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***Western Arctic Tourism Strategy - Phase 4***  
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# **Western Arctic**

## Tourism Development and Marketing Strategy

Interim Report: Phase 4, Community Visits

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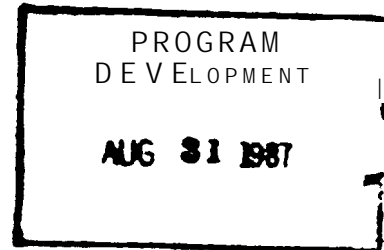
**Western Arctic Visitors Association**  
Economic Development and Tourism

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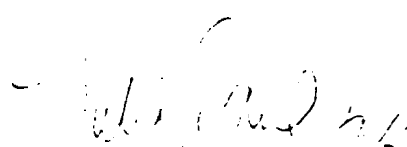
August 27, 1987

Mr. Peter Neugebauer  
Head, Program Development  
Economic Development and Tourism  
Government of the N.W.T.  
Yellowknife, N.W.T.  
XIA 2L9

Dear Mr. Neugebauer:

Enclosed is a copy of our Phase 4 Interim Report. We have also sent 20 copies to Dick Hill. On Monday, August 31, 1987 we will be sending up the draft proposed product development costs. These submissions will meet the deadline requirements of our telex dated July 19, 1987. If you have any further questions regarding the report, please contact us.

Yours very truly,  
MACLAREN PLANSEARCH CORP.

  
James R. MacGregor, B.L.A., M.A. (Tourism)  
Senior Tourism Consultant

/js  
Encl.

COMPUTER SCIENCES  
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August 27, 1987

Mr. Dick Hill  
Executive Director  
Arctech Services  
P.O. Box 1070  
Inuvik, N.W.T.  
X0E 0T0

Dear Dick:

It is a pleasure to present you with 20 copies of the Phase 4 Interim Report. The report presents the results of our community visits during July and August.

Within each community we experienced an overwhelming increase in tourism awareness. Overall there is tourism growth and an increase in the dispersion of tourists throughout the region.

Within each community we were able to identify at least one potential operator and opportunities for 2 or 3 packages. In the subsequent phases of the study we will develop these opportunities further with the development of package tours.

If you have any questions regarding the Phase 4 report please contact us.

Yours very truly,  
MACLAREN PLANSEARCH CORP.



James R. MacGregor, B.L.A., M.A. (Tourism)  
Senior Tourism Consultant

/js  
Encl. -20

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## 1. OVERALL ANALYSIS

The study team **visited** 10 **communi**ties over a three week period during July and August. This recent series of **community** meetings was highlighted by three factors:

1. An overwhelming increase in interest in tourism development since **last** fall especially by individual operators.
2. An increase in dispersion of tourists throughout the region, especially **Tuktoyaktuk** (1500 estimated for 1987) and **Aklavik** (700 estimated for 1987).
3. General growth **in** tourism throughout the region especially on the **Dempster** Highway.

These factors combine to create a **new** atmosphere for tourism development and marketing. The enthusiasm in most locations clearly suggests opportunities for at least one potential operator and 2 or 3 packages in each community.

Discussions with **community** leaders/operators as well as **WAVA** and Economic Development and Tourism outlined minor changes **in** the overall concept. Specifically, emphasis in **Aklavik** will be more on its historical character than on its potential for arts and crafts production.

Essentially, the major development opportunities as outlined **in** the initial phases will form the core of the long term development strategy. Some have been dropped because of lack of market demand and others added because of emerging markets and expressed operator interest. They are discussed at the individual **community** level in the following text.

## 2. MACKENZIE (BEAR) AREA

### 2.1 NORMAN WELLS

Norman Wells is unquestionably the main staging area for the **entire Mackenzie (Bear) Area**. The town has been relatively busy **this year** largely with hunters transferring **to** the outfitting camps in the mountains.

The Norman **Wells** Tourism Association is operating successfully and has taken the progressive step of hiring a **community** host who meets and greets tourist as they arrive at the airport. **This is an activity** that could be adopted **in other communities** such as **Aklavik and Tuktoyaktuk where visitor volume is high**.

The association through donations and Economic Development and Tourism **has** located a temporary **(trailer) Visitor Centre** next to the museum site. Visitors signs have been constructed and placed at the airport, **Visitors Centre** and **Mackenzie River**. In **addition** a brochure for Norman **Wells** is in its final proofing stages and will be printed in late August.

Most tourists to Norman **Wells** are transferring to a hunting camp or on to a river for canoeing which they usually do the same day, leaving little money in the **community**.

Two opportunities exist that would contribute **to** overnight traffic:

- **Canol** Trail Hiking Packages
- Mackenzie River Boat Tours

It was learned, while we were in Norman **Wells**, that a development plan is being prepared for the **Canol** Trail. The marketing strategy will reflect these improvements.

### Mackenzie River Tours - Frank Pope

Mackenzie **River** Package tours were worked out in detail with Frank Pope. Final prices and a brochure design will be prepared by the consultants.

### Norman Wells Museum

The Historical Society has received \$25,000 from Economic Development to repair the exterior of the museum building and to **close** it to weather. The next phase requires \$150,000 for interior renovations. Both the Historical Society and Tourism Association are hoping to complete the museum within three years. At that point the Visitor's **Centre** will then be located within the museum.

### Fly-in Canoe Trips

Norman **Wells** is the staging area for fly-in canoe trips. Both **Nahanni** Air and Page Flight Services are experiencing an **increase** in the **number** of canoeing groups requesting **air** transportation to these remote rivers and lakes. A major concern is the availability of canoes. Presently the groups fly **their** canoes to Norman Wells on Buffalo Airways. Frank Pope is interested in acting as **the** outfitter in cooperation with the charter airlines to provide canoes and possibly other **equipment**. At least one wholesaler, **Blackfeather out** of Ontario, is interested in setting up tours. Through our contacts with adventure wholesalers we will identify individuals who are interested in setting up canoe packages to this area.

## 2.2 FORT GOOD HOPE/COLVILLE LAKE

There is relatively little interest in tourism throughout the **community**. This is in part due to the Chevron/Fort Good Hope joint venture for oil exploration and the present absence of



tourists In Fort Good Hope. This lack of tourism interest is also indicated by the fact that, a 'Community Tourism Strategy' was prepared 4 years ago and nothing has been done to implement it. Even where there is a potential project such as the acquisition of Arctic Red River Outfitters, there appears to be no interest to take it on. No one seems interested in working with the outfitter to get the necessary experience. Ray Woodward suggested that Barney Masuzumi of Colville Lake work as a trainee this past summer but that did not occur.

#### Ramparts Hotel Tours

Al Wilson, Manager of the Ramparts Hotel, however, is very interested in setting up tours that would attract more revenue to his hotel operation. While community tours, river tours and even the Ramparts will not attract visitors to Fort Good Hope they do have two attractions that are national/international in scope:

- 8 pairs of nesting Peregrine Falcons
- proximity to the Arctic Circle

Two and three day packages were prepared with Al Wilson following a meeting with Gerard Leprieur, Renewable Resource Officer to outline the itinerary and marketing of such a product. The consultants will prepare a final package (2 day, 3 day, 5 day) and an outline for a brochure.

### 2.3

#### FORT NORMAN

The community was not visited on this trip as the key people in reference to tourism were not in town. Sarah's Arts and Craft is now being operated by Sarah's sister.

## 2.4 DRUM LAKE

Drum Lake Lodge **is** using Larry **Wallace** as an expediter. They are **having a** slow summer with no non resident visitors. cost of transportation to the site **is** the biggest problem. They should look at a lease arrangement **with** an aircraft/pilot **if** they expect to offer **lower** and **stable** (prices vary **with** weather conditions) transportation costs. There are at least 2 float planes **in Norman Wells** that **are** not being used. If a **pilot** could be found who **is willing** to work on an hourly basis this may prove to be more cost effective **in** terms of **their** overall package **price**.

## 2.5 FORT FRANKLIN

### Sportfishing

**Sportfishing** offers one of the most profitable tourism opportunities for Fort Franklin. Through the assistance of Tim Hines (Co-op Manager) several groups of anglers have arrived **in town** this year. **Tim** has organized local guides and equipment for the anglers. The groups fish on the lake and overnight **in** tents. The **community** needs to identify a person who can take over as the ground operator (Tim does not want to be in this role) and ensure that the anglers are met at the plane, taken to the hotel or their guides. The opportunity for 1 day to multiple day **fishing trips** out of Fort Franklin is dependent on the placement of a ground operator. Five Band members participated **in** the recent guide training program which took place at Great Bear Trophy Lodge. All 5 guides have subsequently been hired. Great Bear Trophy Lodge **is** experiencing an increase in the number of anglers.

Halter Beya (Renewable Resource Officer) **is** interested **in developing** grizzly bear hunts through the HTA. Grizzly bears are a problem on the northshore of the lake. He feels that the population can support 5 tags a year.

Tim Hines **is** interested **in** developing **an** arts and crafts workshop for Fort Franklin. The supply of arts and crafts **is** decreasing and **in** order for this activity to be successful he feels **it** is necessary for the crafts to be made **in** a workshop environment. He would like to see this facility developed within the next 2 to 3 years.

#### Great Bear Lake Motel

The motel **is** extremely busy **with** construction crews, government personal and a few tourists. The hotel manager, is interested in preparing a brochure which will assist her **in** attracting anglers to Fort Franklin. In **addition** she **is** also interested in acquiring arts and crafts to sell in the motel.

In discussion with Economic and Tourism there is interest in expanding the hotel. Initial drawings for this **expansion** are being prepared by the study team, .

#### Fishing Lodge

The Fort Franklin Band have the opportunity to develop a fishing lodge across the lake from the **community**. Based on the success of the other Great Bear Lake Lodges (most lodges have added outpost camps to increase the number of anglers) it appears that the area can support another lodge. The proposed lodge **will** be investigated further as part of Phase 5, Product Development. '

It is evident from discussions with **community** members that the development of the lodge is a long term initiative **and** that in the following 2 years the HTA **is** interested **in** developing **fishing** packages out of Fort Franklin, utilizing the **motel** and outpost camps. This will allow for the gradual introduction of tourism to the **community** and ensure that proper training of key members takes place.

### 3. DELTA AREA

#### 3.1 ARCTIC RED RIVER

Meetings were held with **Mac** Crawford to discuss the site plan that was prepared for **Chief** Grace Blake last fall. There **is** no specific interest, at the **community** level, in tourism and only two **families** were **willing** to operate the **fish** camp.

#### Fish Camp

Although there **is** no **signage** indicating John and Irene Kendos fish camp, (it has been promised since last **summer**) numerous visitors still wander down to buy dried **fish**. In fact, at **this point** a **sign** may result **in too** much pressure for the 2 camps. Both camps enjoy **visitors** and are extremely hospitable and eager to sell **fish** when **it is** available. Irene **Kendo is saving** up to buy **out** the camp from the Band Council but **will still** operate **it** as a tourism attraction.

Margaret Donovan on the north side of the Mackenzie River is also opening her camp to visitors and is selling fish. She will be doing a survey of tourists on the ferry during August - **this** has been commissioned by the Mackenzie Delta Development Corp. We assisted **in** the preparation and processing of **this** questionnaire.

#### Arts and Crafts

The **community** has received \$9,000 **in** craft supplies from Economic Development and Tourism **which in** turn **should** make more crafts available **in** the **community** for the next **tourism** season.

The next step **in** tourism development **is** to develop a craft stand at the ferry crossing. Unfortunately no one appears **willing** to take on the responsibility and there are not enough staff available to make **it** an extension of the Co-op. Once this is established then additional features such as **picnic** tables, toilets and eventually tent frames could be added.

### Transient Centre

This is an excellent **facility** which should be mentioned in the next years Mile Post/Explorers Guide. In addition, a sign, indicating 'vacancy' should be set up at the ferry crossing to attract the highway traffic.

### River Tours

There are opportunities for **river** tours on the **Mackenzie** and **Peel Rivers** but there **is** no one interested at **this** time. This **is** fortunate as it will allow time for Neil Collins in Fort **MacPherson** to become established.

## 3.2 FORT MCPHERSON

Interest **in** tourism has increased substantially **since** last fall as a result of:

- Al **Wheaton's** new **visitor** services;
  - a successful music festival which was attended by 1000 people at Midway Lake; and
  - an increase in tourists stopping for gas, food, etc. and touring of the Hamlet.

There are also a number of individuals interested **in** offering tourism services. If the Band can reach a purchase agreement with Al **Wheaton** then they could assume a major responsibility for tourism.

### Visitor Service Area

A recent feasibility study for a Visitor Service **Centre** has proven it not to be a viable venture. For instance, a motel cannot survive the short **summer** season, however, as the first community

along the **Dempster Highway** and the first potential service stop after leaving **Eagle Plains**, **Fort MacPherson** has a role to play in reassuring **Dempster** travelers of the security of **this** highway. **Fort MacPherson** has been identified in the **Dempster Highway** portion of this study as a potential site for one of the two Secondary Visitor Service **Centres'** proposed for the highway.

While a specific service centre is not feasible, the community could be developed as a 'Visitor Service Area'. Some of the components already exist:

- Gas/oil                    - **Wheaton Complex (16 hrs/day)** and at the Band Garage
- Restaurant            - **Wheaton Complex**
- Grocery                - The Bay and **Wheaton Complex**
- Mechanical            - Band Garage and 2 mechanics in town
- Tire Repair            - Local individual with garage complex
- Accommodation       - 3-rooms at **Wheaton**
- Retail                    - Canvas Shop

What appears to be missing are attractions to hold tourists longer such as a stable arts and craft outlet, museum or community tours. In addition, perhaps the hiring of a community host such as in **Norman Wells** to greet and direct visitors.

There is need for some structure or kiosk on the highway to encourage travelers to stop. Ideally this should be manned to adequately explain the services and attractions of **Fort MacPherson** and the surrounding area.

Revenue could be generated by sales of arts and craft (even if they have to be brought from other communities such as **Aklavik**) and souvenirs. For instance if half the tourists on the road were to spend \$10.00 it would generate \$15,000/month and that would maintain the facility in the summer. A repair bay could eventually be added as the Band garage is not adequate.

### Museum Attraction

The **community** has a fascinating **Loucheaux** history that could be interpreted for the **traveller**. This combined with the canvas shop could hold the visitors longer, thus encouraging greater **expenditure** (food, supplies, gas, crafts, etc.).

The Old Catholic church could be an adequate facility for the first few years before funds could be made available to build an appropriate **facility** to house many of the artifacts now located in Ottawa and **Yellowknife**.

### Nutuiluie Campground

This facility **is** one of the best in the Western Arctic and the hospitality **is** excellent. In order to hold visitors **longer** it should have showers and evening activities. This could also be a point of sales for **Neil Collin's** tours, **local** craft, Fort McPherson services, etc.

### River Tours - Neil Collins

Neil Collins has the equipment, knowledge and natural resources to sell half day, 1 and 2 day tours on the Peel River. In discussion with Neil, the following packages were developed:

- ½ day, Dempster Patrol Monument
- 1 day, mouth of Peel River
- 2 days, overnight at Peel/Mackenzie River cabin

These packages could be quite popular if adequately marketed at the **Nutuiluie** Campground, proposed Midway Lake Site, Visitor Services Area Kiosk and in **Dawson** City.

### Midway Lake Development

This lakeside **location is one** of the best sites for a campground on the N. **W.T.** portion of the **Dempster** Highway. It is an attractive area, offering opportunities for canoeing, fishing and hiking. It is also becoming a favorite area for the Fort McPherson Bands special functions such as the **Annual** Music Festival and their assemblies. The site could be developed for tourist and **local** functions and campsites could serve both. Facilities such as a stage/amphitheatre, washrooms, kiosks, wharf, etc, could serve both groups. Obviously on those 2 or **3** weekends when the Band is using the site, campers would not have access to all of the **R.V.** campsites.

3.3

### AKLAVIK

This **community** will receive in excess of 600 tourists this **summer**, largely due to the efforts of the Band, the **local** taxi operator and Antler Aviation. This has greatly increased their interest in tourism and Gordon Smith has become particularly involved. A meeting was held with Band Council to discuss the opportunities including:

#### Mutelang Camp Package Trips

This camp, including its seven **log** structures, is approximately a 2 hour boat trip from **Aklavik** and is ideal for a 2 or 3 day package out of **Inuvik**. It is presently being used as part of an Alcohol Rehabilitation Program which maintains the facilities. There could be combined activities including tourists and the rehabilitation participants. Packages could include:

- hiking to the Richardson Mountains, 1 day;
- fishing and smoking fish;
- local entertainment, story telling, music; and native foods preparation.



These packages could be marketed and organized by the Band. Its proximity to Inuvik makes the \$300.00 - \$400.00 package very attractive and could readily generate \$150,000 if less than 10% of existing tourists to Aklavik were attracted to the package.

### Archie's Fish Camp

Billie Archies' parents/grandparents camp is located 20 minutes from the tour. It is available for ½ day trips and again would be popular with back to back charters out of Inuvik.

### Sporhunting

Sporhunting offers one of the most profitable tourism ventures for Aklavik. They have 5 polar bear and 6 Dan Sheep tags. Presently 6 Band members are going through a guide training course and, according to their instructor, they are doing very well. The Polar Bear and Dan Sheep alone potentially represent \$150,000 of annual revenue, while additional combinations of grizzly bear, caribou, moose could add another \$50,000 to the community.

Guide Arctic Expeditions would be able to start selling these sporhunting packages immediately. The Dan Sheep tags are actually split with Fort McPherson but they have no trained guides. In order for Fort McPherson (to use their six tags) it may be advisable to use assistant guides from their HTA. These assistants would eventually be encouraged to take the guide training, thus establishing a sporhunting base in Fort McPherson as well.

### Herschel Island

As interest in this magnificent corner of the Arctic grows, it will be necessary to offer overnight accommodation. This would ideally be of interest to the people of Aklavik who have the greatest historic link to this area (as well as existing guides on the island).

Billie **Archie** is very interested in setting up tent frames either on the **island** or on the **mouth of the Firth River**, a  $\frac{1}{2}$  hour boat ride away from the island.

The ideal location of course would be on the **island** with day trips to the Firth and along the coastline. The variety of aquatic, terrestrial and cultural interpretation opportunities, the mystical quality of the island and the high cost of getting there suggests that visitors are going to want to stay overnight and in some cases several days. **Accommodation** could be in tent frames and perhaps eventually in some of the restored buildings (or sod houses). This also enables the airlines to either have scheduled flights or to offer regular back to back charters.

While this island is being restored as a historical park with major nature interpretation values, there is nevertheless precedent for human habitation (i.e. tourist **accommodation**) as it was once home to over 2000 people.

#### Arts and Crafts

As in most communities there has been a slowdown in the production of quality arts and crafts and the supply does not meet the demand. **While** the **Aklavik** Band opened an outlet in their offices there certainly was not enough to respond to the expectations of the 600 plus visitors. **Within** a few years there will be at least 1000 visitors a year to **Aklavik**, (some of them for **more** than a day) and they will want to buy local crafts. If **20%** were to spend \$50.00 each and 50% of the remaining spent a conservative \$25.00 then that would account for \$20,000 in **sales** by, say, 1990. Of course the incentive has to be there which means that the Band may need to buy the crafts during the winter and sell at a mark up. Eventually a sales outlet could be established in the museum or possibly the new Trappers restaurant.

### Museum/Community History

Tourists could stay longer **in** the **community** if there was more to do. The small museum could greatly enhance the **community** tour. The **community** is one of the more historic in the **Western Arctic** and should reflect its once national reputation.

Many artifacts **still** exist in the **community** and if safeguarded **could** be displayed in the museum. The building site is adequate for outdoor displays (log cabin, tents, sleds, **etc.**) and it is conveniently linked to the cemetery and the grave of the Mad Trapper. A Mad Trapper cabin could be built with panels discussing the international recognition of this event.

3.4

### INUVIK

**Inuvik** continues to emerge as the major destination and staging area in the Western Arctic and its importance to tourism development in other communities cannot be underestimated. In fact the 2000 plus tourists that visited the coastal **community** of **Tuktoyaktuk** and the Delta **community** of **Aklavik** did so because of the efforts of **Inuvik's** Antler Aviation and **Aklak** Air operators. In fact, these communities have become **Inuvik's** best attractions and a day trip to either one of these **communities** usually means another night in **Inuvik**. Many people, however, do not take a **trip** to the coast or Delta **in** part because of the lack of activities/attractions in **Inuvik**; particularly if the party has **to wait** a day or **two** for a charter to **fill up**. **Inuvik** lacks the attractiveness to keep people in the town or to entertain them while they are waiting for a flight to other parts of the region.

### Delta/River Cruises

There have been small efforts to establish  $\frac{1}{2}$  day and day tours on the river, however, they have not been adequately organized and pricing is not appropriate.

The Intent of starting with small boat cruises until a larger vessel can be found that responds to greater volumes including caravans, **bus tours, etc. is excellent. These tours could be worked on during the winter enabling them to be properly sold and delivered in the 1988 season.** They must, however, be operated on a full time, scheduled basis at a fixed charge **per person.** The concept of charging a flat fee for 10 people and leaving the visitor to 'guess' what the final price may be does not work for the consumer and the trips **will** not sell.

#### Western Arctic Visitor Centre

The extraordinary response of the public to day trips, **community** tours and **flightseeing** clearly demonstrates the travelers interest in purchasing packages, many of them in excess of \$100.00. The consultants will work with operators on developing more extended trips which could effectively give the region two dozen product offerings by the year 1990. It is imperative that a major interpretation, product demonstration and sales facility be constructed in order to support these **Western Arctic** packages.

The consultants will prepare a final design for the facility (by August 30) to be located in Jim Koe Park. It will be approximately 8000 **sq.ft.** and include:

1. Exhibition Area: **3000 sq.ft.**
  - a) Mackenzie Area
  - b) Delta **Area/Dempster** Highway
  - c) Arctic Coast/Ocean Area and Herschel Island

Exhibits will be portable and capable of being stored, enabling the space to be used as classrooms (Arctic College Tourism Training) or for **community** events in the winter.

## 2. Lounge

A comfortable bright, sunken lounge will **provide** a gathering/meeting/relaxing place **for tourists. It will be adjacent to the Western Arctic Resource Library and include the necessary amenities to make this an inviting area.** The more time the tourists spend in this building, the more likely they are to purchase package tours and other product.

## 3. Sales Desk

The sales area will be located at the heart of the building and will reinforce this facility as a point of sales for **Western Arctic** product. Visitors will pass it both before and after they experience the exhibits and audio visual show.

## 4. Audio Visual Room

An audio visual room will be located at the end of the exhibit hall and just before passing the sales desk. It will primarily display a 15 minute film/slide show on the region followed by 5 minute presentations of major packages. This facility will also **accommodate** a wide variety of films in the evenings (such as those now showing in **Grolier Hall**). During the winter, it would serve both **community** and Arctic College interests.

## 5. Administration Area

Office space is provided for **WAVA, Parks Canada, internal library** and at least one other organization that might locate in the next few years (**ie Guided Arctic, inbound operator, etc.**).

## 6. Craft Workshop Area

A craft demonstration space is provided to demonstrate local craft production. A different artist could be brought in each week. The space could also be used for day long craft workshops where small groups, **5 to 10 tourist** could take a course in some aspect of craft production (**beadwork, carving, sewing wall hangings, tanning, etc.**).

## 7. Outdoor Plaza

**This space would be used for exterior displays (kayaks, sleds, etc), fish smoking, demonstrations and entertainment. It could also include a stage and observation tower. Located on the Mackenzie Road side of the centre it would serve as an attraction to bring people into the building.**

### Nature/Cultural Attraction

**While the WAVA Centre will initially serve as an attraction it will eventually be necessary to have a major theme park/ attraction that adequately represents and displays the natural and cultural features of the Western Arctic.**

Ideally it should be located close to the **WAVA Centre** as part of the proposed town **centre** complex. A number of themes **have been proposed and any combination would be appropriate:**

**Northern/Native Shelter including everything from skin tents, to sod houses to log cabins;**

#### **Transportation;**

Game Farm displaying a variety of northern animals - especially those such as caribou which tourists expect to see but rarely get a chance to.

Emphasis would be placed on tourist participation **such as the construction of a tent or kayak.**

### Recreational Vehicle Campground

**While the renovation of Chuk Park and expansion of Happy Valley campgrounds will meet the short term R.V. requirements they will not adequately serve the additional 2000 to 3000 R.V.'s that can be expected by 1992.**

**Chuk Park** is too far from town to serve the interests of the travel 1 ers. They cannot walk from the park to town, thus encouraging them to bring their equipment into town and creating major traffic jams. Also it will be many years before Chuk Park can be attractive even with the existing large planting programs. It will always be an important facility to the overall tourism plant for Inuvik. In the long term it could serve as an overflow area for a fully equipped, attractive, close-to-town campground.

Happy Valley is situated on a valuable piece of land and although it may expand to the north (with land fill) it will never have the land base to be a full service R.V. campground. Instead it should position itself as a low cost fixed accommodation facilities (i.e. tent frames, small cabins) charging \$30.00 to \$40.00 per night/unit.

The best R.V. campground location still seems to be the cemetery site. The land is potentially available, it is relatively close to the centre of town (although a shuttle service may be provided by a local taxi company) is pleasantly located on the lake (paddle boats, canoeing, bird watching) and has the land necessary for 50 to 70 campsites. It should be fully serviced (showers, laundromat, sewage, water and electricity) enabling the responsible developer (private operator, Town of Inuvik, Inuvik Band, etc.) to charge \$20.00 to \$25.00/day. Every effort would be made to encourage extended stay (ie reduced rates for 3 days) and parking for those taking multiple day packages to the communities.

#### Main Street Upgrading/Town Centre

The presentation last spring, by the consultants, of a downtown revitalization/town centre concept met with limited interest when presented to town council. While the latter may be more long term it is imperative that efforts be made to make Mackenzie Road more attractive and appealing to visitors. Facade treatment, colour,

street furniture, banners, moderate **landscaping**, organized parking, rest areas, etc., will all be located in our final plan. **With the loss of a major building through fire its reconstruction as an attractive retail service (confectionery, arts and crafts, fast food restaurant, books and magazines, outdoor terrace) can become a focus to the town as well as a stimulant to attractive facade treatment.**

The **Town Centre Concept will require a major commitment** by Council including, land exchange and compensation for the Anglican Church. But its **long term value** as a site for a:

- natural/cultural theme park  
recreation **centre/library** complex
- parking

could make this initiative a priority **in subsequent years.**

### Tourism Activities

The **Inuvik Band** in collaboration with Economic Development and Tourism has displayed remarkable initiative in providing **imaginative and popular tourism activities in Jim Koe Park. Northern Games, fish bakes, storytelling, etc. are the type of activities that allow the tourists to interact with the local population.**

It does not seem that **Inuvik is interested in organizing major summer festivals (such as Dawson City for example) and so these on going nightly activities are unique to the north. "**

In fact it can be argued that a continual **summer** program of tourist entertainment has a much greater impact because it reaches many **more tourists over the summer than simply one major weekend (or week) event.**



## 4. ARCTIC OCEAN AREA

### 4.1 TUKTOYAKTUK

Tuktoyaktuk is experiencing a 'boom' in tourism this year and to date has hosted approximately 1500 tourists - most of whom only stayed for 1 hour, thus having no significant impact on the local economy. Meetings held with the local tourism society, Economic Officer and operators reinforced the need to create 1, 2, and 3 day packages which would of course benefit - tour operators, motel/restaurant owners, guides, etc.

#### 1 - 3 Day Packages

The basic infrastructure is in place to offer overnight packages to Tuktoyaktuk but they need to be packaged. Motels, restaurants, vans and attractions such as the reconstructed sod house, historic boat, traditional activities, Arctic Ocean, churches, pingos, etc. combine to provide the essential components for a 2 day stay in the community.

The only feature that should be added is a boat for harbour and coastal tours. Both John and Vince Steen own 2 different vessels that could be temporarily be put into service. The vessels do not meet optimum tour boat requirements as they have high fuel burn, are the wrong configuration and are not regularly available. To provide more interesting packages with water-based activities (harbour trips, visits to fish camps, overnight accommodation along the coast, etc.) an adequate boat is required. The vessel could also be used for weekly trips to Inuvik as part of a fly-cruise or cruise-fly package. With the addition of a tour boat the following packages could then be available.

- |            |       |  |
|------------|-------|--|
| Package #1 | Day 1 | <ul style="list-style-type: none"> <li>- <b>Inuvik to Tuktoyaktuk</b></li> <li>- <b>Community</b> tour (morning)</li> <li>- Cultural Inclusion (afternoon)</li> <li>- Overnight in <b>Tuktoyaktuk</b></li> </ul> |
|            | Day 2 | <ul style="list-style-type: none"> <li>- <b>Harbour Tour (morning)</b></li> <li>- <b>Arts and Crafts</b></li> <li>- <b>Demonstration (afternoon)</b></li> <li>- <b>Tuktoyaktuk to Inuvik</b></li> </ul>          |
| Package #2 | Day 1 | <ul style="list-style-type: none"> <li>- <b>Inuvik to Tuktoyaktuk</b></li> <li>Community Tour (morning)</li> <li>- Cultural Inclusion (afternoon)</li> <li>- Overnight in <b>Tuktoyaktuk</b></li> </ul>          |
|            | Day 2 | <ul style="list-style-type: none"> <li>- <b>Harbour Tour</b></li> <li>- <b>Coastal Cruise</b></li> <li>- <b>Overnight in Tent Frames</b></li> </ul>  |
|            | Day 3 | <ul style="list-style-type: none"> <li>- Hiking along shore (morning)</li> <li>- Back to <b>Tuktoyaktuk</b> (afternoon)</li> <li>- <b>Tuktoyaktuk to Inuvik</b></li> </ul>                                       |
| Package #3 | Day 1 | <ul style="list-style-type: none"> <li>- <b>Inuvik to Tuktoyaktuk by Boat</b></li> <li>- <b>Overnight in Tuktoyaktuk</b></li> </ul>  |
|            | Day 2 | <ul style="list-style-type: none"> <li>- Community Tour (morning)</li> <li>- Cultural Inclusion (afternoon)</li> <li>- <b>Tuktoyaktuk to Inuvik (air)</b></li> </ul>   |

Detailed itineraries including pricing, marketing, facility requirements, etc. **for** these and other **Tuktoyaktuk** packages **will** be prepared for in the next phase.

### Whalewatching

This activity initially seemed like a potentially popular one with tourists and there is unquestionably a resource opportunity. It seems, however, that it would cause a protest from whalers who do not want tourist activities while they are hunting. They feel that these boats would move the whales into deeper water. While this is not necessarily true, it will take some time to convince the locals and therefore may not be prudent in the short term.

### Pingo Park

While most people expect to see the pingos they are really only accessible by water. A road to within 1000' of the pingos should eventually be constructed which will allow tourists to access the pingos.

4.2

### PAULATUK

Paulatuk is in a position to cater to tourists now that it has a very good hotel. Although meals are not yet available they could be available for future package tours (\$100/day for food and lodging).

#### Tours to the Hornaday/Brock River

Coastal tours and sportfishing represent the only major immediate opportunity to encourage tourists to Paulatuk. While the community is unquestionably one of the most attractive in the Western Arctic, this is not a strong enough draw to attract tourists, except of course for the Jamboree.

Both rivers provide excellent fishing and the Brock River in particular is very scenic.

While the HTA boat could be used for large groups of tourists it is generally in full use during the summer. However, James Harvie and the Mayor are considering the purchase of a smaller 6 to 8 passenger boat that would be suitable for trips to the river.

Possible 3 day packages could include:

- Day 1 - Inuvik to Paulatuk
  - Community Visit
  - Fish Bake/Entertainment
- Day 2 - Paulatuk to Hornaday River
  - Fishing/Hiking
  - Overnight in Tent Frames
- Day 3 - Fishing (morning)
  - Return to Paulatuk
  - Paulatuk to Inuvik

A 4 and 5 day trip would also be available with the two extra days spent on the Brock River.

The HTA are presently investigating the ideal location for a "lodge". They are also assessing the fishing at a number of locations on the Brock and Hornaday Rivers.

#### Additional Tours

While it may be possible to identify extended tours out from Paulatuk, most locations are too far and require long time spans on the water. It will be many years before the demand for the Brock/Hornaday Packages is so great that new trips will be required.

### Spothunting

Six guides attended the guide training course this year. This should radically improve the community's ability to deliver quality hunts for polar bear, muskox and grizzly bear. It was advantageous for the guide training course to be held in Paulatuk as it provided the established guides with a sense of importance in training.

### Arts and Crafts

There are many craft skills in the community that are not being utilized. James Rueben is still very interested in establishing a Craft Co-op and it would seem that if arts and crafts are going to experience any significant come back in the Western Arctic it might be in Paulatuk. Wall hangings are a popular product and the demand has stayed strong over the years, unlike some of the carvings where much of the market has been saturated. The long term goal would be to establish week long arts and craft workshops.

4.3

### SACHS HARBOUR/BANKS ISLAND

The addition of the Ice Inn, has greatly improved the opportunity for tours to Banks Island. While direct flights to some of the wilderness attractions such as the Big River are possible, most tours should include a visit to the community. A variety of tours are potentially available to appeal to:

- birdwatchers;
- photographers; and
- nature enthusiasts of all types.

The areas of greatest interest are:

- Big River - **birdlife** (cranes, **peregrin falcons**)  
- caribou, **muskox**
- Thompson River - scenic **values**  
- **birdlife**  
vegetation (flowers)
- **Masik** River - boat trip  
shoreline excursions  
nesting shorebirds  
**muskox**
- **Nelson Head** - **shoreline excursions**  
scenic values
- Thompson River - **scenic values**  
- **birdwatching**
- Johnson Point - fishing
- **Permenant** Ice Cap - scenic value  
- uniqueness

#### Wilderness Tours Outfitting

There are several potential tour packages and many options within each one. **The product development and promotion can only be achieved through an identified outfitter.**

Les Carpenter has proposed establishing Banks Island Wilderness Outfitters. It would be a joint venture company under the professional management of **Icicle Inn** (the feasibility study proposes hiring an experienced hotel manager). The company would also include the principal local guides as partners in the company (Floyd Sydney, Andy Carpenter, Joe **Apaiana**, John Lucas, Roger **Kuptana**, David **Nasagalak**, etc.). The company would be in a

**position** to access the funds necessary to set up a full scale outfitting operation. Capital requirements include:

- one ocean-going boat
- **four wheelers**
- tent frame camps at Big, Masik, and Thompson Rivers**
- one van at Sachs Harbour**
- **dog teams**
- snowmachines**

#### Package Tours

A number of package tours could be set up immediately including:

<b>Package A</b>	<b>Masik River/Nelson Head</b>
Day 1	<ul style="list-style-type: none"> <li>- <b>Inuvik Sachs Harbour</b></li> <li>- <b>Community Tour</b></li> <li>Outdoor B-B-Q (muskox)</li> </ul>
Day 2	<ul style="list-style-type: none"> <li>- <b>4 wheeler access to Capron Lake for a day of fishing</b></li> <li>- <b>Evening at Sachs Harbour with the Elders</b></li> </ul>
Day 3	<ul style="list-style-type: none"> <li>- <b>Nelson Head/Masik River</b></li> <li><b>travel to Nelson Head (photography, hiking)</b></li> <li>- <b>Back to Masik River</b></li> <li>- <b>Overnight at Masik River</b></li> </ul>
Day 4	<ul style="list-style-type: none"> <li>- <b>Fishing</b></li> <li>- <b>Return to Sachs Harbour</b></li> <li>- <b>Sachs Harbour to Inuvik</b></li> </ul>

Package B **Big River Birdwatching/Photography**

- Day 1 - **Inuvik to Sachs Harbour**  
 - **Community Tour**  
 - **Outdoor Supper**  
 - **Meet with Elders**

Option 1

- Day 2 - Side **Charter to Big River**

- Day 3/4 - **Birdwatching, hiking**  
 - 4 wheel er excursions  
 - Return directly to **Inuvik**

Option 2

- Day 2 - Nelson **Head/Masik River**  
 - Overnight at **Masik River**

- Day 3 - Return to Sachs Harbour  
 - Side charter to **Big River**

- Day 4/5 - Wilderness photography at **Big River**

- Day 6 - Return to **Inuvik**

Package C **Thompson River - birdwatching/photography**

- Day 1 - **Inuvik to Thompson River Camp**

- Day 2/4 - Hiking, photography, fishing, bird-  
 watching at **Thompson River**

- Day 5 - Thompson River to **Inuvik** via Sachs  
**Harbour for supper and community tour**



**Package D      Fishing at Johnson Point**

- Day 1      **Inuvik to Sachs Harbour**  
**Community Tour**  
Outdoor Supper/Entertainment
- Day 2      Side charter to Johnson Point
- Day 3/4    Fishing
- Day 5      Return to Sachs Harbour  
Travel to Nelson Head/Masik River
- Day 6      **Fishing**
- Day 7      **Fishing**  
**Return to Sachs Harbour and Inuvik**