



Northern Frontier Visitors Association

# Membership Advantages

Information and Registration Kit

# Membership Advantages



## Why should you join the NFVA?

Anyone eager to reach visitors and potential visitors to the Northern Frontier Region, as well as the most important tourism businesses and organizations in the area, will want to be a member of the Northern Frontier Visitors Association.

## What benefits do we offer?

We offer marketing and communication opportunities that will give you instant access to just about anyone looking to know more and do more in the North Slave Region, and in particular your business.

# The Centres of Attention

The Northern Frontier Visitors Centre is the NFVA's headquarters, a unique facility in downtown Yellowknife equipped with the best visitor information services in the region.

Along with the NFVA's Yellowknife Airport Discover North – Your Last Stop gift shop (giving us access to over 300,000 travelers annually), the Northern Frontier Visitors Centre provides visitors with access to important information about the great people, places and things in Yellowknife and the North Slave Region.

Because of the strategic location of our centres, the NFVA members gain access to thousands of travelers who seek northern product and service information.



Knowledgeable Visitor Centre staff deliver valuable information about NFVA members to thousands of visitors each year. The centre's brochure and marketing displays offer unmatched exposure to tourists

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## NFVA Promotions

**ONLINE.** NFVA Members are front and centre on northernfrontier.com, a clean, informative and useful website. Our site has become one of the most popular online resources in the region and continues to be an excellent communication toll for visitors, residents and NFVA members alike.

**TRAVEL DIRECTORY.** Our Travel Directory, filled with NFVA members, is distributed to thousands of tourists and residents who visit the Centre. The directory is also included in regular mail outs, including conference and relocations packages.

**INFORMATION GUIDES.** Members have unmatched exposure in our Bed and Breakfast Guide, Food and Beverage Guide, and a Tour Groups and Outfitters Guide located at the Visitor Centre.

**NEWSLETTERS.** It's all here: member information, current centre and airport gift shop information, regional tourism issues, special events and ongoing activates within the Association

# Commitment to tourism

For more than 25 years the NFVA has been proud to work with and represent businesses of the North Slave Region that depend on tourism.

The Northern Frontier Visitors Association continues to provide services that offer our over 180 members incredible access to a very concentrated audience worldwide, and, using a single voice, we continue to bring new people, new money and new attention to this magnificent region.



Tania Spencer

Whether your in the heart of Yellowknife or on the North Slave Arm, no matter how far you have to go to do business the Northern Frontier Visitors Association can help.



A Kaley  
City of Yellowknife

# Membership Advantages



## AT YOUR SERVICE

**MAILING.** NFVA Members have access to mailing, faxing and photocopying services at discounted prices.

**MEETING ROOMS.** NFVA Members have access to the NFVC boardroom and reception area facilities at discounted prices.

**LOBBYING.** We provide a strong and unified voice for active lobbying. The Association is accessible and open to member's concerns and issues. Acting as a unified group the Association has the power to have a major influence on decision-making bodies.

### Northern Frontier Visitors Association

4807.49<sup>th</sup> St

Yellowknife, NT

X1A 3T5

Phone: (867) 873.4262

Fax: (867) 873.3654

office@northernfrontier.com

## Becoming a Member of the NFVA

Included With Your Membership (\$150.00 Annually)

- Listing in NFVA Travel Directory (On-line and hardcopy)
- Business Brochures Position at the Visitor Centre
- Business Card Position at the Visitor Centre
- Discover North Convention and Visitors Service Section (Website)
- Bed and Breakfast Availability Listing (In Centre)
- Listing in Hotel Guide (In Centre)
- Listing in Restaurant Guide (In Centre)
- Listing in Summer/ Winter Operations Guide (In Centre)
- Visitors Information Services and business promotion (NFVA Staff)

### Additional Marketing Opportunities

- Northernfrontier.com Rotating Advertisement (\$165.00 Annually)
- Yellowknife Airport Direct Dial Advertising Board (\$60.00 monthly)
- Front page ad on northernfrontier.com (\$49.95 monthly)
- Advertising Board (\$150.00 Annually, Available in Centre)
- City of Yellowknife Visitors Map Advertising (Every Second Year, Cost Varies)
- Uphere Magazine Discount (10% Off Advertising for new NFVA members)
- CJCD Mix 100 (10% Off First Month of Advertising for New members)
- Event Listing (Webpage/ Hard Copy)

# Membership Advantages



**NORTHERN FRONTIER VISITORS ASSOCIATION**  
**MEMBERSHIP APPLICATION FORM**  
FAX: 867.873.3654  
4807.49<sup>th</sup> St Yellowknife, NT, X1A 3T5  
E-MAIL: office@northernfrontier.com

To become a member of the NFVA, please fill out and fax the following two pages.

Business Names: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Street Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Cellular: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Website: \_\_\_\_\_



\_\_\_\_\_  
Signature Date

To aid in further establishing the credibility of our association, we ask that you provide a copy of your business license and/ or tourism establishment or outfitters license. Thank you

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**E-MAIL: office@northernfrontier.com**

**COMMUNICATION**

Please check our preferred method(s) of communication for NFVA information and updates

Phone \_\_\_ Fax \_\_\_ Mail \_\_\_ E-Mail \_\_\_

**Your Business Category**

Your annual membership fee provides you with one listing in our travel directory.

A \$25 service charge will be applied for each additional listing. If your business offers multiple products/ services, and you would like to list your business in more than one category a \$25 service charge will be applied for each additional listing.

Your business will be listed in our travel directory and on our website under the category (s) selected:

**Business Description**

Please provide a brief description of your business for our Travel Directory and website listing (40 words max):

**FEES**

Annual Membership Fee:  
\$150 + \$7.50 GST = \$157.50

**1. Accommodation**

- Bed and Breakfast
- Cabins
- Hotel, Motel, Inn
- Real Estate & Property Management
- Accommodation Outside of Yellowknife

**2. Adventure/ Experiential Tourism**

- Day Trips (Fishing/ Sightseeing Tours)
- Fishing Lodges
- Boat Rentals, Marine Accessories
- Dog Handling
- Hunting Operators
- Naturalist Tours & Lodges
- Water Adventure

**3. Attractions**

- Amusement & Recreation Facilities
- Heritage & Historical Sites
- Museums and Exhibits
- Native, Natural, Historical Interpretation

**4. Food & Beverage**

- Bulk/ Wholesale
- Catering Operations
- Pubs, Lounges, Night Clubs
- Restaurants & Cafes

**PAYMENTS**

Enclosed \_\_\_  
Please Invoice Me \_\_\_

**5. Tourism Services**

- Advertising, Publishing & Communications
- Consultants & Educational Services
- Artists & Entertainment Performers
- Information Centres
- Laundry Facilities
- Municipal Government
- Professional Organizations
- Retail Operator

**6. Events & Conferences**

- Meeting, Convention & Business Services
- Special Event Organizations

**7. Tour & Travel Agencies**

- Tour Package Operators
- Travel Agencies

**8. Transportation**

- Air Carriers
- Automotive Sales & Service
- Motor Coaches
- Public Transportation
- Vehicle Rental

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