



Member Benefit Guide

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NUNAVUT
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Travel Nunavut Industry Association
 Association de l'industrie du voyage du Nunavut
 Aulaghiq Nunavut Nanminiqaqtunut Katimayiiingit
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Box 1450 Iqaluit, NU



867.979.6551



members@travelnunavut.ca



www.travelnunavut.ca

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.



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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.

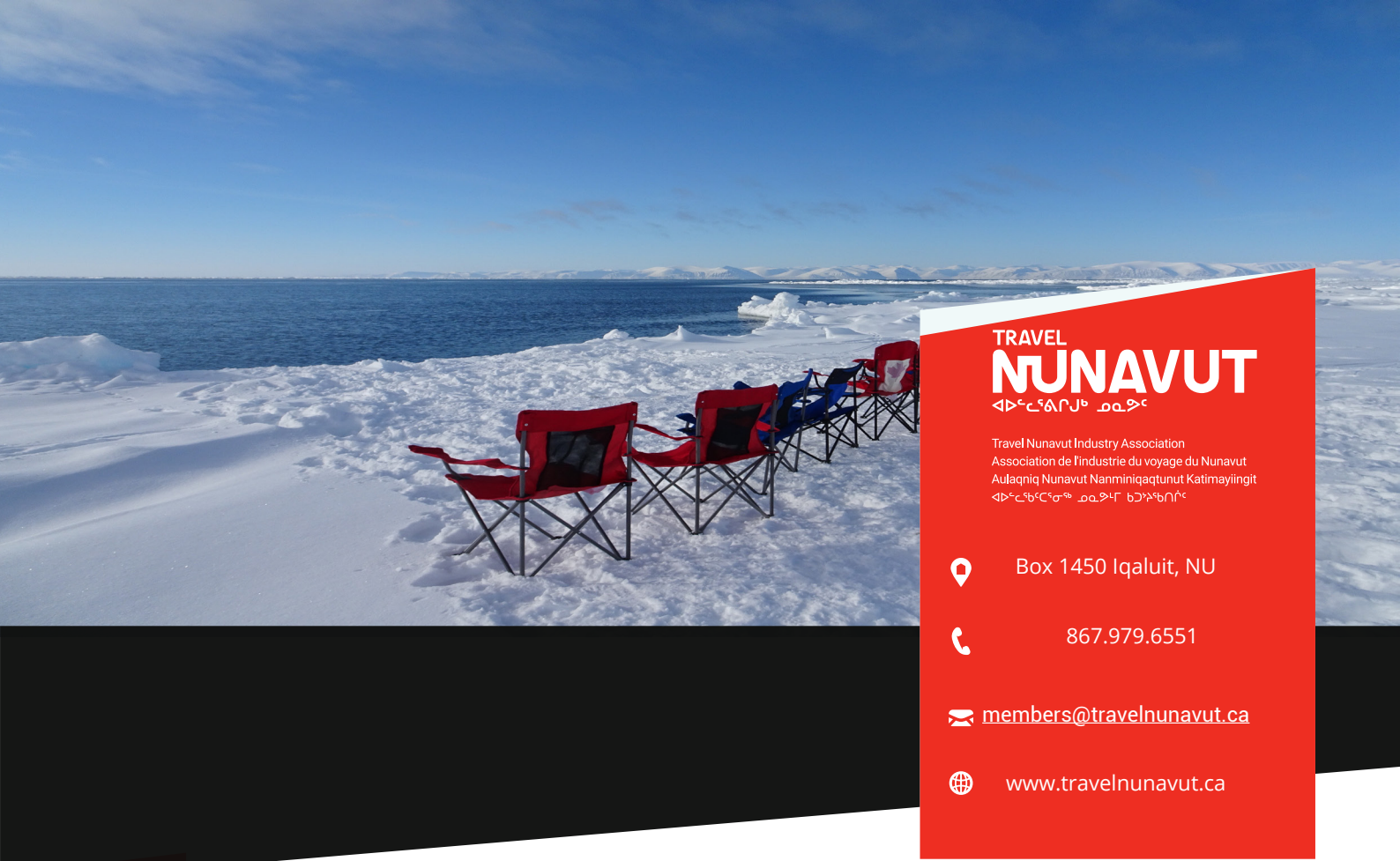
AGM Privileges

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



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Social Media cont'd

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!



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Marketing Assistance Program

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



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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.

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.

