

# NUNAVUT TOURISM MEMBERSHIP BENEFITS

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## Get Going for Less!

GREAT RATES ON TRAVEL WITH OUR MEMBER AIRLINES, FIRST AIR, CANADIAN NORTH AND CALM AIR

- ◆ Working with our member airlines, Nunavut Tourism has a corporate code that can be utilized for business travel for all of our members. This code has been put in place to assist tourism operators with one of the biggest obstacles to attracting potential tourists to their communities to explore – the high cost of Northern travel
- ◆ The airlines have set up discount codes for Nunavut Tourism to utilize for members to travel to trade shows, training sessions, marketing activities and promoting Nunavut
- ◆ Call our Membership Director at 867.979.6551 for the code – some restrictions apply

## Send Your Message to the World!

FREE LISTING IN THE NUNAVUT TRAVEL PLANNER

- ◆ Over 15,000 copies are distributed to customers worldwide! Potential tourists can request a copy of the guide directly from Nunavut Tourism's website and it will be mailed to their home address anywhere in the world

## Get Noticed!

FREE LISTING ON THE NUNAVUT TOURISM WEBSITE

- ◆ Trips today usually start with a Google search. Search 'Nunavut' and you will see that Nunavut Tourism's website is the first site to populate – so imagine having your business profiled and available for viewing almost instantly
- ◆ As a member of Nunavut Tourism you will receive a free listing on our website with the potential to add a link from your profile page to your own business website
- ◆ Additionally you can now add your own unique image to your profile to help showcase your product, service or location!
- ◆ The number of 'hits' or clicks to your profile are documented and can be sent to you on request

## Give Your Business a Boost!

MARKETING

- ◆ In addition to the Travel Planner and Nunavut Tourism's website there are many other opportunities for members to be involved in our marketing plan – we offer co-operative advertising in which we market Nunavut Tourism and select members all at the same time! Get a hold of our Director of Marketing at [marketing@nunavuttourism.com](mailto:marketing@nunavuttourism.com) to see how we can help grow your business.

- ◆ Nunavut Tourism's *Marketing Assistance Program* provides financial assistance for members to attend consumer trade shows as well as helps to cover a portion of the costs of marketing materials such as a website, brochure, business cards, print ads, etc.
- ◆ Members receive preferred selection for participation on all Trade and Media Familiarization tours (FAM); NT hosts FAM tours throughout the year showcasing the spectacular activities, attractions, facilities, and services available in Nunavut. These tours give travel media the opportunity to experience our products first hand and write, blog or record their experiences and share them with the world

## Keep it Local

### VISITOR CENTRES

- ◆ Nunavut Tourism manages 3 regional Visitor Centres: Unikkaarvik Visitor Centre in Iqaluit, Kivalliq Regional Visitor Centre in Rankin Inlet and Arctic Coast Visitor Centre in Cambridge Bay
- ◆ As a member, you can display your marketing materials in all of the gateway communities – walk-in tourists who hadn't made previous plans can see what services you offer!

## Develop. Improve. Succeed.

### TRAINING

- ◆ Nunavut Tourism offers a wide variety of training courses for our members – in most cases the training is offered FREE
- ◆ We have training available for all aspects of the tourism sector and offer them in every region and in several different communities throughout the year
- ◆ We love working with our membership to ensure that the proper training is available to help ensure we all benefit from increased knowledge and participation in the tourism industry
- ◆ We keep a detailed database of the training that has been received and will remind you or your company of upcoming renewals, expirations, etc.

## Mingle and Share

### NETWORKING OPPORTUNITIES

- ◆ Nunavut Tourism hosts an Annual General Meeting and Conference – an excellent opportunity to network with other operators and companies from other communities and regions; share ideas, stories, and tips on how to increase business in your community
- ◆ Nunavut Tourism also *Service Matches* our members with potential tourists at international consumer and travel trade shows like Rendez-Vous Canada – by attending these shows we can understand what a Southern operator/buyer/tourist is looking for and match that with a Nunavut-based operator

### MEDIA BANK

- ◆ Access to Nunavut Tourism's ever-growing comprehensive image bank and media library

## Protect Your Guests and Equipment

### INSURANCE PACKAGE THROUGH HUB INTERNATIONAL INSURANCE

- ◆ Nunavut Tourism members receive a discounted insurance rate through HUB International – give them a call to receive a quote at (204) 988-1189

## Keep Informed

### TUSAQTUUT

- ◆ An electronic bi-monthly newsletter distributed to every member helps everyone stay apprised of developments in the tourism industry in Nunavut

### NUNAVUT TOURISM MEMBER'S ONLY SITE

- ◆ Nunavut Tourism has a member's section on the website where members can access membership forms, find Board and Staff contacts, access the monthly newsletter, ask questions or leave comments, and find out where our training courses are being held
- ◆ There are also links to the Government of Nunavut's site to download renewal applications for outfitter's and tourist establishments
- ◆ If you are a returning member and have forgotten your login/password for the website just send us an email at [exassist@nunavuttourism.com](mailto:exassist@nunavuttourism.com) and we can reset it for you

## Use Your Voice

### ADVOCACY

- ◆ Nunavut Tourism works very closely with a whole host of agencies such as Economic Development & Transportation, Department of Environment, Territorial Parks, Parks Canada, CanNor and all of the local Hamlet Offices – should you require any special assistance please give us a call, we are here to serve our members and ensure that their business succeeds



## How to Reach Us

### STAFF CONTACTS

Director of Membership & Visitor Services  
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