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***Peel River Boat Tours - A Business Plan:
Tourism Business Opportunities Study, Fort
Mcpherson (2 Copies)
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PEEL RIVER BOAT TOURS

A BUSINESS PLAN:

TOURISM BUSINESS OPPORTUNITIES

STUDY

FORT McPHERSON, N.W.T.

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BUSINESS PLANS - INTRODUCTION

The development of any of the five suggested business as documented in the "Tourism Business Opportunities Study" Fort McPherson, N.W.T. could bring substantial economic and other benefits to the community. Spin off economic benefits may include Co-op gas, grocery, hardware, coffee shop or hotel business; tire repair and sales; craft sales; canvas shop "awareness" and sales to name only a few.

Other benefits from development of these business may include:

- pride of accomplishment;
- setting a positive example for other businesses in the community;
- training and experience of owners and staff which can be transferred to other businesses;
- exposure to visitors....a learning experience;

FIVE BUSINESS PLANS ARE DETAILED AND BOUND SEPARATELY FROM THIS REPORT:

1. Arts & Crafts
2. Peel River Boat Tours
3. Dried Meat/Dried Fish
4. Gwich'in Cultural Camp
5. Bed & Breakfast

EACH BUSINESS PLAN IS DETAILED UNDER THE FOLLOWING HEADINGS:

EXECUTIVE SUMMARY
PROJECT DESCRIPTION
COMPETITIVE FACILITIES AND SERVICES
MARKET ANALYSIS/MARKET CONSIDERATIONS
OWNERSHIP, MANAGEMENT, HUMAN RESOURCES & TRAINING
OPERATIONS
MARKETING
FINANCIAL
LEGAL LICENSING, INSURANCE
SOCIAL CULTURAL IMPACT
ENVIRONMENTAL CONSIDERATIONS
COMMENTS/CONSTRAINTS
IMPLEMENTATION/TIMEFRAME
BUSINESS PLAN "TO DO"

APPENDICES

We suggest that before specific **Business Plans** are reviewed the main text of the "Tourism Business Opportunities Study Fort McPherson, N. W. T." be reviewed to gain an overall perspective.

In our detailing of the business plans we have attempted to strengthen the viability of each project through cooperation with one or more projects.

Some capital cost or marketing budgets may have a minimum and maximum. Money actually spent will then depend on the applicants own resources, his/her seriousness and available assistance.

At the completion of each Business Plan a **“To Do” list** suggests tasks to be completed in order of priority.

Brochures and related information on operations similar to the specific Tourism opportunities, where applicable, is found on the inside back cover of each Business Plan.

For any of these Business Opportunities we strongly suggest interested operators experience **first** hand, similar operations. Potential Bed & Breakfast operators to stay with Bed& Breakfast in **Inuvik** or Dawson; potential Gwich’in Cultural Camp developers to experience similar facilities (ie: Ste Marie among the Hurons in Ontario, Alaska Land in Fairbanks, Baker Lake N. W.T.)

For implementation of these projects assistance may be sought from one of a number of sources; refer to “Financial & Technical Resources.”

IS THIS BUSINESS FOR ME?

Before entering into this business opportunity we must ask:

- Am I prepared to dedicate the time and effort to make it work?
- Do I have, or can I obtain the resources needed?
- Would I enjoy this type of business?
- Is this the type of business that I want?
- Would I gain more benefit and satisfaction from working as an employee... without the hardship and headaches involved with ownership?
- Am I qualified?
- Do I have the financial resources to provide equity?
- Will it compliment my lifestyle and other work activities?

#2 ^wPEEL RIVER BOAT TOURS^w

EXECUTIVE SUMMARY

“Peel River Boat Tours” could operate independently or could be considered as a complimentary component of a **Gwich’in** Cultural Camp (See Business Plan #4). Business Plan #3, Dried Meat/ Dried Fish and #1 Arts & Crafts may also be combined as part of this Business Opportunity.

Although “Sports Hunting” is not a priority Business development opportunity, selected by the community it could well compliment “Peel River Boat Tours”. As such we have done some very preliminary cost benefit analysis but recognize as this is not one of the 5 chosen opportunities, **further** detailed planning should be completed before proceeding.

The “Peel River Boat Tours” project which can be developed with a minimum of capital cost has good potential with expanding **Dempster Highway traffic**; especially with an assertive marketing program.

We suggest most popular packages are of short duration -2-5 hours, 1 day, or overnight tours to a variety of attractions accessible from the Peel River.

PROJECT DESCRIPTION

The Business Plan is designed for the general concept of “Peel River Boat Tours” but in essence can be a business plan for the continuation of the existing licensed outfitter “Dempster Patrol Outfitters” and or for **Johnny** Charlie or William Teya if they became formally licensed.

Area of outfitting business to include Peel River and snowmobile access to area within about 1 km of Peel River and /tributaries. If Sports Hunting was included the area would be expanded to include **access** to the best game.

The project has the potential for outfitting activities in both the **summer** and winter seasons. **Summer** to include boat tours, fall hunting, while winter could include snowmobile or dog team trips.

Peel River attractions potentially part of outfitted boat tours include **Shildee** Rock, remains of one of Alberta’s Johnsons cabin, Destruction City, Indian Village at the mouth of the Peel, numerous **fish** camps, Trail River Cabins. The natural beauty of the river and mountains in the distance, **all** adds to the attractiveness of the river based operation.

Outfitting for sport hunters would take place in late August and September with potential for mountain caribou, moose and if Dept. of Renewable Resources Regulations changed Grizzly. As the regular Peel River Boat Tour Business slows dramatically in late August with **traffic** on the **Dempster** , the fall sports hunt season is an ideal extension.

A moose hunt may sell for \$2500.00 and a caribou hunt for about the same - at least until a reputation is established. **Dahl** sheep hunts generally sell for \$8000.00-\$10000.00 U.S. each and are conducted mostly by horseback or back pack. With boat access backpacking could be limited. **Dahl** sheep concentrations would have to be further researched; access across into the Yukon would likely be very **difficult** due to regulations. An estimated net income after all expenses may be \$500.00 per sports hunter with 4-8 hunters per year.

COMPETITIVE FACILITIES

There is one licensed outfitter, **Dempster** Patrol outfitters (Neil **Colin**) on the Peel. Johnny Charlie, although unlicensed, has an arrangement with a Yukon outfitter to pick up canoeists up the Peel and tow them back the last 100 km of quiet water to the **Dempster** Highway where they meet the Van that picks up paddlers, canoe and equipment.

There are no tourist lodges/camps in the area although Arctic Red River outfitters and Gana River Outfitters are the closest big game outfitters operating in the MacKenzie mountains, south and southwest of McPherson on the next side of the border. On the Yukon side of the boarder there are three big game outfitters with their registered guiding area close to McPherson; Yukon outfitting; Bomet Plum outfitters and Widrig outfitters. Most outfitters host primarily non-resident sport hunters for Dahl sheep, moose, mountain caribou, mountain goat and wolverine and also do non-hunting-activities such as fishing and wildlife viewing.

On the Yukon side there are no active lodges although a number of canoe outfitters utilize the Peel in its upper Yukon reaches.

MARKET ANALYSIS/MARKET CONSIDERATIONS

In other areas of Northern Canada, such as Yellowknife, **Inuvik**, or **Dawson**, where road traffic is a major market, water based products that are in demand are normally very economical, of short duration and entail a variety of components (fishing, historical site viewing, wildlife viewing, etc.). Information on boat tours must be readily available and the tour easy to book.

The prime markets for Peel River Boat Tours are:

1. **Dempster** Highway bus tours;
2. **Dempster** Highway Tourist vehicle traffic;
3. McPherson Hotel guests (construction workers, Government and Business Travelers, Tourists);
4. **Inuvik** resident and visiting friends and relatives;
5. Tour wholesalers - already offering packages to **Dawson** and **Inuvik** should be priority.
6. Canoe/Kayak and Raft outfitters;

Most of the itinerant **Dempster** Highway traffic is not likely to book activities, such as a boat tour, in advance. Information on the tour details must be readily available at all tourist information centres in the highway to maximize potential for booking. Operator must be ready to host a trip on short notice.

If a **Dempster** Highway tourist books a 1/2 day package on his way to **Inuvik** and is satisfied, he may well book another separate tour on his return trip back down the highway! As described in the main text of this study "Native Heritage and culture: are high on the list of interests of Northern travelers . This should be emphasized where possible in packaging the tours. The outfitter and guides can themselves be an important component of the tour..., Northern characters telling interesting stories, legends, demonstrating bush skills, crafts, cooking.

OWNERSHIP/MANAGEMENT HUMAN RESOURCE AND TRAINING

A very small business can operate as a sole proprietorship but as business grows and with the possibility of outside financing and increased liability, we suggest a limited company or joint venture be formed. Partnerships are not recommended.

We recommend the owner and interested members of the family travel to **Inuvik**, Whitehorse or **Yellowknife** to experience from a "tourist" or a "training on the job" perspective similar operations. These include: "Blue Fish Services", "**Naocha Enterprises**" and "North Arm Adventurers" in **Yellowknife** or "Arctic Tour Company" (tour boat) in **Inuvik**.

Any training on the job or similar work experience ie: with Big Game outfitters, sport fishing lodges would provide even a broader understanding of the Tourism business.

Although the future of the "Tourism Training Group: and the Level I, H, & III guide training program are uncertain, we strongly suggest the **owner/operator** taking the three month "Tourism Entry Program", a Level I and H guide training and a St. Johns Ambulance First Aid.

Any Tourism "Hospitality", "Awareness Programs" or short small business programs would also be beneficial.

Keith Colin, son of **Neil Colin** who owns "**Dempster Patrol Outfitters**" has completed the Level I and H guide training, and the 3 month "Tourism Entry Program".

Various skills not usually **mastered** by "on the land" oriented people may include bookkeeping, accounting, marketing, public relations. These tasks may be handled by an experienced person on an hourly basis in McPherson.

With an increasing demand for these small business services, the Band may wish to assist, or provide services to small business on hourly rate.

OPERATIONS

Until the business is further developed (year #2 or #3) one owner operator can run most of the operation.

Someone may be contracted to answer inquiries, make bookings schedule guests and additional staff when required. Ideally the Tourist Information **Centres** at 8 mile and in McPherson in the community could answer inquiries and book guests on a commission basis. A phone with a recorded answering machine should also be in the community and answered on a regular basis.

A base of operation (as **Dempster Patrol Outfitters** has) with access to the Highway and the Peel is critical. Communication with the in-town McPherson booking contact must be kept up on a regular basis.

The base camp may combine living accommodations for the owner/manager, a boat dock (base), **sales/information/booking** stand and possibly to include sale of dried **meat/dried** fish, craft sales.

Outfitting licenses could be multi-seasonal and include other opportunities: sport fishing Deep water, Niendo or Husky Lakes; snowmobile/Dog Team Tours etc. Little is know of the sport fishing potential of these 3 lakes. Deep water lake is within easy walking distance of the Dempster Highway and a road/boat launch area would provide accessibility. Limited domestic fishing has taken place in all 3 lakes while virtually no one, in our research, knows much about sport fishing - wither trophy or recreational fishing. Both Husky and Niendo Lakes require float plane access - none is based at the community at the moment. Although these are other potential outfitting activities we suggest emphasis on the Peel River at this time.

We do not recommend investing heavily in equipment (boats, motors, etc.). If more than 4-6 guests do confirm at one time, we suggest to have a list of qualified guides with quality equipment available on a part time/as needed basis. The owner manager with his equipment would host the first 4-6 + guests in his boat and contract, on a daily basis, the balance of the business to other qualified and properly equipped local guides. Other guides must have a minimum amount and quality of well maintained basic equipment as listed. This minimizes capital requirements for owner while at the same time maximizes benefits to other community guides with their own equipment.

Basic equipment to include 25-30' river scow, 2 motors, and various but basic outfitting equipment (see capital cost for details), for one guide and up to 5-6 guests. This equipment provides for river travel and overnite camp capacity.

MARKETING

With at least 6 target market groups there are a number of ways to derive maximum results from each target group.

As we suggest there area potential six target markets, a "marketing mix" to include some or all the following is recommended:

- **Fam Tours**
- **Brochure, info kit;**
- **Professional Photographs**
- **Booking Agents** (on a Commission Basis)
- **Advertising**

The **Inuvik Resident** and (V. F. R.) Visiting Friends and Relatives, Market, **Tour Wholesaler** (fly or fly drive or fly bus) and **bus tour markets** are best marketed in close conjunction with an **established Inuvik (and/or Yellowknife) based in bound Tour Operator, or direct with wholesalers.** They will expect "fare trips" for themselves and writers, and financial assistance on marketing aids which they might produce in conjunction with the operator.

- We recommend building in a 150/0 to 20% commission to agents as part of your marketing expense. Agents may for example be paid a 15% commission for the first 25 guests booked and 20% for those booked over that number. Deposits should be paid on confirmed bookings with balance from the guest or agent prior to departure. Prior to signing an agreement with an agent, the agents promotional program should be discussed and agreed upon.
- For an agreement to work the operator and the agent must have a trusting, communicative and well understood agreement. The operator must insure a quality product!

The Dempster Highway Vehicle Traffic and Hotel guests market can be promoted by the owner operator or a local part time agent in McPherson.

Historical stories and legends are of high interest to tourists. Neil Colin has a 60 min transcribed tape of Lazarus Stitichelli who spoke of his knowing and tracking the "Mad Trapper of Rat River".

We do not recommend attending major USA Trade/Travel/Sports shows due to the high expense, heavy competition and comparatively "small" product in a location far from the show location. Tourists will rarely book a "Peel River Boat Tour" as a major holiday, but rather as a component of a larger multi-purpose or multi-destination holiday.

A suggest marketing plan for Year 1 with a budget of \$15,700 includes:

<u>ITEM</u>	<u>BUDGET</u>
<ul style="list-style-type: none"> • <u>Professional photographer</u> plus expenses; For specific photos of outfitter and equipment; guests with outfitter; shore lunch; camp; attractions; staff; outfitter & guests, community attractions. . W. A.V.A. may assist with photography or the Governments photographer via the "Dept. of Culture and Communications" may be requested. 	1,500.00
<ul style="list-style-type: none"> • <u>In bound Tour Operator/Travel Agent support:</u> copies or slides, B & W photos, blow ups of select tour shots, limited run of brochure with space for booking agent's name and address; 	1,500.00
<ul style="list-style-type: none"> • A <u>written "BOOKING AGENT AGREEMENT:</u> should be put in place with selected agents. 	
<ul style="list-style-type: none"> • <u>That during</u> the first season of operation (summer 1993) quality, proven, <u>SPORTS/TRAVEL WRITERS, WHOLESALERS, BUS TOURS OPERATORS AND AGENTS</u> be hosted to review the product, and in turn to promote and/or write about the product. We recommend hosting two to three professional writers and two to three other agents wholesalers based on input from established Inuvik & Yellowknife booking agents, Travel Arctic, W. A. V. A.- Writers for local papers N.W.T. and Yukon, magazines "Up There", Northwest Explorer and 1-2 specialty magazines are recommended. 	2,000.00
<ul style="list-style-type: none"> • <u>Information brochure</u> design and production. Basic B & W or three colour 8.5 x 11" folded with separate (yearly) price insert aimed primarily at highway traffic market and in-Bound Tour Operator Market; 	2,500.00

<ul style="list-style-type: none"> • Dependent on success of the business and number of quality of photographs taken during the first and second season of operation a colour brochure is recommended for the year three; estimated at 3-4,000.00. 	
<ul style="list-style-type: none"> • Pop up Portable mini display for use at local Trade, Travel, Festival or events or season display at the NWT's Dawson Information Centre. 	3,000.00
<ul style="list-style-type: none"> • Festival/Show expenses 3 shows (NWT & Yukon) @ 500.00 each 	1,500.00
<ul style="list-style-type: none"> • Signage and Brochure stand for prominent Dempster Highway location: Whitehorse, Tourist Info Dawson, Eagles Plains, Ferry Crossings (& Ferry Boats) Arctic Red and MacKenzie, campgrounds, hotels in Ft. McPherson, Arctic Red, campgrounds; 	2,000.00
<ul style="list-style-type: none"> • Cooperative Marketing Efforts; with Bus Tour Companies, wholesalers and agents 	1,000.00
<ul style="list-style-type: none"> • That a GUEST QUESTIONNAIRE (see Appendix #2) be completed by all guests this season and that a summary of the comments be tabulated. Action should then be taken, based on the reasonable comments received. 	
<ul style="list-style-type: none"> • That on an on-going basis, PHOTOS (SLIDES AND PRINTS,) AND GUEST TESTIMONIALS be gathered from guests, booking agents, writers and photographers and copied. 	
<ul style="list-style-type: none"> • Advertising primarily local Inuvik/Whitehorse market. Newspapers and northern airline magazines. 	2,000.00
	<p>TOTAL</p> <p>15700.00</p>

FINANCIAL ESTIMATES

First full year of operation after a "Marketing Plan" season estimates of 225 guest days - an averaging of various group sizes; hiring occasional 2nd guides with boat and equipment. This assumes a mixture of 1/2 day - 1 day and overnight trips with various group sizes utilizing an aggressive marketing campaign.

CAPITAL COSTS

120-30 River Scow (Handmade)	4,000.00
2 25 hp Enduro Yamaha Outboards @ 2,400	4,800.00
SBX-11 Radio and Antenna	2,300.00
2 Tents 12x16	620.00
6 Life Jackets @ \$65.00	390.00
3 Paddles @ \$35.00	105.00
Spare Parts, Props etc.	400.00
Tools	300.00
6 Foam Mattresses @ \$40.00	240.00
Misc. Fish Nets, Fire Extinguisher, Maps, lanterns, First Aid Kit	500.00
Boat Box with Emergency & Kitchen Utensils, Pots and Pans for 6;	<u>750.00</u>

14,405.00

ROUNDED OFF TO 15,000.00

These estimated costs for one owner/guide assume the business starts from O. "Dempster Patrol Outfitters" already have substantial equipment. A new owner may get assistance for capital expenditures though one or more available Federal or Territorial Programs. It is assumed marketing assistance (up to 15,000.00) will be available on a yearly basis up to 3 years.

OPERATING REVENUE

225 Guest Days at average \$165.00 each	37,125.00
Craft Sales	1,500.00
Dried Fish/Dried Caribou	1,000.00
Dept of Economic Development & Tourist Marketing Assistance (90%) Business Development Program	<u>14,130.00</u>
TOTAL	53,755.00

OPERATING EXPENSES

Commissions (15% of 40% of Total Sales)	2,228.00
Food	2,500.00
Oil & Gas	1,800.00
Repairs & Maintenance	1,500.00
Telephone, Fax, Office	1,800.00
Insurance	800.00
Licenses	200.00
Marketing (See Marketing Plan)	15,700.00
Professional (Legal & Accounting)	1,000.00
Travel	1,500.00
Camp Supplies	800.00
Wages & Benefits (Guides, Intown Expeditors)	14,000.00
Misc.	1,000.00
Raw Material for crafts	400.00
TOTAL	45,228.00
NET INCOME	8,527.00

PRELIMINARY FINANCIAL NOTES - ADDITIONAL SPORT HUNT OPTION

All capital costs and some operating costs are already covered with "Peel River Boat Tours." Essentially, the hunt extends the season. Operating **expenses** would be similar to those listed with the exception of commissions (which includes marketing) for an estimated 30% of gross revenue - Operating Revenue for years 1 - 3 may be between \$10,000.00 and 20,000.00. We suggest a net income after expenses may be \$500.00 per Sports Hunter from 4-8 hunters per year.

LEGAL LICENSING INSURANCE

The owner/operator, primarily for legal, and liability purposes should be a Ltd. Company with a minimum of one million dollars liability, and comprehensive insurance.

As future phasing has the potential to include permanent buildings, land leases and Tourism establishment licenses requirements should be kept in mind. With an outfitting **licence**, temporary facilities ie: tent frames only can be set up.

To contact at least two insurance agencies and W. A.V.A. or T. I. A. N.W.T. re: **Licensing** of craft longer than 25' without undue restrictions. Photos of the Peel River scows, and a explanation of their design and use for a main season would assist. Obtaining an **insurance** amendment is preferable to shortening the length of the boats to comply with the 25' maximum - especially with suitability and safety of the boats as designed.

SOCIAL CULTURAL IMPACT

The outfitter can control most of the potential impact through proper management, **planning**, and presentation of the product. Assuming a "quality product" visitors should have a very positive feeling of the cultural experience.

If quests are briefed prior to beginning a trip and have realistic expectations of the product or service, the host outfitter and guides have also more likely to have a positive experience.

ENVIRONMENTAL CONSIDERATIONS

With the increasing number of environmentally conscious tourists cleanliness, proper disposal of garbage, and human waste, recycling, food packaging, brochures and letterhead on recycled paper are important.

The hosts camp, boats, equipment, camp sites on the river and in the future any permanent sites must be neat and free of litter.

BUSINESS PLAN "TO DO": BOAT TOURS

- Become an active member of the " Gwich'in Tourism Society" and in turn a member of "Western Arctic Visitor's Association (W.A.V.A.) and "Travel Industry Association of the N.W.T. (T. I. A. N. W. T.) Awareness of training and various assistance programs, tourism studies, marketing trends, lobbying, and up-dates on Tourism in general can be gained through participation in these associations.
Contact W. A. V. A., T.I.A.N.W.T. and insurance companies with request for amendment to 25' maximum boat length requirement.
- Meet with an experienced and qualified Inuvik and/or Yellowknife based "in Bound" Tour operator to discussing packaging, marketing and booking. Visit a similar outfitting operation in Yellowknife and/or Inuvik.
- Register in Guide Training, "Tourism Entry", St. John's Ambulance - First Aid" or Hospitality and Tourism Awareness Programs.
- To suggest unlicensed outfitters becomes formally licensed if they are interested in continuation of a commercial type operation or for them to work in conjunction with and under the present license as held by "Dempster Patrol Outfitters". The community has suggested that existing licensed operators be fully supported: liability is also a question!
- Develop, market and operate a limited #of test packages at very economical rates. This will both "test" the market place and offer feedback to the operator as to which components of the package work and which don't.
- Review the attached proposed marketing program and apply for marketing assistance to the Dept. of Economic Development and Tourism's Business Development.
- Implement the Marketing Program.
- Initiate immediately a quest questionnaire (see Appendix #2) to have completed by all guests. Review and evaluate these regularly and adjust operation where required to meet the most reasonable of guest suggestions.
- To apply for a land lease for a Peel River/Dempster Highway Base Camp and to consider future application or land lease(s) for prime locations which tie into boat packages ie: Indian Village mouth of the Peel or log cabin facilities funded originally by social services at Trail River. Although frequent use of these sites may not be utilized as part of the business for a number of years it may be a consideration to begin the application process soon.
- To complete a concise internal year end review (Appendix #1). This will provide management with a good grounding for price setting, package details.
- Establish package details and prices for the following year.

If the sports hunt option was considered the following should be initiated.

- a.) Communication with, agreement for use of non-resident tags and a motion of support from the McPherson H.T.A.
- b.) Communication to Dept. of Renewable Resources requesting non-resident tags for caribou, Dahl sheep, mountain goat, moose and grizzly through the McPherson H.T.A.
- c.) Contact with a booking agent who can provide paying clients after 1-2 test hunts.
- d.) Packaging of a hunt product and at least subsequent test hunt with outside qualified input.

APPENDIX # 1

PEEL RIVER OUTFITTING BUSINESS YEAR END REVIEW

- Operational season: _____
- Total number of guests: _____
- Which package option was most popular: _____
- Which package option was least popular: _____
- What are the three main sources of my customers'?

- [] Advertising,
- [] Travel Shows,
- [] Brochures,
- [] Magazine/Newspaper Articles,
- [] Word of Mouth,
- [] Tourist Information Centre?
 - Dawson
 - Eagle Plains
 - Ft. McPherson
 - **Inuvik**

- On reviewing all completed guest questionnaires (Appendix #2) write a brief summary of answers to each question.
- What are new markets or packages I might develop?

GUEST QUESTIONNAIRE:

Dear Sportsman:

We thank you for having chosen Ft. McPherson and the Peel River area for your recent holiday. As we continually strive to improve our facilities and services, we look forward to your comments and suggestions. If you can take a minute or two to check (X) the appropriate line or fill in the blanks and return this questionnaire, it will be much appreciated.

1. Did you fish at in the Peel or its tributaries?

Yes _____ No _____
DATE: _____

2. Where did you hear about Ft. McPherson and the Peel River?

Friends _____ Newspaper Ads _____ Magazine Ads _____
Radio Ads _____ Articles _____ Other _____
Ferry Crossing _____
Dawson Information Centre _____
Inuvik Information Centre _____

Explain briefly _____

3. Did you find your trip somewhat as expected after receiving information?

Yes _____ No _____

4. List in priority, (1st being your main interest) why you visited Ft. McPherson area.

Hiking _____ Boating _____ Fishing _____
Canoeing _____ Bird Watching/Animal/flowers _____
Relaxing _____ Community and Culture _____
Arts & Crafts _____ Historical _____

5. What is your evaluation on the following? **Excellent** **Good** **Fair** **Unacceptable**

• Camp Facilities				_____
• Transport to and from camp				_____
• Food	_____			_____
• Fishing				_____
• Guides				_____
• Cook	_____			_____
• Manager	_____			_____
• Other Staff	_____			_____
• Services in Ft. McPherson				_____

6. What are the three main changes/alterations you wish to see which would make your stay more comfortable with us?

1. _____
2. _____
3. _____

What are the three main features you appreciate most?

- 1. _____
- 2. _____
- 3. _____

7. Other Comments: _____

8. Would you be willing to have your name used as a reference? Yes _ No _

9. Do you know friends or business associates who may be interested in receiving more information about our camp?

NAME: _____ NAME: _____ NAME: _____

ADDRESS: _____ ADDRESS: _____ ADDRESS: _____

PHONE # : _____ PHONE # : _____ PHONE # : _____

FAX # : _____ FAX # : _____ FAX # : _____

We thank you for your time in answering the **questionnaire** - please return it (signed or unsigned) to the manager.

Your name: _____

Address: _____

Phone: (h) _____ (w) _____ Fax: _____

Thank you. Good Holidays . . . and we look forward to hosting you again.

 Camp Owner/Manager