

TRAVEL  
**NUNAVUT**  
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Travel Nunavut Industry Association  
Association de l'industrie du voyage du Nunavut  
Aulaqniq Nunavut Nanminiqaqtunut Katimayiingit  
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## The Power of YOUR Tourism Industry



# WHAT'S IN IT FOR ME?

Member Benefit Guide 2021

# Travel Nunavut

## 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.

## Our Staff

Travel Nunavut employs 4 staff that cover membership, marketing, 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.

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

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

**Marketing Coordinator** - responsible for developing and implementing the marketing plan and offering support to members.

## Benefits

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

## Advocate

Travel Nunavut represents the interests of the tourism industry at the local, territory and federal levels.

## Workshops

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

# Benefits

## 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

Every year we hold an Annual General Meeting (AGM) usually in October. This is planned in conjunction with speakers, workshops and seminars. We encourage all 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:

- Opportunity to present at the AGM
- Participation in seminars and workshops
- Networking opportunities
- Learning & growth opportunities



### Did you know?

Travel Nunavut makes up the largest membership organization of paid members in Nunavut. In 2020 there were 143 members.

# Marketing

## Website

Travel Nunavut has partnered with Alphabet Creative to create a stunning website full of relevant content for travelers to Nunavut. Members are able to change their packages to react to their changing business. We have articles and stories about our members as well as useful information like what to expect.

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 tourism related services. We call these leads referrals and they are directed to the members that best suit what the potential traveler is looking for.

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

## 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.



We have a public Facebook page with over 13,500 followers. On this page we promote our membership and interesting articles about Nunavut.

We have a membership Facebook page where we post helpful marketing tips and business related information for our membership.



We have an active Twitter account with over 4,000 followers where we stay current with tourism trends. We engage the public and other tourism associations with information about members and Nunavut.



Instagram is one of our more popular platforms with over 5,000 followers. 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.



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.



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

# Membership

## 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 scal year. Total reimbursement depends on how many applications are recieved and this program is only available for members in the member categories \$100 - \$400.

### 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.

## Indigenous Tourism Association of Canada

The Indigenous Tourism Association of Canada (ITAC) includes over 20 Indigenous tourism industry organizations and government representatives from every province and territory in Canada. Through a unified Indigenous tourism industry voice, ITAC focuses on marketing, product development support, and creating partnerships between associations, organizations, government departments and industry leaders from across Canada to support the growth of Indigenous tourism in Canada.

With the new reciprocal membership when you pay your membership with Travel Nunavut as an Inuit business you are given a free basic membership with ITAC. This is a non-voting membership, however if you are market ready you can upgrade your membership for a nominal fee.



From 2014-2019 we have given members back \$67,873.00 in marketing assistance money to offset the cost of their marketing efforts.

# Membership

## Tourism 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.

## 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 are interested in hosting a FAM trip please let us know!

## 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.

## 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, potential training or other important information you should be aware of.

## Airline Discounts

Our member airline Canadian North have given us a corporate code that can be utilized by members for business travel and in some cases tourist travel. The code has been put in place to assist tourism operators with one of the biggest obstacles to attracting tourists. The code can be used by members to attend tourism-related travel and trade shows, training sessions and marketing activities that promote tourism in Nunavut. Contact us for the code. It could be used for guests' travel.

## 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 convenient place to stay.

# Membership

## Liability Insurance Discount

We have partnered with HUB Insurance to provide our members with a significant savings on their liability insurance. This program is designed to save outfitters up to 40% on insurance with a company that is not part of this program. This program is tailored for Travel Nunavut members and the types of businesses that you operate.

**\*Calling any HUB office will not get you the discount on liability insurance under the Travel Nunavut plan. Please email or call the office to get the correct forms and contact information.**

## Health Insurance

We have partnered with HUB Insurance to provide our members with a group health benefit for you and your employees.

## Advocacy

Travel Nunavut wants to hear from you about things happening that effect the tourism industry in your community. As the industry association for Nunavut we provide leadership and best practices for the the betterment of the tourism industry in Nunavut. We partner with other tourism related organizations like TIAC (Travel Industry Association of Canada), ITAC (Indigenous Travel Association of Canada), and Destination Canada to ensure that we are bringing relevant issues faced by our members to the forefront.

## Trade Resources

We have partnered with Travel Yukon and Northwest Territories Tourism to form the Pan Territorial Partnership to create learning material that is specific and available on our on our website to learn at your own pace.

Some of the material you will have access to includes the Business, Market and Trade Ready Program, the Product Development Workbook, the Business Aftercare Guide, the Customer Service Handbook and many other useful resources that all tourism business will find useful.

## eMerit Tourism Training

Travel Nunavut is pleased to offer free eMerit Tourism Training for our members. For non-members, you will need to pay a fee. Training and certification programs from Emerit are recognized as the best training resources available to the tourism and hospitality industry. Visit our website for more information.