



Northwest  
Territories Industry, Tourism and Investment

MR. ALFRED MOSES  
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OCT 7 2015

**Oral Question 881-17(5) Support for Regional Tourism Centres**

This letter is further to my commitment made in the Legislative Assembly on Tuesday, September 29, 2015, regarding Oral Question 881-17(5) Support for Regional Tourism Centres. During our discussion, I committed to provide you with information as to how and where the Regional Offices of Industry, Tourism and Investment (ITI) spent their allocated funds of \$50,000.

On behalf of ITI, Northwest Territories Tourism (NWTT) markets tourism activities in all regions of the Northwest Territories (NWT) and works cooperatively with businesses, communities and other agencies to promote travel to and within the NWT. In 2014-15, ITI provided NWTT \$250,000 (\$50,000 for each region) for regional marketing plans, which included tourism marketing activities such as advertising, production of travel guides, media and trade relations.

The allocated funds of \$50,000 for each region of ITI were used as outlined below:

**Beaufort Delta Region:**

The Beaufort Delta Region spent a portion of its money on print ads in the Yukon Visitor's Guide, the Dawson City Guide and the Milepost, as well as to cover land costs for the Tourism Week contest that was held in the summer of 2014. The remaining budget is supporting the development of a regional website hosted by NWTT, a Dempster Highway brochure, and regional branding materials.

**Dehcho Region:**

The Dehcho Region used its funding to place ads in World Heritage and Up Here magazines, and to develop a Destination Nahanni brochure, a walking tour map of Fort Simpson and web ads on Gravel Travel. It also developed a regional display and hosted a local Familiarization (FAM) tour for the participants in the Destination Nahanni packages.

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**North Slave Region:**

The North Slave Region used its funding to develop promotional signage at the airport and Visitor Information Centre, and ads in Up Here magazine, the British Columbia Sport fishing guide, and the Globe and Mail. The North Slave Region also spent a portion of its budget on the development of Canoe Routes brochures and promotions for Tourism Week.

**Sahtu Region:**

The Sahtu Region spent a portion of its budget on the development of regional videos, hosting a media FAM, and covering the land costs (cost within the NWT) of the Tourism Week contest. The remaining funds were allocated to advertising in a canoe film festival and cooperative advertising with NWTT.

**South Slave Region:**

The South Slave Region focused its advertising efforts on promoting their parks, as well as a number of their key festivals such as Paddlefest, the Dark Sky Festival, Polar Pond Hockey, and the Thebacha Loppet. Advertising activities included print ads in the Milepost, Sky News, and the Globe and Mail, registration for the Calgary Outdoor Show and various promotions associated with Tourism Week.

Thank you for your interest in this matter. I trust this information is satisfactory.



David Ramsay  
Minister

c. Members of the Legislative Assembly

Mr. Peter Vician  
Deputy Minister, ITI

Mr. Tim Mercer  
Clerk of the Legislative Assembly

Mr. David Hastings  
Legislative Coordinator