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YELLOWKNIFE
NORTHWEST TERRITORIES • CANADA



CITY OF YELLOWKNIFE GOALS

2025-2028 TOURISM STRATEGY

GOALS - 2025-2028 TOURISM STRATEGY

1. Enhancing the Visitor Experience
2. Building Strategic Partnerships
3. Developing Support for the Industry
4. Building Destination Awareness

MARKETING



Yellowknife - Lenora Barrett

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MARKETING

WHO

Who is Our Audience?

WHERE

Where is Our Audience?

HOW

How do we Reach Our Audience?

MARKETING

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How do we Reach Our Audience?



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WHO ARE THESE PEOPLE?

People who love the NWT

People who love being outside

People who come for the right reasons

People who bring economic value

People who are interested in culture

People who support Indigenous Business

People the community value – **Highly Engaged Guests**

SPECTACULAR
NORTHWEST
TERRITORIES

WHO ARE THESE HIGHLY ENGAGED GUESTS?

1

They place high importance on value for money when travelling

2

They are not very spontaneous leisure travellers

3

They are very family & friend influenced when planning a trip

4

They crave authentic and cultural experiences when travelling

5

They need to have clear information before travelling

WHO ARE THESE HIGHLY ENGAGED GUESTS?

Do they read fishing magazines or watch YouTube?

Do they use Facebook, Instagram, LinkedIn or TikTok?

Do they watch hockey on TV or stream Ted Talks?

What Websites and Media do they visit online?

Where are they? What time of year do they come?

Can they get here? Where do they fly from?

SPECTACULAR
NORTHWEST
TERRITORIES

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

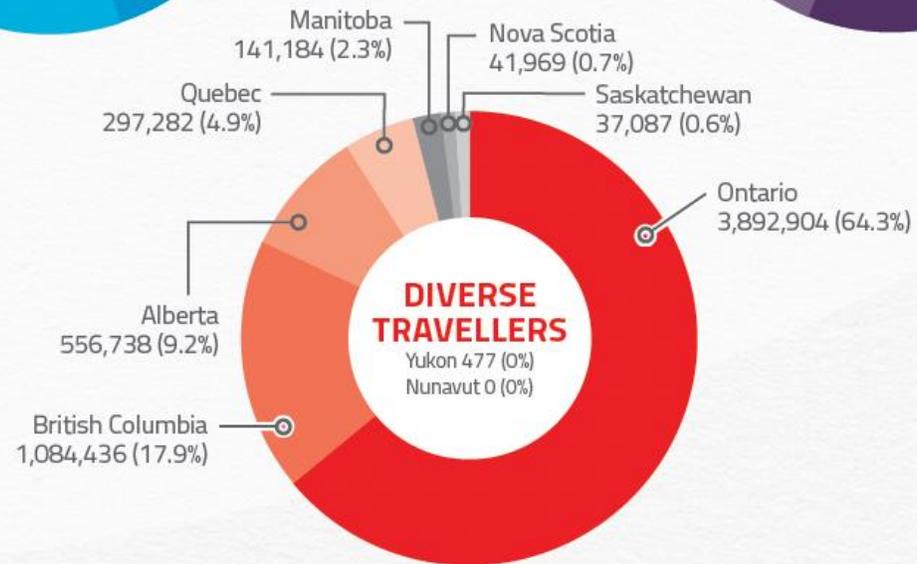
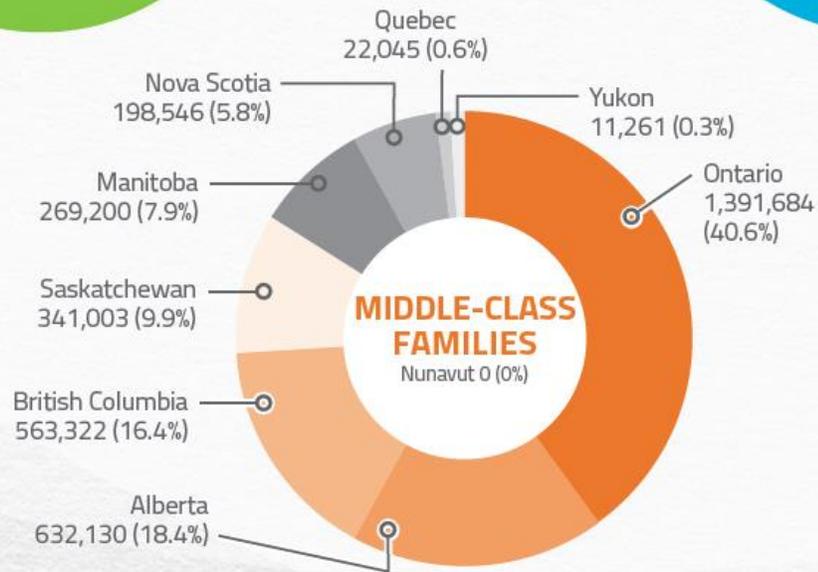
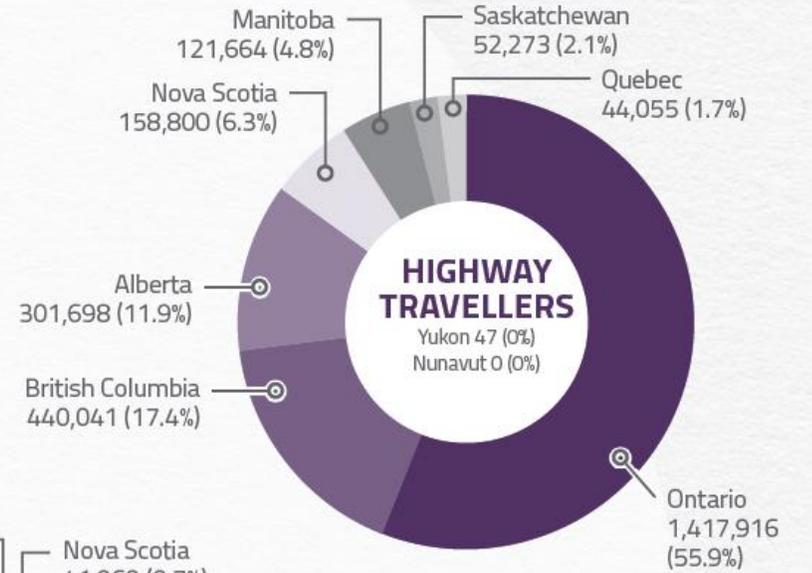
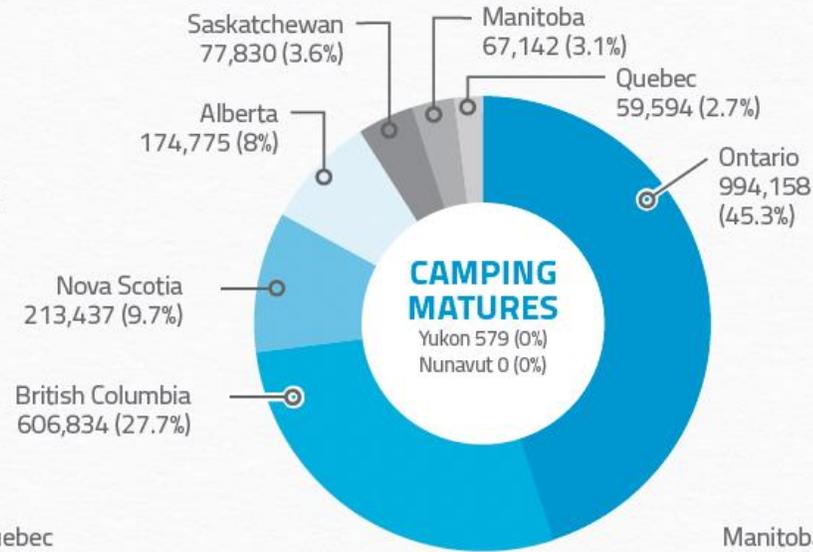
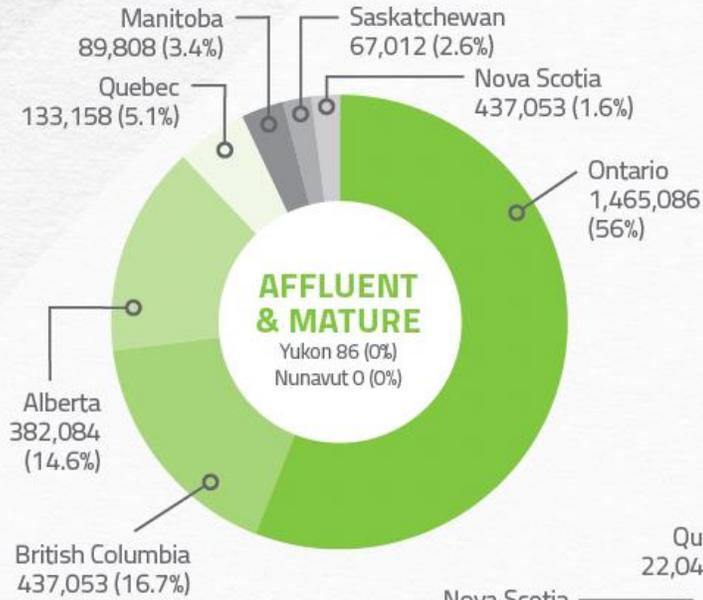
 **40.2%**
 University Degree

 **25.7%**
 Born outside Canada

 **63%**
 Married/Common-law

 **23.6%**
 Belong to visible minority group

TARGET GROUPS GEOGRAPHIC DISTRIBUTION



MARKETING

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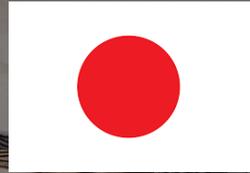
HOW

How do we Reach Our Audience?

GEOGRAPHIC MARKETS



Canada



Japan



China



South Korea



Germany



Australia



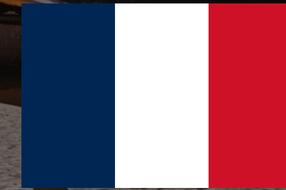
United States



Mexico



United Kingdom



France

GEOGRAPHIC MARKETS



Northwest Territories

The Northwest Territories is an important market from the perspective of ambassadorship.

NORTHWEST TERRITORIES



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 VANCOUVER (YVR)

VANCOUVER CONNECTIONS

 EDMONTON (YEG)

EDMONTON CONNECTIONS





TORONTO CONNECTIONS

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MARKETING CHANNELS



1. DIRECT-TO-CONSUMER

2. TRAVEL MEDIA

3. TRAVEL TRADE

4. MICE/MCIT

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MARKETING CHANNELS

CHANNEL 1: DIRECT-TO-CONSUMER

Yellowknife, North Slave - Angela Gzowski

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THE MARKETING FUNNEL

The marketing portion focuses on four areas: Awareness, Engagement, Desire and 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, wish lists, or early contact with the NWTT call centre 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 member sites, quotes for creating vacation plans or flights may be booked.

The other four key areas rely, for the most part, upon the destination to perform. These are the Conversion, Experience (Travel), Advocacy and Expansion areas of the customer journey.

CONVERSION

Transaction: Spending activity, bookings, deposits, detailed itinerary planning, selecting dates, and interactions with suppliers.

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: positive experiences build brand ambassadors for the destination.

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**BOOKINGS FOR
BUSINESSES**

**ENSURE A GOOD
'CUSTOMER JOURNEY'
(BOOKING EXPERIENCE)**

**DELIVER AN
EXPERIENCE**

BUILD AMBASSADORS



MARKETING CHANNELS

CHANNEL 2: TRAVEL MEDIA

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Yellowknife, North Slave - Angela Gzowski

TRAVEL MEDIA

- **HOSTING MEDIA (FAM TOURS)**
- **STORIES, IMAGES, VIDEOS AND WHAT TO DO'S**
- **DEVELOP CONTENT FOR AND WITH MEDIA**
- **OWNED CONTENT TO SHARE**
- **TRAVEL TO MEDIA SHOWS**
- **LOCAL, NATIONAL AND INTERNATIONAL PARTNERSHIPS**

Yellowknife City Lights- Paul Zizka

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TRAVEL MEDIA: THE GLOBE AND MAIL

THE GLOBE AND MAIL

HOME WATCHLIST FOR YOU FLASH SALE \$9.49/WEEK

Sandals WINTER ESCAPES
ENJOY UP TO \$1,000 OFF + 1 FREE NIGHT

Why now is the time for Indigenous-led winter adventures in the Northwest Territories

CHLOE BERGE
SPECIAL TO THE GLOBE AND MAIL
PUBLISHED JANUARY 17, 2024

This article was published more than 6 months ago. Some information may no longer be current.



A dog sled passes through a winter landscape in the North West Territories in March, 2015.
CAWAIN JONES/SUPPLIED

1 COMMENTS SHARE BOOKMARK

The neon temperature gauge in the SUV ticks down past -30 C. I crack open the passenger door and step out into the black night, my hair hardening with frost and boots squeaking on packed snow. I'm aurora hunting just outside Yellowknife in the Northwest Territories and 2 a.m. in the depth of winter is our best chance of spotting the Northern Lights. "We just need a bit of patience," says Joe Bailey, founder of North Star Adventures, an Indigenous-owned and operated tour company.

I set up my camera tripod, my numb fingers fumbling with the dials. This is our last stop of the night, and I'm about to retreat to the warmth of the truck without a glimpse of the aurora, when a faint pink light flickers above the inky silhouette of trees. Quickly, the lights turn green, unfurling across the indigo sky like party streamers. The sky is alive with colour. "Woo!" says Bailey, punching the air. "A beautiful fishnet aurora," he adds, the lights now a swirling, cyclonic vortex overhead.

While I stand awestruck, Bailey shares the aurora's meaning in Dene culture. "In the Denesuline language, we call the Northern Lights *ya'ke ngas*, which means, 'the sky is stirring,'" he says. "We believe when the aurora is dancing, it's our loved ones on the other side, sending a message that everything is okay, they're at peace."



North of 60 Aurora Adventures offers dog-sledding excursions and aurora viewing, as well as a Dene cultural tour that includes traditional food and storytelling.

"I miss seeing the aurora," Bailey said in an [Instagram post](#) shortly after he was evacuated. "The Northern Lights have been with me since I was a baby," he later told me over the phone.

Not only did Bailey miss showing travellers this moving natural phenomenon, but his business lost \$65,000 in revenue. "First it was COVID, now this. It's been hit after hit," Bailey said. Now that the Northwest Territories is again welcoming travellers, it's more important than ever to support local businesses.

Indigenous tour operators, who tend to focus their offerings on nature and wildlife experiences, are often hit the hardest. Half of the NWT's population is Indigenous, and they are disproportionately affected by climate-accelerated disasters, according to a recent report by Health Canada and studies by the [United Nations](#). Not only do Indigenous peoples live in communities and health regions that often lack the funding and infrastructure to deal with the impact of natural disasters, but climate change threatens their traditional land and food supply, according to a 2020 report by Human Rights Watch.

STORY CONTINUES BELOW ADVERTISEMENT



"As Indigenous people, we have a symbiotic relationship with the land, the animals, the air, the water, we co-exist with it – even the aurora," Bailey said. "There are definitely impacts that we feel more because our whole tourism philosophy is based on the land, with the land, about the land, and when something like the wildfires happens, it has a direct impact on us."

While in NWT, I also stopped by [North of 60 Aurora Adventures](#). The family-owned business offers dog-sledding excursions and aurora viewing in a cozy dome, but I spent the afternoon on its Dene cultural tour.

Plumes of smoke from a small fire built in the snow billow into the white winter sky. Larry Clarke and his son, Tyson, show me how to twist bannock dough – a dense, heavy traditional bread – around a stick to roast over the flames. "This is how it would have been cooked when my grandparents were on the trapline in the winter," Clarke says. We move inside a large canvas tent and pull the steaming bannock off the stick, smothering it in homemade jam, while Clarke tells me more.

The trapline was a route running up to 100 kilometres in length along which hunters would trap animals, travelling by dog sled and often camping along the trail. Although dogs aren't used along traplines any more, the memory of this way of life is preserved through dog-racing events held across the territories during the winter, and dog-sledding tours offered to visitors. Tyson works as a musher on the tours, showing guests how to harness the dogs, and guiding the sleds across frozen lakes and through snow-cloaked forest. "That's the main goal, to keep their traditions alive," Clarke says.



The Northern Lights dance in the late-night sky above Aurora Village – which includes 20 tipis with wood-burning fireplaces dotted around a private lake – in January, 2016.

In August, the destructive fire came within a few kilometres of their property. Clarke evacuated with all 50 of their dogs, retreating to a cabin with his wife, Kelly, while Tyson stayed with family in Calgary. Luckily, their business was spared, and Yellowknife managed to emerge relatively unscathed, unlike other towns such as Enterprise, which was almost levelled. But the Clarkes still lost out: 50 per cent of their bookings for the fall season were cancelled, even though the travel advisory for NWT was lifted the following month. "People didn't realize that it was safe to travel here again," Clarke says.

Don Morin, founder and CEO of Aurora Village, had a similar experience. Morin, who grew up in the Dene and Métis community of Fort Resolution, opened Aurora Village – which includes 20 tipis with wood-burning fireplaces dotted around a private lake – in the hopes of giving people a glimpse of traditional Indigenous life. Elders stoke the tipi fires at night, where visitors escape the cold in between aurora viewing, and share traditional drumming as well as cultural stories with guests at the same time.

The lake is surrounded by spruce forest threaded with trails for dog sledding and snowshoeing, and it's here that I finally get out onto a sled. "It was important for me to have the dog mushing, because my brother had a dog team, and up until the seventies, everybody trapped by dogs, hunted by dogs, travelled by dogs," says Morin. I nestle into the sled wrapped snugly in a parka, fur trapper hat and wool blanket as the dogs begin to trot up ahead. Soon, we're flying along the hilly forest trail – the swish of the sled on ice, the panting dogs, my breath in the air and a blur of trees slouching under shimmering snow.

It's the kind of winter memory I'll relive for years, shaking it up like a snow globe in my mind. Now that the air has cleared and the snow is falling, I hope other travellers will experience the same magic. People like Joe Bailey and the Clarkes are waiting to share it.

STORY CONTINUES BELOW ADVERTISEMENT



If you go

- Bundle up for an afternoon of dog sledding and winter fun (\$115) at [Aurora Village](#) or a night of aurora viewing (\$136.50); [auroravillage.com](#)
- At [North of 60 Aurora Adventures](#), embark on a Dene cultural tour, including traditional food and storytelling or head out on a traditional dog sled ride (\$110); [northof60auroraadventures.com](#)
- Track the aurora on a safari-style adventure led by an Indigenous guide at North Star Adventures (\$149); [northstaradventures.ca](#)

TRAVEL MEDIA: QANTAS AIRWAYS

The screenshot shows a webpage from Travel Insider. The header includes the logo and navigation links: Explore, Eat & Drink, Travel Tips, Trending, Experiences, Lifestyle, and a search icon. The main image is a photograph of the Northern Lights over a snowy landscape with an igloo and a person. The article title is 'Where to See the Magic of the Northern Lights in Canada'. Below the title, it says 'October 11, 2024' and 'Brought to you by Destination Canada'. There are social media share icons for Pinterest, Facebook, X, LinkedIn, and WhatsApp. The article text begins with 'Otherworldly, elusive and high on travel Bucket Lists, the Northern Lights phenomenon has long enchanted those chasing a glimpse of its mesmerising colours. And while the celestial display also known as Aurora Borealis is famously fickle, a trip to northern Canada offers a very good chance of witnessing it: nature's most magnificent lightshow unfolds in the country's north on an average of 240 nights a year.' A red sidebar on the right contains the text 'Try something new in CANADA' with a maple leaf icon.

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TRAVEL MEDIA: GOOD MORNING AMERICA



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MARKETING CHANNELS

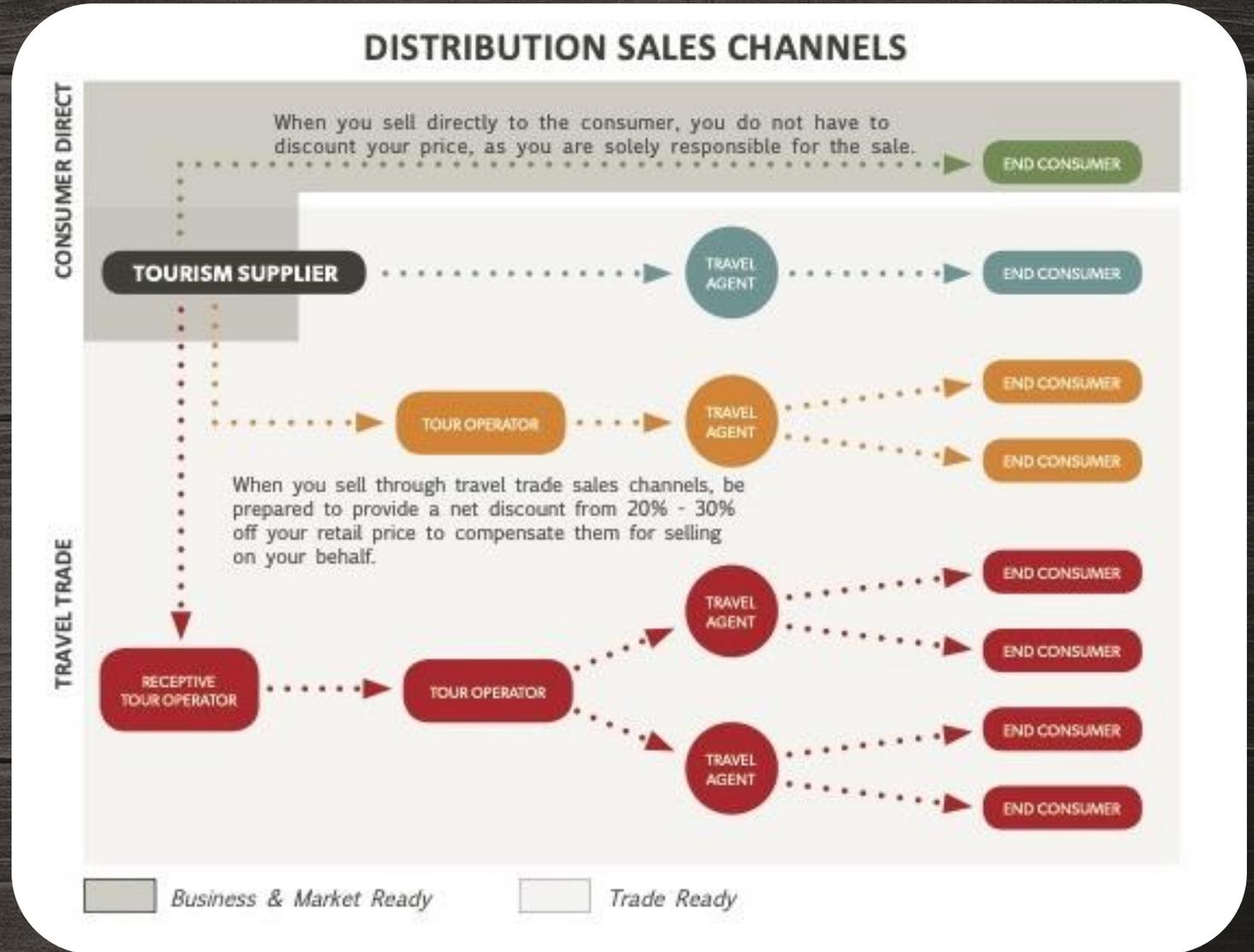
CHANNEL 3: TRAVEL TRADE

Yellowknife, North Slave - Angela Gzowski

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TRAVEL TRADE

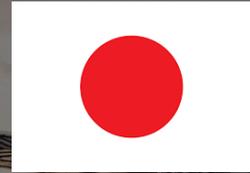
The Ecosystem of
travel, Airlines, Travel
Agents, Receptive,
Wholesalers



GEOGRAPHIC MARKETS



Canada



Japan



China



South Korea



Germany



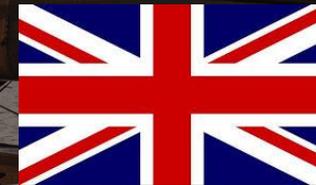
Australia



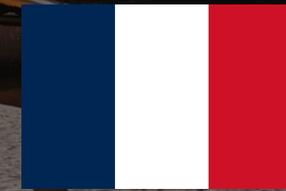
United States



Mexico



United Kingdom



France



MARKETING CHANNELS

CHANNEL 4: MICE / MCIT

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Yellowknife, North Slave - Angela Gzowski

MICE: INBOUND EVENTS ('25/'26)

Event Type	Event Dates	Total Delegates
Meeting	May 2025	45
Conference	June 2025	70
Conference	June 2025	70
Conference/Expo	June 2025	100
Meeting	June 2025	40
Meeting	July 2025	75
Meeting	July 2025	100
Meeting	July 2025	100
Conference	August 2025	200
Meeting	Sept 2025	15
Meeting	September 2025	20
Conference	September 2025	50
Meeting	September 2025	25
Meetings	October 2025	80
Conference	November 2025	150
Conference	February 2026	TBD
Sport	March 2026	100
Conference	March 2026	50
Incentive	March 2026	50

MICE: SHOW YOUR BADGE PROGRAM



The Show Your Badge Program is for visiting conference and event delegates to access special promotions from local businesses.

Qualifying events are supplied with the NWT Show Your Badge Logo, which gives them access to special offers from participating NWTT member businesses.

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GOALS - 2025-2028 TOURISM STRATEGY

1. Enhancing the Visitor Experience

Blachford Lake Lodge – Julian Schroder

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GOALS - 2025-2028 TOURISM STRATEGY

2. Building Strategic Partnerships

Great Slave Lake, NWT - Corey Myers

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GOALS - 2025-2028 TOURISM STRATEGY

3. Developing Support for the Industry

Houseboat Bay – Destination Canada

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GOALS - 2025-2028 TOURISM STRATEGY

4. Building Destination Awareness

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THANK YOU