



CITY OF YELLOWKNIFE

2015-2019 TOURISM STRATEGY SUMMARY DOCUMENT

July 2014



The Yellowknife Tourism Strategy is focused on achieving three goals:

Enhancing Yellowknife's tourism management and partnership model

Increasing awareness about Yellowknife as a destination

Improving community tourism infrastructure and services

Our Tourism Strategy is built on strong and effective partnerships.

Together we can diversify and strengthen our tourism industry. The City of Yellowknife has set three goals and 25 actions to lead us through the next five years.



Goal 1: Enhancing Yellowknife's tourism management and partnership model

- **Hire a Meetings and Marketing Coordinator** to attract conferences and oversee a Destination Marketing Program
- **Pursue authority from the GNWT to levy a hotel tax** which will help cover the costs of key actions in the strategy
- **Maintain funding for the Northern Frontier Visitors Association (NFVA)** until a Destination Marketing Organization is established
- **Continue to participate in the Northwest Territories Tourism (NWTT) annual Conference & AGM**
- **Continue to participate on the NFVA Board and the NWTT Tourism Marketing Committee**
- **Seek City representation on the NWTT Board of Directors**
- **Engage local First Nations in tourism** to coordinate product and market development
- **Establish a Convention and Visitors Bureau (CVB) / Destination Management Organization** with funds from the hotel tax to create a single organization responsible for Yellowknife tourism.

Goal 2: Increasing destination awareness

- **Support the growth of conference tourism** by developing a Yellowknife guide for event planners, coordinating conference bid packages and organizing familiarization tours to attract conferences
- **Raise market awareness of Yellowknife** by creating a Destination Marketing Plan including a tourism website and a central events and festivals calendar
- **Allocate a share of the (proposed) hotel tax to signature multi-day festivals**
- **Incorporate tourism into the City brand** as a part of the proposed 2015 branding strategy to ensure it reflects the community's desired tourism image
- **In partnership with the NFVA develop a mobile summer tourism kiosk**

Goal 3: Improving community tourism infrastructure and services

- **Help support and coordinate customer service training in partnership with other levels of government**
- **In partnership with downtown businesses, expand the City's annual Spring Clean-up** and expand the Adopt-a-Street program
- **Improve directional signage leading to points of interest**
- **Continue to prioritize downtown revitalization and waterfront development** with a focus on beautification and access to water
- **Assess the viability of building a convention facility over the long term**

The City of Yellowknife has links, resources and additional tourism information at www.yellowknife.ca

Contact us at: **867.920.5600**

communications@yellowknife.ca



CITY OF
YELLOWKNIFE

PROJECT PROCESS

The development of the City of Yellowknife's Tourism Strategy involved the following key activities:

Background Review – This included the review of a range of tourism and economic development reports, documents and data.

Communications Plan – The City of Yellowknife implemented a communications plan to let stakeholders know about the process and how they could provide input.

Public Consultation – Interviews with 26 tourism stakeholders from various organizations, levels of government and tourism operators, as well as an online survey of 153 people, and visitor engagement

Tourism Situation Analysis – An overview of international, national and territorial tourism conditions, trends and drivers, as well as a summary of Yellowknife's tourism assets and market profile

Tourism Assessment and Emerging Priorities – A summary of Yellowknife's tourism strengths, weaknesses and opportunities based on survey and interview input, as well as background and tourism situation analysis research

Open Houses – Two of Open Houses were held, which about 30 people attended, and 14 people provided written feedback on the key research findings and emerging tourism opportunities presented.

Draft and Final Strategies – Input from the Open Houses was used to refine tourism priorities and a draft of the Tourism Strategy Background Report was submitted before incorporating City input into the final document.

Strengths and Weaknesses

Here are the top tourism strengths and weaknesses listed by participants during interviews, as well as an online survey conducted during the strategy's research process:

Strengths

- Best place to view the aurora
- Awesome summers/midnight sun
- Proximity to nature and beautiful scenery

Weaknesses

- Downtown aesthetics, litter and empty stores
- Downtown public safety issues due to social issues and addictions
- Inconsistent front-line customer service

The City of Yellowknife has links, resources and additional tourism information at www.yellowknife.ca

*Contact us at: **867.920.5600***

communications@yellowknife.ca