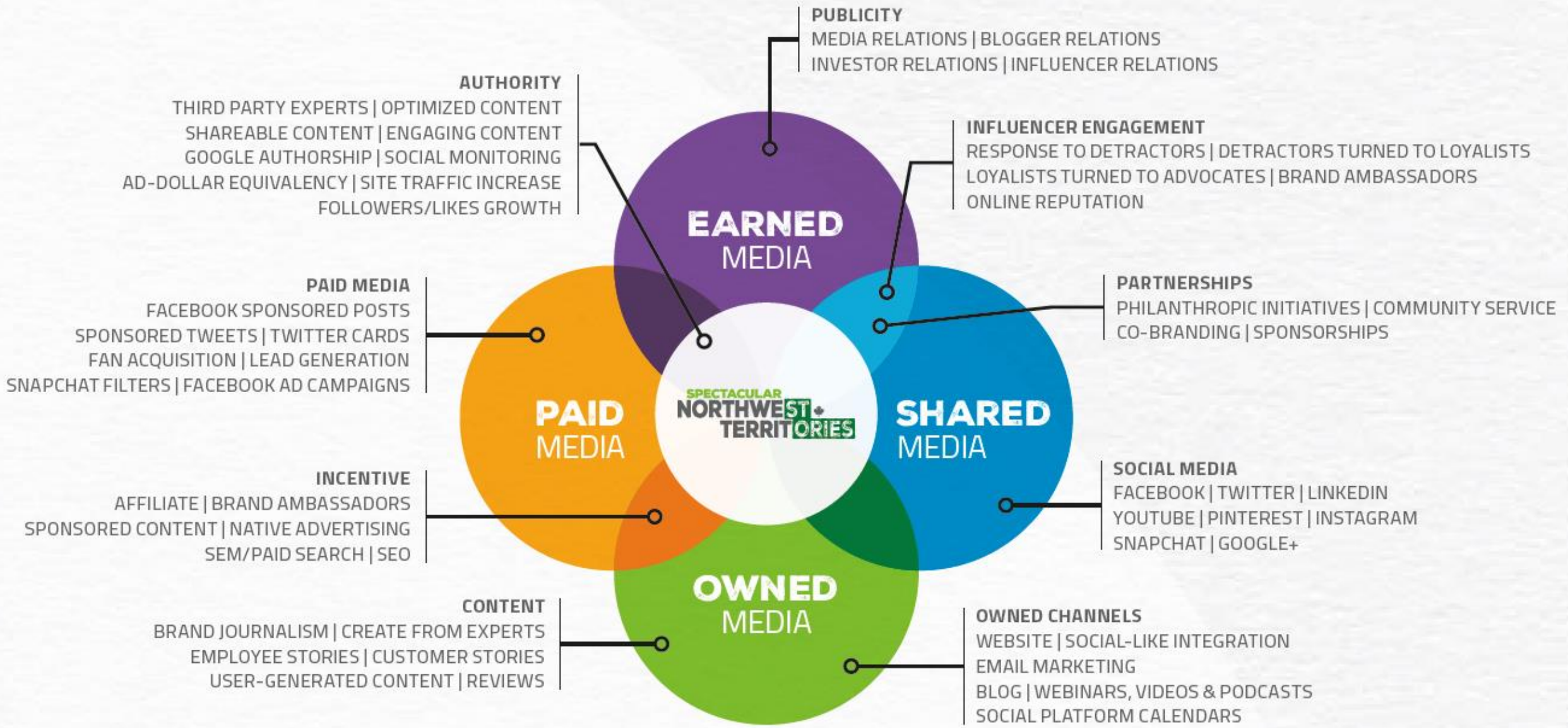
NWT MEDIA FAMS ONLY (UPHERE)

PAID MEDIA (LONELY PLANET)

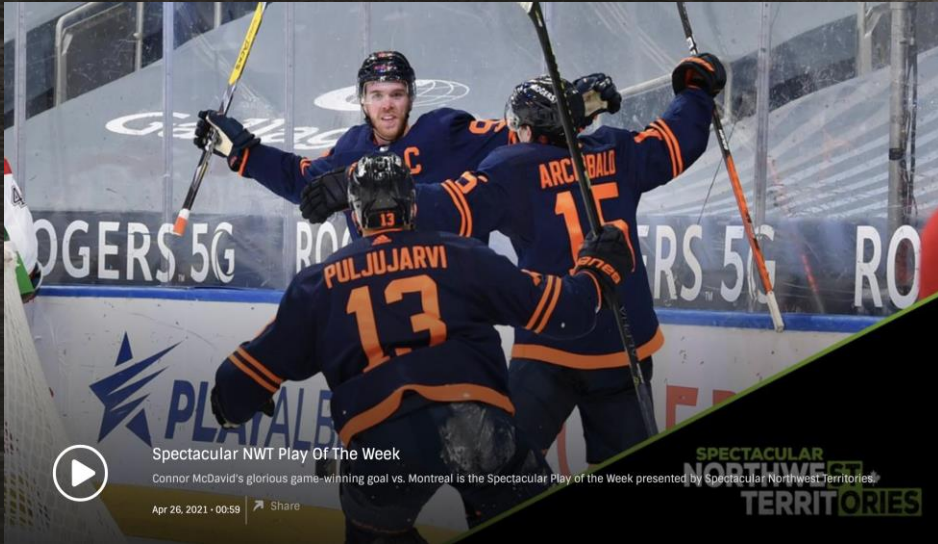
VIRTUAL MEDIA FAMS (TRAVEL & LEISURE)


EXTENDS TO MANY MARKETS (NAT GEO)

MEDIA PARTNERSHIPS (CTV)




PAID MEDIA PARTNERSHIPS



 **Edmonton Oilers** ✓
May 10 · 🌐

[Following](#)


The historic Leon goal that made it **100** for Connor is, of course, the latest Spectacular Play of the W...
[See More](#)

 **Edmonton Oilers** ✓
@EdmontonOilers

Introducing the Spectacular Play of the Week! First to receive the honour is Nurse's OT winner in Toronto. 🇨🇦

[@SpectacularNWT](#) | [#LetsGoOilers](#)

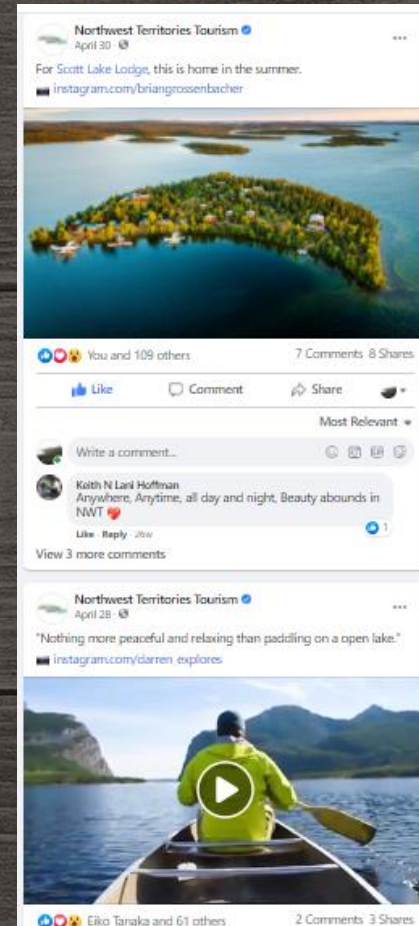
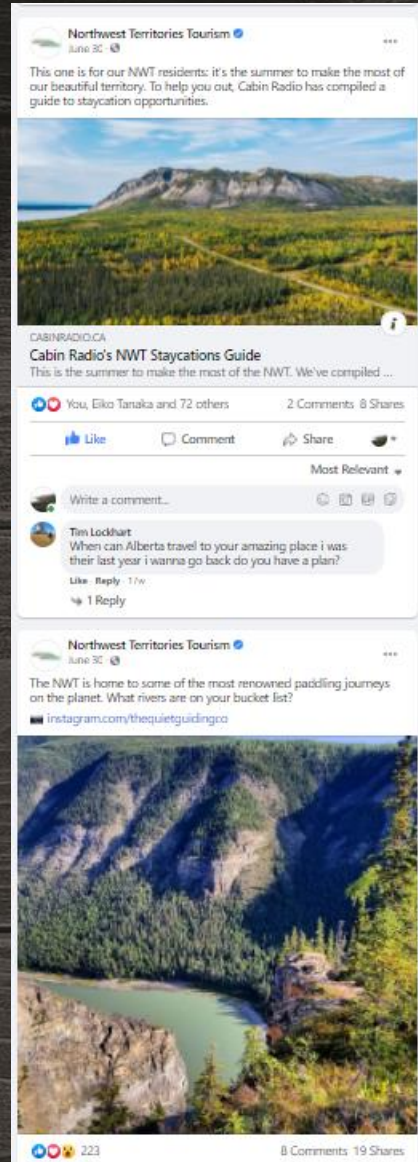
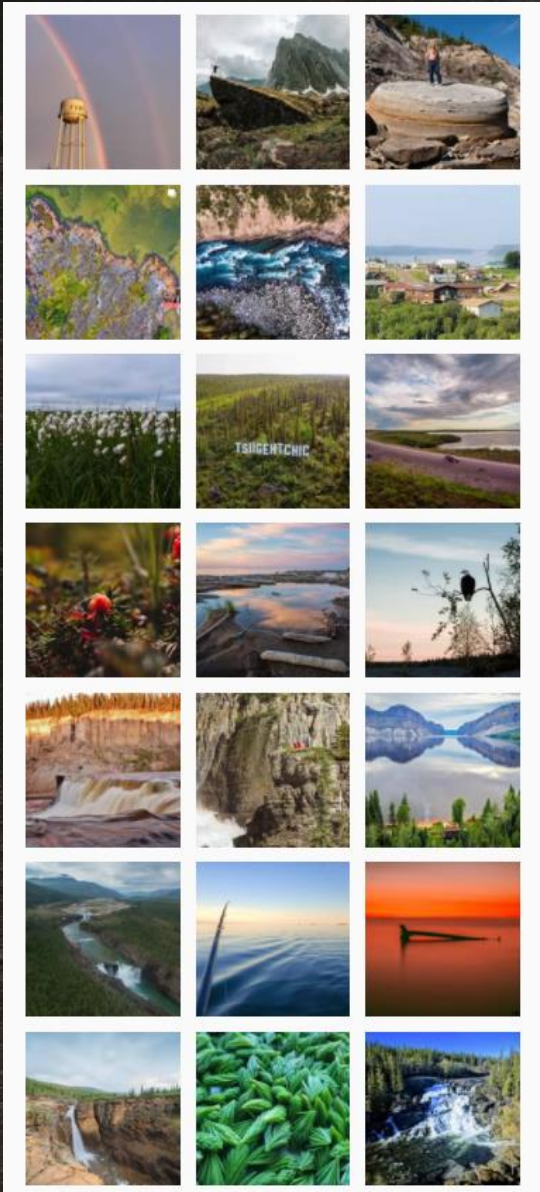
Watch [Home](#) [Live](#) [Shows](#) [Saved Videos](#) [Following](#)



Spectacular Play of the Week

👍 Like 💬 Comment ➦ Share 🗨️ 325 · 16 Comments · 7.9K Views

SOCIAL MEDIA



SIMPLE SAFE MESSAGING

TARGETED POSTS IN NWT

SOCIAL MEDIA MONITORING

FOCUS ON CONTENT SHARING

MOSTLY UGC

DEVELOPING VIDEO CONTENT



Frontier Fishing Lodge – Corey Myers



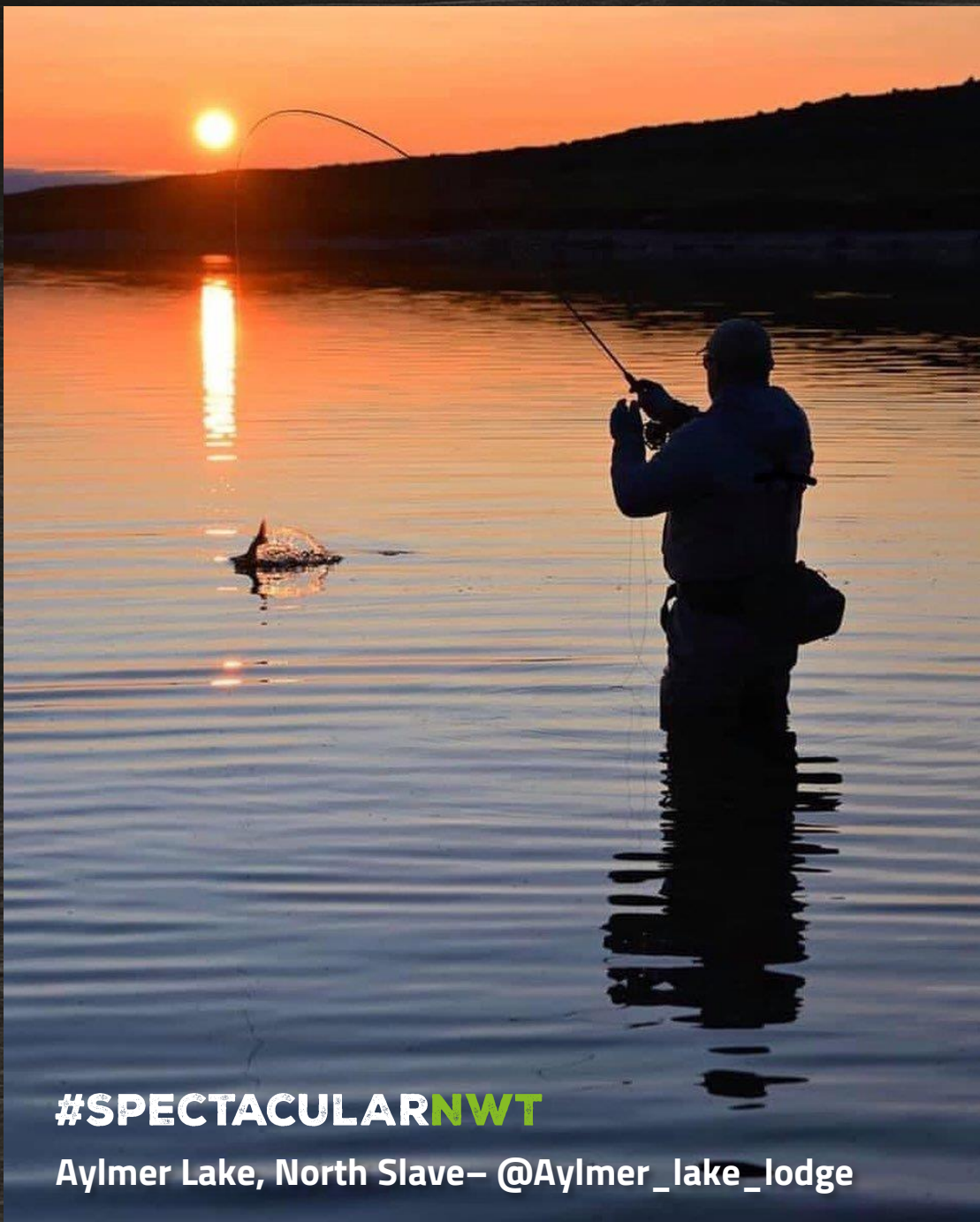
#SPECTACULARNWT

Great Slave Lake, South Slave – @markjinksphoto



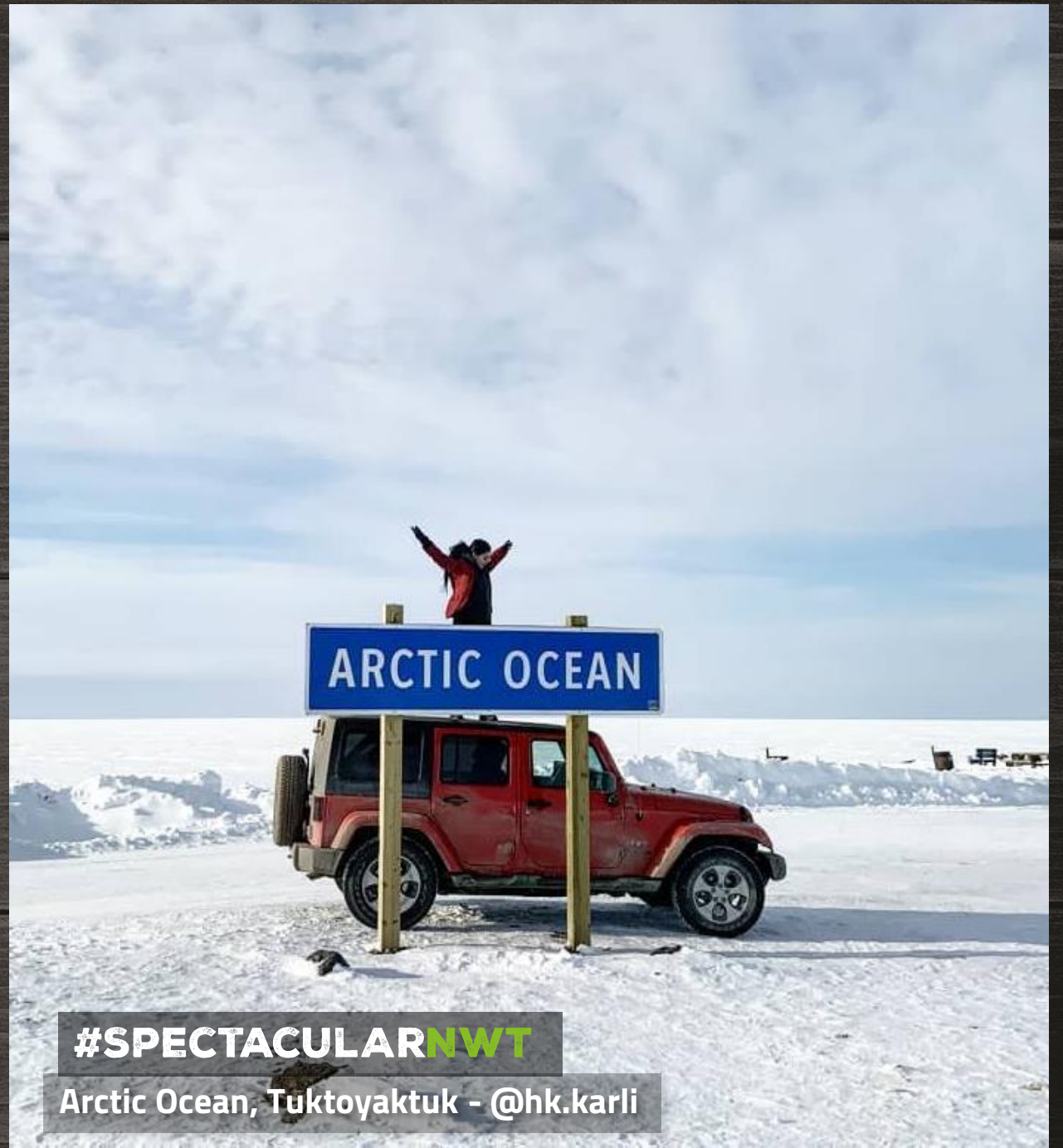
#SPECTACULARNWT

Keele River, Sahtu – @connorfurneaux



#SPECTACULARNWT

Aylmer Lake, North Slave– @Aylmer_lake_lodge



#SPECTACULARNWT

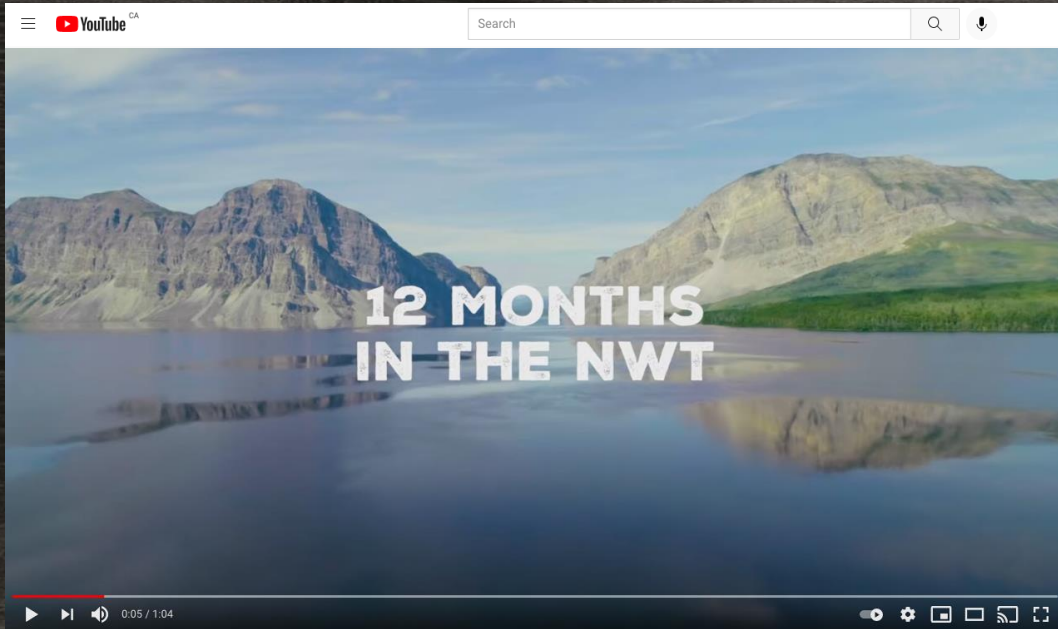
Arctic Ocean, Tuktoyaktuk - @hk.karli



**PURCHASING CONTENT
FROM NORTHERN CREATORS**
#SPECTACULARNWT

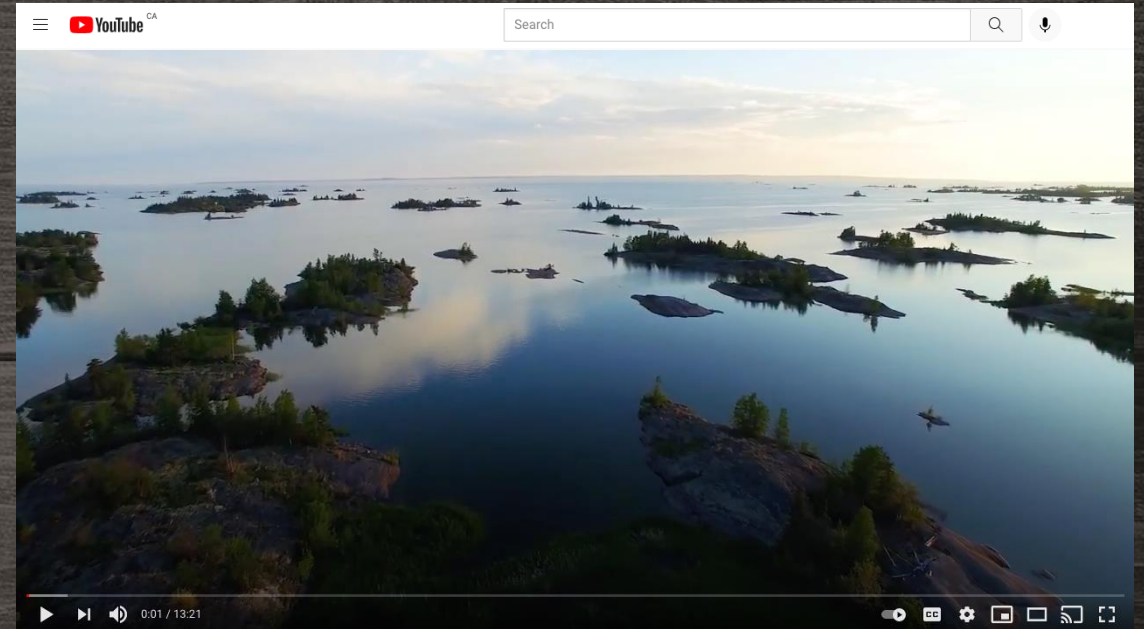
Little Doctor Lake, Dehcho – @alietumuav

VIDEO



12 MONTHS IN THE NWT

**PAID PROMOTION AFTER
ORGANIC SUCCESS**



WELCOME TO THE NWT

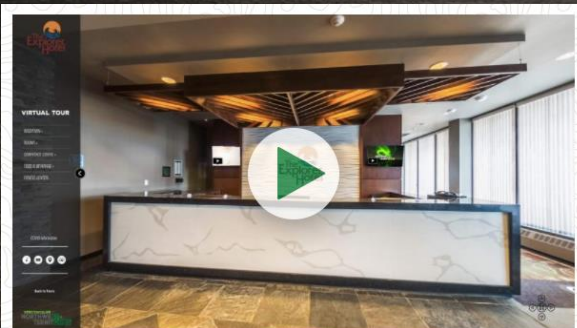
RENDEZVOUS CANADA (RVC)

**SPECTACULAR
NORTHWEST
TERRITORIES**

BUSINESS AND EVENTS TRAVEL

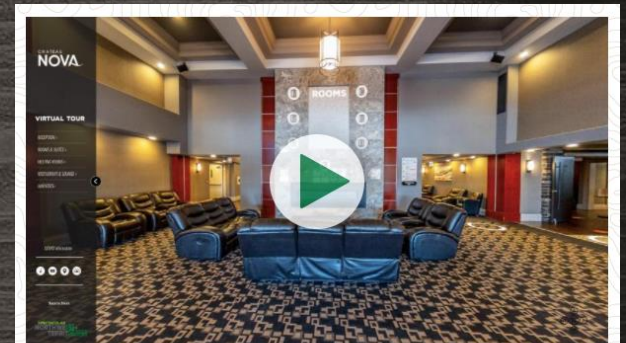
CHANNEL: MEETINGS, CONFERENCES, AND INCENTIVE TRAVEL (MCIT)

- BUSINESS TRAVEL FIRST TO RETURN LAST TO RECOVER
- HYBRID MODEL POST PANDEMIC
- MCIT VIRTUAL SITE VISITS AND FAMS



EXPLORE THE EXPLORER HOTEL: NORTHERN HOSPITALITY EPITOMIZED

Fine dining, central location, Aurora-viewing suites: The Explorer Hotel in downtown Yellowknife has it all. Take an interactive tour of this premier northern hotel, view its refined lounge and dining areas, its clean and spacious rooms and the giant polar bear in its lobby!



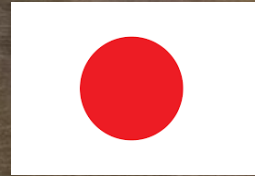
BE OUR GUEST AT THE CHATEAU NOVA HOTEL: EVERYTHING YOU NEED

This full-service Yellowknife hotel and conference centre is stocked with luxury amenities, from a fitness centre and sauna to the delectable meals at the Quarry Restaurant and Lounge. Before you check in, check out this interactive tour to see everything the Chateau Nova has to offer.

ASSESSING MARKETS



Canada



Japan



China



South Korea



Germany



Australia



United States



Mexico



United Kingdom



NWT

ACCESSING OUR MARKETS

CHANNEL: **TRAVEL TRADE**

- **SHIFT BACK TO TRAVEL AGENTS**
- **SAFE TRAVELS STAMP**
- **GENERAL SALES AGENTS**
- **FOCUS ON LANGUAGE - CHINESE CANADIANS**
- **VIRTUAL TRAVEL TRADE ACTIVITIES**
- **DOMESTIC AGENT ENGAGEMENT**
- **RENDEZVOUS CANADA**



AIRLINES

CHANNEL: TRAVEL TRADE

- PACKAGING WITH AIRLINES FOR FIRST VISITOR CAMPAIGNS
- PARTNERSHIP WITH CANADIAN NORTH
- PARTNERSHIP WITH EDMONTON INTERNATIONAL AIRPORT
- PARTNERSHIP WITH WESTJET
- PARTNERSHIP WITH AIR CANADA
- PRE-DEPARTURE TESTING CONVERSATION



CANADA

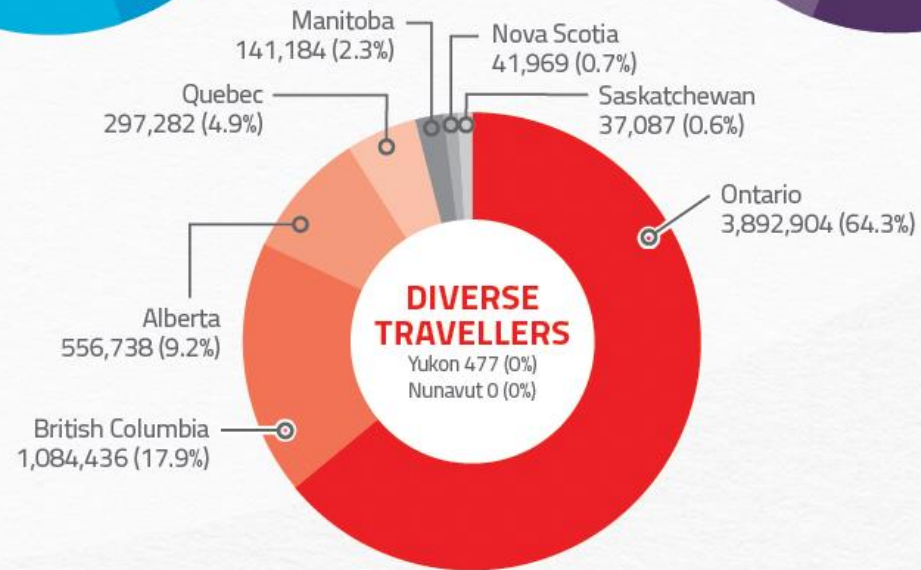
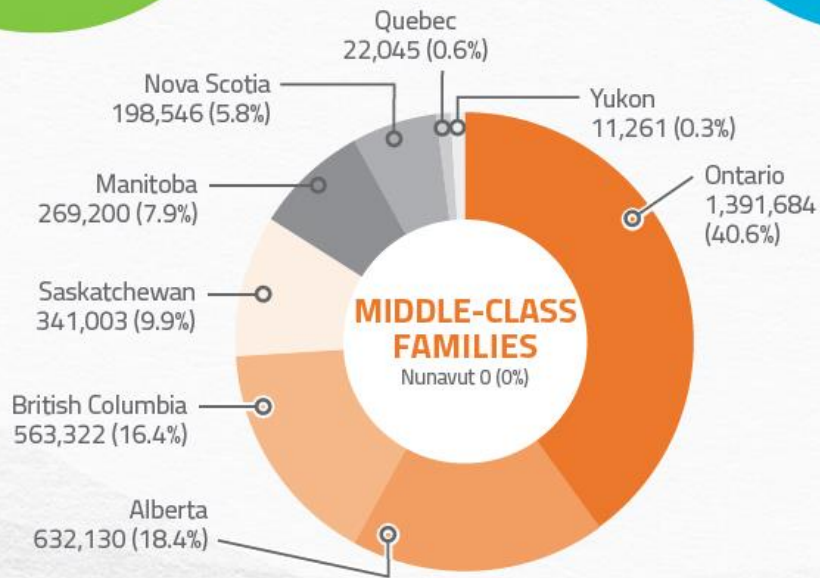
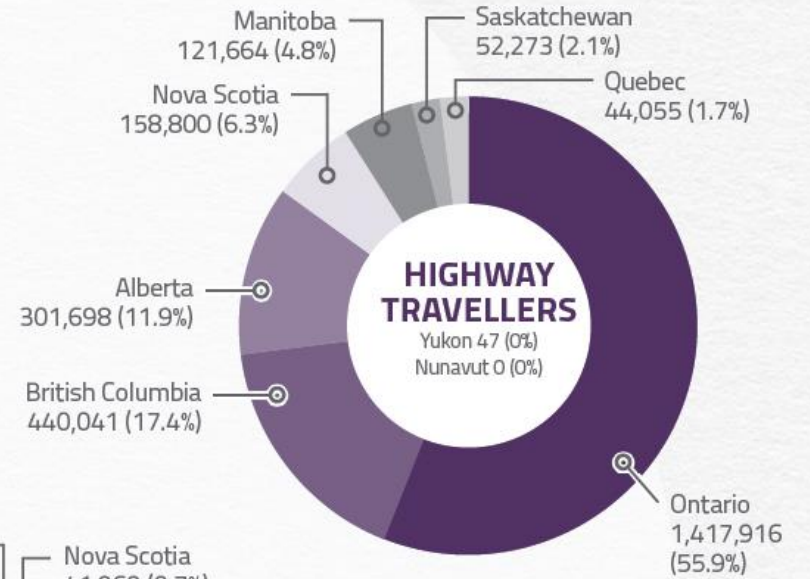
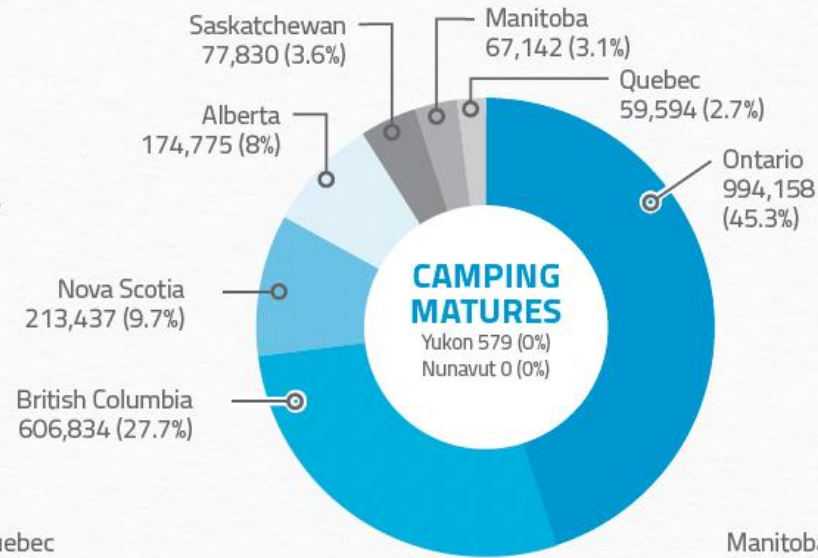
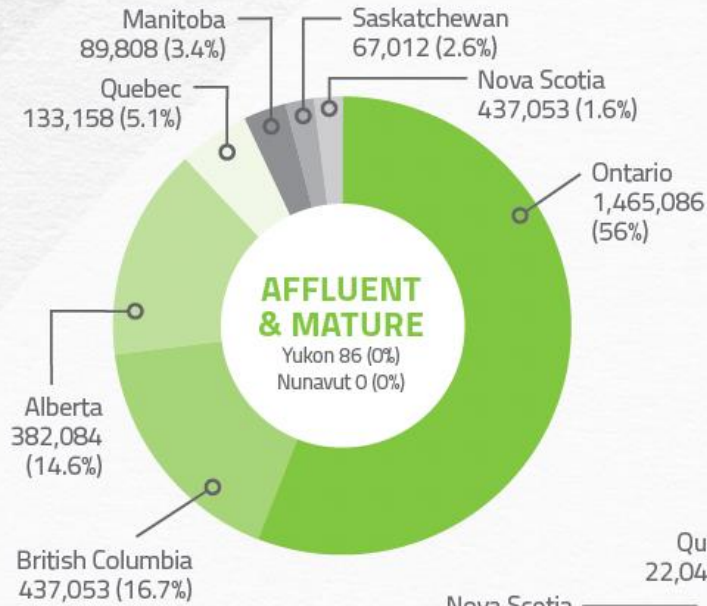
- Direct flight
- Connecting flight
- Seasonal flight



- ### NORTHERN CARRIERS
- Northwestern Air Lease Ltd
 - Air Tindi
 - Summit Air
 - Buffalo Airways
 - North-Wright Airways
 - Aklak Air

- ### AIRLINES
- WestJet
 - Air Canada
 - Canadian North
 - Air North

TARGET GROUPS GEOGRAPHIC DISTRIBUTION



TARGET GROUPS

AFFLUENT & MATURE (MARKET: CANADA EXCLUDING NT, NS, NB, NL)

This group is composed of Canada's wealthiest households, which tend to be older, living in cities or suburbs. They see themselves as having worked hard and enjoy rewarding themselves for their efforts. They value status symbols and gravitate towards opportunities they personally find valuable or distinguishing.

 **Total Population: 2,609,657**
7.4% OF MARKET
 (35,352,147)

 **Total Households: 874,620**
6.3% OF MARKET
 (13,955,923)

 **Average Household Income: \$203,016**

 **Median Household Maintainer Age: 58**

EQ SEGMENTS (% of target group households)



TOP GEOGRAPHIC MARKETS

Census Metropolitan Area	Target Group		Market	
	% of Group	% of Market	HH Count	% of Market
Toronto, ON	24.7	9.2	2,330,252	19.6
Vancouver, BC	10.7	9.0	1,033,601	8.7
Calgary, AB	8.7	13.3	565,543	4.8
Ottawa-Gatineau, ON/QC	8.1	12.0	580,720	4.9
Edmonton, AB	5.0	7.9	547,874	4.6
Montréal, QC	4.8	2.3	1,817,206	15.3
Hamilton, ON	4.5	12.4	312,700	2.6
Winnipeg, MB	3.3	8.6	326,742	2.8
London, ON	2.7	10.6	222,421	1.9
Victoria, BC	2.6	12.9	172,186	1.5

 **52.1%**
 Couples With Kids at Home

 **40.2%**
 University Degree

 **25.7%**
 Born outside Canada

 **63%**
 Married/Common-law

 **23.6%**
 Belong to visible minority group



**THE STORY
STARTS AND ENDS
WITH PEOPLE...**

SPECTACULAR NORTHWEST TERRITORIES

