

# 2019 Member Benefit Guide



TRAVEL  
**NUNAVUT**  
ᐱᐅᐸᐸᐸᐸᐸᐸᐸ ᐃᐅᐸᐸᐸᐸᐸᐸᐸ

Travel Nunavut Industry Association  
Association de l'industrie du voyage du Nunavut  
Aulagñiq Nunavut Naniniqaqtunut Katimayingit  
ᐱᐅᐸᐸᐸᐸᐸᐸᐸ ᐃᐅᐸᐸᐸᐸᐸᐸᐸᐸ

# ABOUT US

## Mission

Travel Nunavut is a not-for-profit membership association that encourages tourism development by providing specialized knowledge and expertise in four key areas: marketing and research, communications, market readiness and advocacy.

Travel Nunavut seeks partnerships with governments, regional Inuit organizations, communities and tourism operators to promote tourism opportunities that encourage sustainable economic growth, cultural preservation and social benefits of Nunavummiut.

## Vision

Supporting our membership by developing and promoting excellence within the tourism trade and advocating on their behalf.

## Mandate

### Benefits

We are an organization that focuses on our members and promoting the services they offer.

### Advocate

Travel Nunavut supports the tourism industry in Nunavut and Canada by constantly championing for changes.

### Workshops

Throughout the year Travel Nunavut holds workshops that focus on topics that members will find most beneficial.

### Growth

Travel Nunavut is committed to helping members grow their business through mentorship, advice and a variety of services designed for businesses of all sizes.



# STAFF

Travel Nunavut employs four staff that cover membership, marketing and research, finance and advocacy.

**Chief Executive Officer** - responsible to the board of directors for the overall management of Travel Nunavut. The CEO advocates on behalf of the membership where needed.

Kevin Kelly is the CEO, he brings over 20 years of tourism experience to Travel Nunavut and he has been with the organization since 2010.

[ceo@travelnunavut.ca](mailto:ceo@travelnunavut.ca) 867-979-3781

**Manager of Membership Engagement**- responsible for membership sales and renewals, member concerns and overseeing member benefits.

Tony joined the group in 2018 and you will know when he answers the phone by his Australian accent. Tony has many years of sales and customer service experience.

[members@travelnunavut.ca](mailto:members@travelnunavut.ca) 867-979-6551

**Manager of Finance**- responsible for the day to day finances of the association.

Theresa has been with Travel Nunavut for six years and brings a wealth of financial knowledge to the team.

[finance@travelnunavut.ca](mailto:finance@travelnunavut.ca) 867-979-3551

**Manager of Marketing & Research** - responsible for developing and implementing the marketing plan, working with the travel trade on familiarization trips showcasing member offerings.

Robynn started at Travel Nunavut in early 2018. She brings an entrepreneurial spirit backed with 20 years of marketing in a variety of fields as well as being a small business owner herself.

[marketing@travelnunavut.ca](mailto:marketing@travelnunavut.ca) 867-979-6582

## Find Us



Box 1450 Iqaluit, NU  
Building 917



867.979.6551



[members@travelnunavut.ca](mailto:members@travelnunavut.ca)



[www.travelnunavut.ca](http://www.travelnunavut.ca)



# MEMBERSHIP BENEFITS

As a member you benefit from some great opportunities designed to support and promote your business. We offer professional development, marketing assistance, and marketing support. We offer member focused exposure on our website that provides active leads, referrals and phone calls generated from it directly to you by tourists looking to book their vacations.

## Liability Insurance Discount

We have partnered with HUB Insurance to provide our members with a significant savings on their liability insurance. You can request the information from [members@travelnunavut.ca](mailto:members@travelnunavut.ca)

**Value: Class 1 members \$1400/yr Class 2 \$1750/yr Class 3 \$2100/yr**

## AGM Privileges

We are obligated to hold an Annual General Meeting (AGM) yearly. This is planned in conjunction with speakers, workshops and seminars. We encourage all of our members to attend. In previous years Travel Nunavut has been able to source funding to bring in Inuit operators from each of the regions. This forum gives us the opportunity to connect with members, present workshops and other relevant sessions related to your business. We are also able to share the achievements and future plans for the tourism industry in Nunavut.

Benefits of attending:

- Participation in seminars and workshops
- Networking opportunities

**Value: Priceless**



## WEBSITE & REFERRALS

### Website

Travel Nunavut has a stunning website full of relevant content for travelers to Nunavut. The website features information on all of the communities in Nunavut, the weather, stories of course business profiles of our members.

### Extranet

Members are able to change their packages to reflect their changing business. We encourage every member to have at least one package added to their profile to ensure a greater variety for visitors. We encourage you to add pictures that represent your business.

The extranet also allows you to view the data that is coming from your listing on [www.travelnunavut.ca](http://www.travelnunavut.ca).

### Analytics

We love to share the data from our website with members. With about 13,000 unique visitors to the Travel Nunavut site we are the leading information site on things to do, places to stay and where to eat when in Nunavut. We produce an analytic report for our newsletter and you can access it anytime by calling or emailing the office.

### Web Referrals

The website isn't just a pretty face it is a fully functioning marketing machine designed to generate leads, constantly tracking the behavior of potential buyers of travel related services. We call these leads referrals and they are directed to the members that best suit what the potential traveler is looking for. We are seeing hundreds of emails sent from the website per month as well as phone calls.

[www.travelnunavut.ca](http://www.travelnunavut.ca) Value: \$2500 per member



# SOCIAL MEDIA

We have social media accounts on the popular platforms. We use these accounts to share with the public what our members are doing as well as share information with our members.

## Facebook

We have a public Facebook page with over 12,000 followers. On this page we promote our membership and interesting articles about Nunavut.

We have two pages, one for membership where we post helpful marketing tips and business related information for our membership.

[Facebook \(members\)](#) [Facebook \(public\)](#)

## Twitter

We have an active Twitter account with over 3,500 followers where we stay current with tourism trends. We engage the public and other tourism associations with information about members and Nunavut.

[Twitter](#)

## Instagram

Instagram is one of our more popular platforms. We often re-post pictures taken by professionals and amateur photographers that are taken while on a trip with a member. Sometimes we post from our vast library of pictures.

[Instagram](#)

## YouTube

YouTube is the newest of our social media. We post our own videos here and we can also post videos from members and travelers. Drone footage is very popular, especially of wildlife.

[YouTube](#)

We love to share your content but can only do that if you share pictures, stories, and testimonials with us!

**Value: up to \$10,000 per fiscal year**



# MARKETING ASSISTANCE

Our marketing assistance program was created to assist members with the costs of marketing their tourism related products and services.

Each year members can apply to be reimbursed for 50% of their marketing costs up to a maximum of \$1000 per member per fiscal year. You must spend at least \$2000 on marketing activities.

## Criteria for reimbursement:

- Member must be in good standing with Travel Nunavut.
- Member must be a business/organization whose primary focus is selling or promoting of tourism products or services in Nunavut.
- Funds for this program are limited and applications will be reviewed on a first come, first served basis. Priority will be given to Nunavut-based operators.
- Receipts for claimed expenses and examples of completed marketing projects must be provided in order to be considered.
- Some of the eligible expenses could be business cards, website (content must promote tourism in Nunavut), brochures, advertising campaigns that promote tourism in Nunavut, expenses related to attendance at travel and tourism shows and events with the exception of the travel expenses.
- Some of the expenses we can not fund would be promotional products (pens, notepads, clothing etc), travel expenses, projects that do not promote tourism in Nunavut.

**Value: up to \$20,000 per fiscal year or up to \$1000 per member that applies**



# MARKETING

Travel Nunavut offers members a selection of marketing activities that they can participate in for a small fee as well as a variety of

## **Co-Op Advertising**

Co-operative advertising is a cost-effective way for Travel Nunavut and participating members to reach target markets through digital advertising.

All members have the opportunity to buy in for a very reasonable cost and we promote Travel Nunavut and each member that has purchased a spot in the campaign. The campaign runs for several months and usually happens in the fourth quarter.

**Value: Up to \$3000**

## **Graphic Design Service & Advertising Review**

This service offers members the ability to have creative design services available to them at an affordable price. We also offer review of advertising content to ensure that you are getting value for your advertising dollars.

**Value: Up to \$500**

For 2019 Travel Nunavut has added two brand new marketing benefits for members that are trade ready. These benefits are designed to help the member company convert more leads to sales and to also continue to stay in touch with the potential traveller.

## **Lifecycle Marketing**

This is the process of providing the audience the kinds of communication and experiences that they need, want or like as they move from prospect to customer then ideally an advocate for your business. This requires automation and content to be created as well as prospects to subscribe to the information from newsletters, websites and tradeshow.

**Value: \$5000 per trade ready member**

## **Behavioural Advertising**

Behavioral advertising is a technique used by online advertisers to present targeted ads to consumers by collecting information about their browsing behavior on the internet.

**Value: up to \$3000**



# SHOWS & FAMILIARIZATIONS

## Tourism & Travel Trade Shows

When we exhibit at a trade show we take you along! We promote our members at trade shows around the world with your trade ready material. This can include space in our digital trade ready brochure, your brochures or memory sticks with your company packages listed.

For some of the trade shows there may be opportunities for members to attend. These are great opportunities to meet with potential buyers of your services as well as the chance to interact with the travel industry.

**Value up to \$5000 per member that is selected**

## Familiarization Trips

Travel Nunavut hosts media and travel familiarization tours during the year geared at showcasing the facilities, services and attractions that Nunavut has to offer. If you re interested in hosting a FAM trip please let us know!

**Value up to \$15000 per year**

## Digital Library

Over the years Travel Nunavut has compiled photos from a variety of sources including local photographers, videographers and travelers. You have access to these photos.

**Value \$200 per picture used**





## ADDITIONAL BENEFITS

### Member Newsletter

Stay in the loop by getting our monthly newsletter. Our newsletter has tips, stories and other good to know information about Travel Nunavut and things going on in the territory. We keep you updated on trends in tourism, new members and potential training or other activities you should be aware of.

### Airline Discounts

Our member airlines Calm Air, Canadian North and First Air have given us corporate codes that can be utilized by members for business travel and in some cases tourist travel. The codes have been put in place to assist tourism operators with one of the biggest obstacles to attracting tourists. The codes can be used by members to attend tourism-related travel and trade shows, training sessions and marketing activities that promote tourism in Nunavut.

**Value: 30%-70% discount per flight**

### Hotel Discount

When business travel takes you to Ottawa there is a discount rate with the Hilton Garden Inn. They offer a shuttle service from the airport to the hotel. The hotel is comfortable and a convenient place to stay.

**Value: Lower nightly priced compared to other area hotels**

