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Destination Marketing Strategy

For the City of Yellowknife

Overview



- What we were hired to do
- The case for destination marketing
- Critical success factors
- The City's role
- Strategy
- Why tourism? Why now?



Destination Marketing Strategy

What we were hired to do



The Case for Destination Marketing

Why market Yellowknife?

Geopolitical Environment

- Low Canadian dollar
- Low price of oil and gas
- Political unrest in other parts of the world
- Weather anomalies and disasters



Economics of Tourism

- \$98 million in 2014
- 5% growth in visitors on average
- \$1550 average spend per stay
- A 10% increase = \$10 million
- Spin offs:
 - Employment
 - Quality of life
 - More businesses/increased tax revenue



City as Incubator

10% growth = \$10,000,000
to economy

- Destination Marketing Organization (DMO)
- Visitor experience
- Partnership with stakeholders





Critical Success Factors

What is needed to succeed?

Critical Success Factors

- Sufficient and sustainable budget
- Positive visitor experience
- Online presence
- Packaged tours and activities
- Strong, compelling brand
- Partnerships with stakeholders
- Support from residents and City Council





Strategy

Goals, Objectives, Approaches

Destination Marketing Goals

What we will achieve

1. Yellowknife has a DMO.
2. Yellowknife's brand is well-established and recognized.
3. Yellowknife is a desirable meeting/conference location.
4. Residents, stakeholders and City Council support destination marketing efforts.

Destination Marketing Objectives

How we'll know we're
achieving success

1. A DMO is established by 2018
2. Sustainable revenue (visitor levy) by 2018
3. Conference attendees up 10% annually
4. Visitors up by 10% annually
5. High overall visitor satisfaction
6. Residents see tourism as providing net benefit
7. Sustained City Council support for tourism marketing
8. Collaboration among tourism stakeholders



Brand

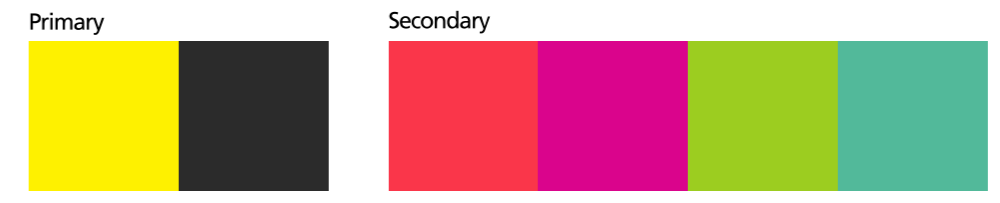
Brand Elements



Imagery

Community
PEOPLE SURPRISE!
 LIFE ON THE EDGE
 Endless sun in the summer
 AURORA IN THE WINTER
 EDGE OF WILDERNESS
 EMBRACE **Extreme**
 URBAN APPEAL

Keywords



Fonts
 Rugged, eye-catching, solid and bold
IMPACT LABEL
 IMPACT LABEL
 Gotham - light **Gotham - bold** Gotham - medium

Colours

Brand



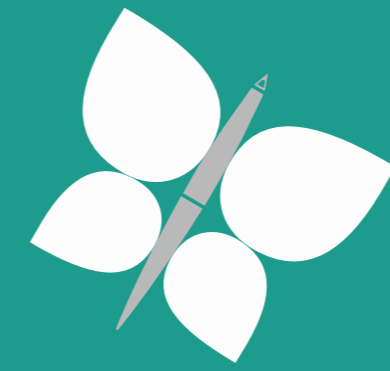
Yello™ Northwest Territories

STEP TO THE EDGE

Slogan

Logo

Concept



Approaches

Destination Marketing Foundation

Commission DMO
Marketing Manager/ED
Visitor Levy

- Stepped process:
 - Hire a (City) Tourism Marketing Manager
 - Develop TOR for DMO
 - Negotiate with NFVA regarding DMO
 - Negotiate and initiate visitor levy to fund DMO
 - Commission DMO; transition Marketing Manager

Work with stakeholders

Expand levered partnership activities

- City as catalyst and facilitator
 - Establish stakeholder forum
 - Identify opportunities to lever effort and expand existing tourism efforts
 - Fill the gaps; close the loops of lost opportunity
 - Close sales on YK conferences
 - Identify and maximize opportunities

Online strategy

Web, social media, online commerce



- Link/rationalize existing websites
- Maximize YK content on NWT Tourism site
- Develop and implement social media strategy
- Establish “book on line” packages for YK

Improve visitor experience

Low cost, high impact

- Multi-language
 - Directional signage
 - Restaurant/service directory
- Improve access to tourism activities/packages
- Create tourism “hub” in downtown YK

Communicate with residents

Demonstrate ROI
Measure opinion

- Obtain baseline information
- Communicate tourism “report card”
- Measure and test support for tourism



Budget

What will it cost, and where will the money come from?

City as incubator

Initial investment over
1 -2 years

	Add'l City funds (000)	Visitor Levy funds (000)	Total (000)
June – Dec 2016	\$0	\$0	\$0
Jan – Dec 2017	\$350	\$0	\$350
Jan – Dec 2018	\$0	\$950	\$950
Jan – Dec 2019	\$0	\$1,000 - 3,000	\$1,000 - 3,000

Why Tourism? Why Now?

- Economic impact is significant
- Take advantage of missed opportunities
- Ability to lever exceptional resources of partners
- When tourism is strong, it is good for the community: creates and supports businesses that rely on tourists to be viable
 - Improved quality of life for residents
- Requires limited and finite City investment

Thank you!

Your marketing communications expert **up north**
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