

Keewatin Tourism Study Summary Catalogue Number: 11-33-21

11-33-21



MARSHALL MACKLIN MONAGHAN

KEEWATIN TOURISM STUDY SUMMARY Pペート > こっしょうとうしょうとうしょうとうにん

MARSHALL MACKLIN MONAGHAN

What Was the Purpose of the Keewatin Tourism Study? 1. מברי מי אי ארשיים ווייים אי ארשיים אי ארשיים ווייים אי ארשיים אייים איייים אייים אייים אייים אייים אייים אייים איייים אייים אייים אייים אייים אייים אייי



The Keewatin Region, lying at the geographic centre of Canada, is made up of close to one half million square kilometres of tundra and Hudson Bay coast landscape. The seven permanent communities in the Keewatin are home to approximately 10% of the Northwest Territories total population.

At the present time the local economy in the Keewatin Region relies heavily on small businesses, local wildlife resources and a very small tourism industry. There is an increasing problem with a lack of job opportunities in the communities. This problem is even more critical when one considers the high proportion of young people between 1 - 15 years in each community.

For some time now the Government of the Northwest Territories and the local business community have recognized the relatively underdeveloped tourism potential in the Keewatin.

As a result, in March 1984 the Keewatin Chamber of Commerce hired the consulting firms Marshall Macklin Monaghan Limited and Lutra Associates Limited to undertake a tourism study in the Keewatin Region.

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The major purpose of the Keewatin Tourism Study is to help the Keewatin communities expand the tourism industry and create job opportunities for northerners. The study was also done as a way to help the community residents understand tourism.

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This report is a summary of a larger technical report which was submitted in June 1985 to the Keewatin Chamber of Commerce.

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The purpose of this report is to provide a brief summary of the study and the study recommendations to all community residents.

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2.50% Study Was Done?



The Keewatin Tourism study was funded under the Economic Development Agreement for the Northwest Territories and had full support from the Keewatin Regional Council, the Keewatin Inuit Association, the Keewatin Wildlife Federation and the Keewatin Chamber of Commerce.

In March 1984, Marshall Macklin Monaghan started to work on the Keewatin Tourism Study. From that point the study took 18 months to complete.

Over the 18 month period the planners from Marshall Macklin Monaghan visited each of the Keewatin Communities 4 times, once in each of the four seasons; spring, summer, fall and winter. During each of these community visits the planners tried to inform community residents on how the study was progressing as well as to provide them with an opportunity to participate in the study. In addition to community meetings and phone-in radio shows, the consultants held numerous meetings in each of the communities with community groups like the Hamlet Councils, HTA's, community elders, young peoples groups and so on. Through these meetings the community residents helped to identify the interesting places out on the land, that tourists might be interested in visiting. The planners also spent time out on the land visiting some of these local attractions and travelling with some of the outfitters.

As part of the study the consultants also did what is known as a market survey. The purpose of the market survey was to try to find out what types of tourists might like to visit the Keewatin as well as the activities they

the communities and the types of tourists interested in visiting the Keewatin, the consultants were able to make recommendations on the types of projects ביסאים בבראלב לה סטהתסף בינר ארתלי ג'בייטרוהיי. each community should undertake in order to develop more tourism.

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C' das 18-'Yes C' Ψσ Λεη>' Marshall Macklin Monaghan -d' σ' ρος' ρ' c-۵۸۰۴۲, ۵۰۶۲, ۵۲۵۲, ۵۴۵ د ۵۲۰ معدر محرور ۱۳۵۱ د ۵۲۰ معدر محرور ۱۳۵۸ د ۵۲۰ معدر محرور المحرور ال רוסיכי שחר ש שסאקייחי שרי. הוריכיני שחי סינש פכסחי לי סששחי לי סשים < \$\sigma_0^\\ \text{or} \\ عدد کرمهدرم دری کرمهد کارم میارد مید کی درم میدر کی کرمهدرم درم درم کرمهدرم ۵۵۰۵۲ حمره و الاتوال مول مهر کادلار مول کزد ۱۹۵۰ کنده ۱۹۵۰ کاد ۱۹۵ کاد ۱۹ کاد ۱۹۵ کاد ۱۹۵ کاد ۱۹۵ کاد ۱۹۵ کاد ۱۹ ۵۱۲، ماسه معرام د ۱۵۲ عد ۱

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With this information on the types of attractions that exist in and around СССФО Э५९९९७०० که ۵۰۰۱۹ که دونون ۱۳۵۰ مورد ۱۳۵۰ مورد ۱۳۵۰ مورد ۱۳۵۰ مالات المهمد > خرجه من دلاد وددد باد ، ۱۲۵۸ ۱۳۵۰ ماد ۱۲۵۸ مدده > د المهمده ۱۲۵۸ مرد الم



One of the objectives of the study was to create a greater awareness in the seven communities as to what tourism is and its implications. In addition, the objective was to develop a tourism plan that would reflect the views, concerns and ideas of community residents.

Overall the community residents in each of the communities seemed very interested in the idea of tourism. Several of the communities like Eskimo Point and Baker Lake have experienced quite a bit of tourism in the past. Community residents in these communities have a general understanding more tourists. Most of the other communities, however, have had little or no experience with tourists so the community residents were very interested in finding out more about tourists and the things they would like to do.

communities.

For example one person commented that tourists should not be allowed to ruin historic sites.

Another commented that the old culture is slowly disappearing and it would be interesting for tourists to learn about the Inuit culture before it is gone.

Another felt that aircraft should not be allowed to fly low around wildlife.

All of the questions, concerns and ideas expressed by local people have been documented in the full report and were considered before making po ነር፡፡ የሚከተ ልተር ልተር አለር ነው የመተመመ መመር ነው። recommendations.

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Other people expressed certain concerns about tourists in the Keewatin ላላጥ Δልልና ኦኤዮርሬኦናንና ልላዜ ነበናታናው ኦሬናቴንርብኖና የ የኖሩኮና ልፍቴንርት የተ

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۵۸٬۹۱۱ مرد ۵۰۲ تا تا ۱۲۸۲ محد، ۵ معرد ۱۹۵۵ کید کاور ۱۳۵۸ کی دار

4. Why Would Tourists Be Interested in the Keewatin?



Region as a whole.

to identify the potential for tourism in each community. In order to do ۵٬۵۵۰ ሰ. አላቮፍ՝ ኖኖ >ሩናግጋው محمد کوچ، ር۵៤ مکرته 'گوی (دیمتری کوچیک کوچی

certain other Arctic areas, it does have a number of important tourism ርግጋር እርቴኒር, የተላው ታልርቴኔም ርኒር ላላቸል ነጋታ ይላላ ሥነጋ፣ attractions such as:

- the barrenlands have their own unique beauty;
- tremendous sportfishing and sport hunting resources;
- variety of relatively visible wildlife;
- large river systems suitable for boating activities;
- Island.
- Loson ablade A'FJCCDe Cds of offic; - ۵% - 4 0% C% - 4 30 0% - 4 0% C% - 44 50;
- ቀት የፕሮጋኔ የውኑና ርፊ አካ ካና ዕር ፈና ዓረ ብጋ የና;
- ۵%، ۲۵، ۱۹۵۲ مه ۱۹۵۸ مه ۲۵، ۱۹۶۰
- a number of areas with outstanding scenery like Wager Bay and Coats ヘロコチャロロ Cd5 でもつしんく Cd5 かいい かいっかい かいっかくり マピュー かくり マイト・

in and around each of the communities. In undertaking the study the በና ኤኦትናላቴሩ በተጋና ጋየፖሪኮንና የኖተናና ውቁናጋትርና ውቅስፕናጋም ለአት ካዬሪሆናንና consultants soon found out that each of the Keewatin Communities has >55% 47% a 40% of the Keewatin Communities has >55% 47% a 40% of the Keewatin Communities has >55% 47% a 40% of the Keewatin Communities has >55% 47% a 40% of the Keewatin Communities has >55% 47% a 40% of the Keewatin Communities has >55% 47% a 40% of the Keewatin Communities has >55% 47% a 40% of the Keewatin Communities has >55% 47% a 40% of the Keewatin Communities has >55% 47% a 40% of the Keewatin Communities has 55% a 40% of the Keewatin Communities has 65% of the 65%

something different to offer tourists. For example tourists would like to:

- visit Coats Island, south of Coral Harbour to photograph walrus;
- visit the Harbour Islands in Repulse Bay to see the carvings on the rock and the graves:
- visit the Traditional Village near Baker Lake to learn of the old culture;
- go spring fishing at Cape Silimiut near Chesterfield;
- buy crafts from the craft shop in Whale Cove;
- visit historic Marble Island near Rankin Inlet; and
- go grayling fishing on the Maguse River near Eskimo Point.

These are just a few examples of the many things tourists would be interested CLC dd DCD*arc & DNCYDRC a* VNay "CYC Cddla"DC Ccnc ADd' in seeing and doing in the Keewatin Communities.

- Harbour Islands abis both none that one the sample continued the
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- ססמשיני שחי למשלוסי למשל מידי חףקי לאד;
- C440300 D"2001 64"2004 " שפולעם;

معلا (۱۶۲۵ کهد ۵۰۱۲) کهد

- 73 (Dlo Abs 70's A Maguse River - T of Ad boto.

a "D's PC" c' F sac"" o.





In order to develop an understanding of the potential tourists who might N.W.T. Air. The questionnaires which were handed out to passengers on ^ ^ いいしもん ひょ へんしゃしもん やしょ へんしゃしもん しゃくしょ へんしゅんしゅう flights throughout the summer were intended to identify what the tourists liked and disliked about the Keewatin.

a questionnaire survey to passengers leaving the Keewatin on Calm Air and በና ጋራታውረት ኃበት በት ርትት ያግጋሩ ላውታት ያና የውድርውና ኃበት የውልና ጋና ኦርናዓረት ጋና

The planners also interviewed many of the groups down south that might የአንት የተመረሰ ነገተ በተመደመው ነው። የተመረሰ ነገተ የመደመው ነው። የተመረሰ ነገተ የመደመው ነው። የተመረሰ ነገተ የመደመው ነው። የተመረሰ ነገተ የመደመው ነገ be interested in organizing trips to the Keewatin.

are provided in each community. The following types of tourists would be איסי אלרויאיי פאריי: interested in visiting the Keewatin:

- Sport fishermen
- 2. Sport hunters
- areas natural attractions, wildlife, plants, historic resources, etc.
- People interested in photographing wildlife and northern scenery.
- People interested in visiting northern communities and learning about 5. Ldd DPD 4 C 4 DTD 5 6 the Inuit culture.
- Canoeists, and others interested in travelling on the land.
- People interested in Inuit arts and crafts.

This portion of the study determined that different types of tourists will CLDIa %DANAY DPAY CDAM OF ATTOM SECTION SECTION OF ATTOM SECTION OF travel to the Keewatin communities if the proper facilities and services ΔL^*a $\wedge GCG' + GG' + GG'$

- Δ% ν Δ ነ Δ ι
- 2. L%Δ'J4' ሰ'
- People interested in spending time out on the land learning about the 3. Ldd Dalpara Darade Darade Darade, of the out on the land learning about the 3. Ldd Dalpara Darade 2'σ', Δά ΛΛσδω)σ', CL'd<2.
 - 4. Ldd & >- ۱۲۵ مراحه مراحه مراحه ۱۲۵ مراحه د .

 - δΕΡΦΉϽΡΦΦΎ < <ΡΝΦΉϽΡΦΎΟ ∞εΓ ΔΙΔΛΙ΄.
 - 7. Ldd CdxLx Dod habla o.

How Can the Keewatin Region Begin to Attract More Tourists?



In the south not very many people know about the Keewatin Region. In where to go to get information.

ه عفر معلام عاملاعظ لد طلا ودوران فلاء بد ده مام علا وروده في المام المنافعة م addition, people who may be interested in the Keewatin often do not know . ላ°ኃኒኌሪ የኖሩናፑኑ %▷ኦኒፕኒር ፈጋላቦው ५° ኇናልኑጚያ ጋየፖርፋል•ኣጉጉ .

As a result, it is recommended that the Keewatin Region be actively CAL CL ۵ ለነፈበና العربية አንና የኖሩሱ ለፈኖሩ حدى ጋኒዕLኑዕኛ ተጠላፊና حدد ነብ የተጠላከት የተጠ advertized and promoted in the south as the "Accessible Arctic" providing a variety of interesting places for tourists to visit and unique activities ጋኔና ኦኮሬና ለውሥ ሬ ዓጋት ሩ የ ላይ ተንትሄኖር ጋት ራር የብርብ ተልመርተር . to participate in.

مرعم محروه محروه

Each of the communities in the Keewatin region has something a little will be able to attract different types of tourists and they won't have to ১٠٠١ المعرب المع compete directly against each other in trying to attract tourists.

مدح کزلے کو وجود ت میک میں کہ کھ لا > کو اسمان کمان د کا کی کم د different to offer tourists to see and do. On the basis of these different nation. CL dd attract Cdf at attraction of the contraction of the basis of these different to offer tourists to see and do. On the basis of these different nation. community. If the communities are developed according to these roles they በየበና ለተነ ፈ ዓ/ፈ ታ ዓ/ና ይለጭ ላ ፈ ዓ/ፈ ታ ዓ/ና ይታየት እር ነ-

The roles for each of the communities are described below.

">לבלססחרלי ב "כדי שבר סלי כו"ב סלה חח"ס"דב>י.

caribou, Inuit history and culture, arts and crafts and sport fishing.

Baker Lake: Tourism development in Baker Lake will focus on the waterways, هله المحامحة المح

the RCMP history and the history of the Roman Catholic Church.

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visible wildlife including walrus, polar bear, seals and sea birds.

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culture and arts.

Eskimo Point: Tourism development in Eskimo Point will focus on the Inuit අላልና: >¿ናኄጋል ለፖበፈን ቴኄርኒና ጳጳጳር ለነጻበዔኄጋል Δεናሪፊሃዮጵያ Ξ اد ۱۹۲۵ که

Region and future tourism development will focus on Inuit history, the whaling days and the community's mining history

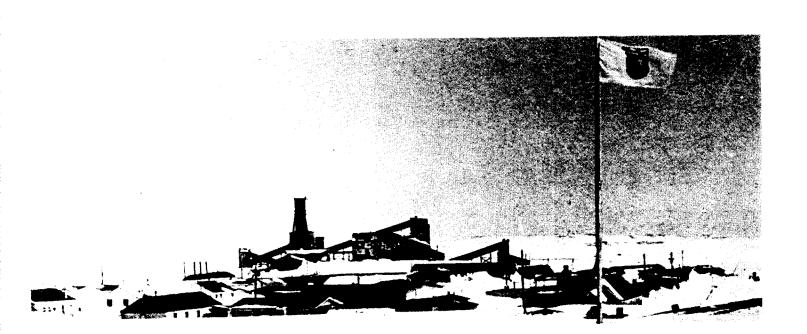
Repulse Bay: Tourism development in Repulse Bay will focus on the beautiful abbe: >¿5%) ^ ^?^^^ abbe abbe Cdbe Cdbe Cd action actions and actions are considered as a constant actions. scenery as well as local wildlife and sport fishing.

lifestyle elements in the community.

Rankin Inlet: Rankin Inlet will be developed as the gateway to the Keewatin 65°cσ%: 65°cσδ΄ ΛΡάλησδάζι ΔΕ΄α δ° ddህລσ dና GCDລσ የኛና cδና ΔοΦρί

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Whale Cove: Tourism development in Whale Cove will focus on the traditional በድናና ২ላ%: ১៩ናዮጋልና ለንበፈንነ ፌ ሲንማ በድናና ২ላ៣ ር ፊታኑ ጎና ልራና የታጋጐታት ራራ D'ol' salo.





Some of the new business opportunities that were identified in each of the opportunities can be found in the full Keewatin Tourism Study report.

مدر ۵ددر ۷ممرهی مرد مدره ۱۲مه ۱۲مه ۱۲مه ۱۲مه ۱۲مه ۱۲مه معرب ۱۲مه communities are listed below. Further information and details on these ርቴኄል በበፍማረL>ና. ጋካኒኒካና ΔኃΔናቴρናሪላናጋና ልኃልሴንማረርናሪና ማኅገና ነገር የተ > ۱ ۱۹۴۵ > کردن مناد مهمکه ۱۲ محنفلاته.

- to groups of fly-in fishermen. Facilities would include tent frames, a small dock and outhouses.
- Support the designation of the Thelon River as a Heritage Waterway.
- and facilities that can be rented on a nightly basis.
- Chesterfield Inlet.
- Develop an elders society meeting and craft area.
- Introduce group tours of the print shop so tourists can see how the

Chesterfield Inlet

- Establish a boat tour operation offering several day boat trips up the _ DFd^DSD5*nord>n D'ac %'Ac Pd* <Dt bn* Cc' J' & La %La' > dJ'. coast to Cape Fullerton and up the Inlet to Baker Lake.
- old Inuit culture sites.
- Run fishing trips to Cape Silimiut in the spring and summer.
- Organize spring floe edge trips by dog team or skidoo to view wildlife.
- Run Bombardier trips to Rankin for tourists in the spring.

- Develop a semi-permanent fish camp on the Thelon river catering ለጋበላ ጋቦ ልዩ ታላጭ ጋታ ልዩ ተላማ ነገቱ ረቱ የዜና ነጋና ልዩር ጳበላቴቱ L ፈልዩ
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- کاره ۱۹۵۸ عوم الموم الم
- Start a boat tour business taking tourists from Baker Lake to مادعات مشاعره المساعره المساعره المساعره المساعرة المساعر
 - معداه ۵ مدد ۱۹ ۸ مرد مه مرد مه مرد مه مرد م
 - >ביפיטשי פראיני בוי כמאישישישים רישל מידי אבישל מיד >ביפיטי (۲) کا مر محرد ال کا ب در المام مرد الرد

۵ عدل ج

- - ۵۴-64404 مراحه المعالم المع
 - ۵۸۰ هزه و کودهران کرد کاله ۱۵۰ میله که ورې ور کالې ورې ور خراصه ۱۵۹۶ -
 - خدلام عد الاسحمح عدم د عدم عدم عدم عدم عدم المعلق عد .



Coral Harbour

- Develop photographic safari tours to Coats Island.
- Develop a small remote naturalist lodge on Coats or Bencas Islands.
- Establish polar bear sport hunts out of Coral Harbour.
- Offer spring dog team trips to the floe edge and Native Point in the spring time.
- Establish a proper taxi business in the community.
- Promote further development and sales of local arts and crafts.

Eskimo Point

- camp at Upper Eskimo Point.
- on the barrenland and coastal features of the area. A honda rental operation could be run in conjunction with these trails.
- points of interest in the spring.
- focussing on bird watching opportunities.

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- Eskimo Point-F.
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- م "که د که که کرد کرد.
- Develop extended boat trips to the McConnell River Bird Sanctuary PFG45Gbb4Gc2vb-4Gc . ، ود ۱۵۰۰ کا ۱۵۰۰





Rankin Inlet

- Initiate a Honda rental business offering guided tours to the Meliadine historic sites.
- Recreate a typical Thule House along the Meliadine near the Ijiraliq historic site.
- o Develop both overnight and day tours out to Marble Island.
- o Reconstruct the mine headframe to house an interpretive centre.
- Develop a small convenience food concession at the airport.
- Organize a series of chargeable weekly events for tourists throughout the summer.
- O Develop an overnight hiking trail on the Pangertot Peninsula incorporating base camp facilities at the halfway point and with honda or boat access to each end of the trail.
- o Utilizing the existing road/trail system out of Rankin, run bus tours for elderly tourist groups out to the Meliadine River.

Repulse Bay

- o Support and encourage the designation of Wager Bay as a National Park.
- o Develop a small scale remote naturalist lodge in the Wager Bay area.
- o Run photographic tour boat trips to Wager Bay focussing on opportunities to photograph scenery and wildlife, i.e. caribou.
- o Develop a tent-frame sport fishing camp in Duke of York Bay.

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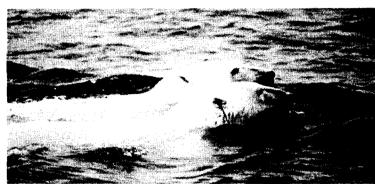
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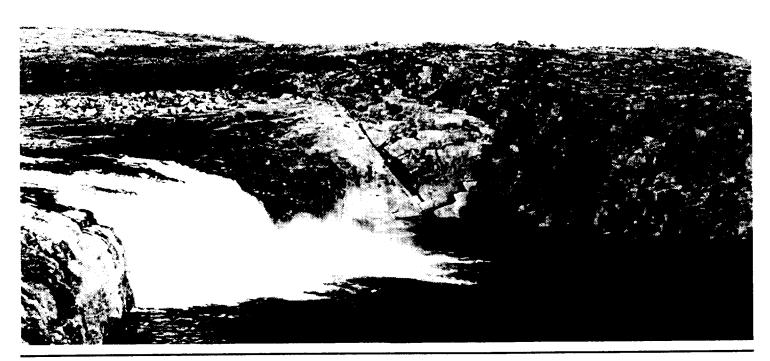
- Organize and develop extended boat trips to high interest areas like Duke of York Bay, northern Southampton Island and Lyon Inlet.
- In conjunction with the development of the Wager Bay naturalist lodge, run skidoo expeditions between Repulse Bay and Wager Bay in the spring.
- Develop day long boat trips to local attractions like the Harbour Islands and John Raes cabin.
- Develop a self guided hiking trail to the Naujaat site.

- Establish an outfitting business in Whale Cove.
- Develop a number of boat tours to local attractions like the Tavani H.B.C. cabin and the Ferguson River.
- Organize and develop regular summer events when tourists are in the ८८०,५५०५५८८ ८८०, ٩०५०४८८ ১८०५०८ । community.

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However to develop these businesses and projects, government funding LCL das Padro Abdraca. assistance will be required.

Most of the recommendations for new tourism businesses are projects that こしょうく くつらかりょう こうかん しゅんしゅう しゅんしゅう しゅんしゅん can be undertaken by local businessmen and residents in the communities. ለተራሥዔኄን Δ۵ሄበፕዮ۵۰. የተላራ ርርነ ፅላ ለጋ፡ Lበነ ራላ ራጭሩር ለተራሥህዛና ለራበላ ኳና ,

interested in starting a new business or expanding an existing business. A Keewatin Tourism Study report.

There are a number of funding sources available for northern residents CAL Padyact & ACS LS DPDGCGDFDS ADSACTOR ACTIONS ACTION ٥٠٤٤٠٠ ٨٠٩٥ ٨٦٥٥ ١٩٠١٥ ١٩٠١ ١٩١٤ ١٩٠١ ١٩١٤ ١٩٥١ ١٩٥١

Some of the more important funding sources currently available include C۵٬۵۹ معرض مهرد أعلى المارة Special Arda, ٨٥٠ داره المارة المار new local businesses in identifying the different funding sources which might be available for a specific project.

Fund. The Department of Economic Development and Tourism can help בירל ۸۲۵パップロ・ ב בב ۵ペンムがCDマッコ・ドマックト ウェロケッグ・ハック・ マンペCD-איביראי הפהחארינחיסי.

undertaken by the N.W.T. Government.

9 How Will the Keewatin Communities Benefit?



will be in the form of jobs created. It is estimate that if all the projects identified are initiated over the next ten years, a total of 84 new seasonal jobs, 3 full time jobs and 17 seasonal part/time jobs will be created in the Keewatin communities.

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In addition to these jobs directly related to the operation of the identified projects, there will also be significant spill-over benefits in each of the communities. For example, if one of the identified projects is to start a new outfitting business, at least one seasonal job will be created for an outfitter. In addition to creating a job for an outfitter, this project will attract tourists to the community who will spend money, not only to go business to a local carver, another job. The outfitter who will also be making community for hunting equipment or a new snowmobile. Again, this provides more money into the local economy and in turn more jobs.

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