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Western Arctic

Tourism Development and Marketing Strategy

Interim **Report:** Phase 1

Western Arctic Visitors Association
Economic Development and Tourism

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INTRODUCTION

In August, 1986 the consultants commenced the Western Arctic Tourism Strategy (The WATS Study). During these past few months we have interviewed approximately 100 people, driven the Dempster Highway and visited each of the 11 communities. We have documented (photographs, notes, etc.) each of our visits and have worked closely with a number of individuals who are in the process of developing a travel industry product.

The following document then, is an initial (Phase 1) report on our findings to date. It includes inventory/analysis of resources and markets, a review of some of the most important issues and trends affecting both the Western Arctic Zone and the individual communities and finally a preliminary list of development opportunities.

It is the result of our first series of community meetings and as such will continually be expanded as more research is carried out.

The document has two objectives;

to capsule the existing information on the zone; and
to stimulate discussion on additional resources and development opportunities, information gaps, contacts, etc.

This report will be submitted to the steering committee at the next meeting and will eventually be followed by more detailed reports in the eight phases to follow this one.

For the purpose of presentation, the Western Arctic Tourist Zone has been divided into three areas, as outlined by WAVA - Bear, Delta and Beaufort. From a tourism development point of view, Aklavik will be considered in the Delta area for this report.

1. RESEARCH AND ANALYSIS TO DATE

Following an **initial meeting with the steering committee** the consultants proceeded **with the following activities;**

- preliminary market research;
- drive of the **Dempster Highway;**
- community visits;
- site reconnaissance** for particular development opportunities;
- interviews with approximately 100 individuals as well as presentations to a variety of Band councils, chiefs, **Inuvik Visitors Committee**, airlines, etc. (see Appendix A);
- contact with northern wholesalers; and
- review of reports and files.

We have also been involved in a number of action oriented **activities** which will have immediate impacts on visitation to the Western Arctic including;

- upgrading **Dempster Highway Yukon Highway Map;**
- commencement of negotiations for the **acquisition** of the '**Norweta**' for the **Delta/Beaufort Area;**
- promotional sheets on the **Dempster Highway** for the **N.W.T. pavilion;**
- technical assistance to and literature for the new hotel in **Paulatuk;**
- updating of the Explorers Guide;
- introducing new travel products to local wholesalers;
- attendance at the **Sahtu Region Economic Conference;** and
- promotion of the new \$10,000 Arctic Circle Sign.

1.1 **WE HAVE AN OVERALL APPRECIATION FOR THE UNIQUE QUALITIES OF THE WESTERN ARCTIC**

Some of the characteristics that make the Western **Arctic** different from any other Tourism Destination **Region** include;

the only region where southern tourists can drive above the **Arctic Circle** to the most northerly town (**Inuvik**) in North America accessible by vehicle;

relatively inexpensive vehicular proximity and accessibility to some of Canada's most impressive natural and cultural attractions including, the mysterious Arctic Ocean, the magnificent Mackenzie River and Delta, barren lands and associated wildlife (**Muskox**, Caribou, **Polar Bear**);

the exceptionally **scenic** Dempster Highway;

opportunity to experience both the **sub arctic** and **arctic** environments;

recognition of four distinct cultures including **Inuit**, **Dene**, **Metis** and **Caucasian/European**; .

access to one of the world's greatest trophy fishing lakes, **Great Bear Lake**;

three distinct modes of access to enter and experience the region;

1. scheduled and chartered airlines;
2. recreational vehicle, automobile and motor coach; and
3. boat or **cruise** vessel on the Mackenzie River.

the unique and rich natural resources of Banks Island; and the internationally known community of Tuktoyaktuk and its associated oil and gas infrastructure.

2. OVERALL ISSUES AND TRENDS

THERE ARE NUMEROUS ISSUES AND TRENDS THAT WILL AFFECT TOURISM DEVELOPMENT

2.1 TRANSPORTATION

The **Dempster Highway** provides a unique opportunity to radically increase tourism traffic and revenue to the Western Arctic. Specific marketing could focus on such target markets as recreational vehicles, motor coach and visitors to **Dawson City** (which is becoming a well known national **cultural attraction**);

2.2 ATTRACTIONS

- The Western Arctic has some of the best sport fishing lakes in the world and several relatively untouched hunting areas.

Inuvik as a destination and a terminus to the **Dempster Highway** is a great disappointment to most visitors. It is considered unattractive with few tourist activities.

- There are immediately identifiable development opportunities in each community as well as obvious and demonstrated interest and support by individuals and hamlet councils.

The Western **Arctic** has four clearly identifiable cultures and at least six **distinctive** natural features (eg. **Arctic Ocean**, **Delta**, **Mackenzie Mountains**, **midnight sun**, **permafrost etc.**); and several internationally known sites - **Great Bear Lake**, **Mackenzie River**, **Tuktoyaktuk**, **Banks Island**.

2.3 STRATEGY

- There are two clearly defined staging areas that could serve the **entire** region. Inuvik (primary) providing access for air/highway tourists to **Aklavik, Sachs Harbour, Paulatuk, Ft. McPherson, Arctic Red River, Tuktoyaktuk** and Fort Good Hope, and Norman Wells serving Fort Norman, Fort **Franklin**, Fort Good Hope.

There is a need for a Western Arctic Visitors Information Centre, located in **Inuvik**, to promote and sell packages to all communities in the region.

Unlike other **N.W.T.** tourism zones which are closely associated with either adjacent zones or **staging** areas such as **Frobisher Bay** or **Yellowknife**, the Western Arctic travel industry is linked with the Yukon Territory. The Yukon is also aware of the importance of Western Arctic development on its travel industry.

- WAVA is perceived with skepticism by several government officials in **Yellowknife**.

2.4 HUMAN RESOURCES

The HTA has been instrumental in establishing the economically important big game hunts, however the system includes several inadequately trained guides which have resulted in serious complaints from hunters and threatens the long term success of this **\$500,00** to \$700,000 annual business.

There has been a marked decline in native craft production over the past ten years resulting in significant lost revenue.

There is a detrimental lack of travel industry skills including tourism management, operations, **product** development, **hospitality** and marketing throughout the region.

3. MARKET SEGMENTS

There are clearly defined market segments which can be divided into two lists.

By Activity

- coach tours (or coach/air tours);
- recreational vehicle/auto **traveller**;
- bicycle/walking/canoeing;
- big game hunting;
- sports/trophy fishing;
- visiting friends and relatives;
- business/government **traveller**; and"
- non-specific tourist.

By Origin

- **coach** tour passengers are primarily from rural Ontario (Horizon & Atlas Tours);
- recreational vehicle/auto travelers are a **mix** of Canadian (58%) and USA (38%) **with** most of the larger R.V. being U.S. 4% were foreign;
- bicycle/walking/canoeing **visitors** are **predominantly Canadian**, and the number of visitors is low;
- big game hunter's are approximately 200 in total with 68% from the U.S., 28% from Canada and 4% foreign;
- sports/trophy anglers (Great Bear) are predominantly of **Us. origin**;
- **visiting** friends and relatives **are considered to** be 90% Canadian;
- **business** travelers are mainly Canadian with some U.S. and foreign to view oil activity; and
- the non-specific tourist is visiting for a number of reasons suited to their special interests, and are primarily Canadian in origin.

3.1 SPECIFIC SEGMENT GROWTH

The greatest potential for growth is within the Dempster Highway corridor. The coach operators do not anticipate growths beyond the 2 - 4% range over the next 2 - 3 years. Big game hunting will continue its growth over 85/86; not greater than 10% per year. Sports/trophy fishing will grow slower than in the past due to the size of facilities; the expected growth is 4 - 5 %. Business travelers will remain relatively static over the next two years due to a decline in oil activity. The greatest growth area is general tourism and the potential growth is estimated to range from 10% - 15% annually.

3.2 NEW MARKET OPPORTUNITIES

The development of a variety of boat cruises on the Mackenzie River has the potential for major tourism growth. Tours could consist of afternoons, evenings, full day and 3 - 4 day cruises.

A new product **identified** for the region is the development of Naturalist Lodges which offer land or water tours to view wildlife in its natural setting. Throughout the region, the study team identified opportunities for existing lodges to expand and communities to develop new lodges which could offer a passive wilderness experience. An initial survey of this market segment indicates excellent potential for attracting wildlife enthusiasts to the region with a yearly growth.

3.3 MARKETING LINKS

The region has a natural link to the Yukon via the Dempster Highway. In 1985 approximately 4,000 non-residents drove the Dempster Highway which is estimated as representing nearly 75% of the total tourist volume to the region. There are linkages with other N.W.T. zones, however to a lesser degree. It appears that the major source of business travelers connect to the zone via Yellowknife.

3.4 EXISTING MARKETING EFFORTS

Travel **Arctic** and **TIANWT** market the **N.W.T.** through activities such as Travel Trade and Consumer Shows, advertising, **Explores Guide & Travel Trade Manuals**. This effort tends to be generic in nature and does not focus on one region. The town of **Inuvik** carries out an ongoing tourism promotion activity.

Tourism Yukon (in a joint marketing effort with Alaska and **N.W. T.**) promote the **Dempster** Highway and the business reply cards are sent to "Travel Arctic. The Visitor Information **Centres** in both Whitehorse and **Dawson** City actively promote the **Dempster** Highway.

WAVA during 1986 has not had the funds to carry out a major advertising campaign. This **hopefully** will change for the 1987 season. The new brochure put out in 1986 by **Inuvik Region** Economic Development and Tourism was very well received and it, or another style should be continued.

WAVA needs to enhance its contact **with** the Yukon because of the domination of that area on its total **visitor** counts.

4. DEVELOPMENT OPPORTUNITIES

THE COMMUNITIES AND CONSULTANTS HAVE IDENTIFIED NUMEROUS TOURISM RESOURCES AND DEVELOPMENT OPPORTUNITIES

4.1 BEAR AREA

4.1.1 Fort Franklin

o Existing Facilities

See Table 4.1 located at the end of this section.

● Resources

one of the best (and relatively untouched) sport **fishing areas in the world;**

several experienced native guides;

- historic boat, 'Radium Gilbert';

direct and regular links to Yellowknife and Norman Wells;

untapped nature interpretation and big game hunting (Barren Ground Grizzly) area; and

obvious authentic Dene culture.

● Issues and Trends

Band Council is extremely interested in a sports **fishing lodge;**

existing **high** quality lodge/restaurant management;

special ARDA has provided \$25,000 for purchase of **treats/** motors for outfitting; and

- Great Bear Lake **Management** Committee recommends no new lodges on the lake.

o Development **Opportunities**

Short Term

- sport fishing lodge;
- expansion (4 units) of existing lodge;
- 2 **outcamps** at Jupiter Bay and Deerpass Bay; and
- arts and crafts workshop.

Long Term

- wilderness/adventure packages;
- big game outfitting;
- lodge development on Jupiter Bay;
- Great Bear River Canoe Route; and
- restoration of 'Radium Gilbert'.

4.1.2 Norman Wells

● Existing Facilities

See Table 4.1 located at the end of **this** section.

o Resources

proximity to **beginning** of **Canol** Trail;

access to Mackenzie Mountains;

excellent **fishing** on Kelly Lakes;

staging area for naturalist/sport fishing trips to **Colville** Lake; Drum Lake Lodge, Great Bear Trophy Lodge; and

access to 5 outfitting areas for big game hunts.

● Issues and Trends

a development plan has been proposed for the **Canol** Trail and there **is** an expressed interest by the **Metis** Association and Travel Arctic; and

Drum Lake Lodge is expanding and repositioning itself as a naturalist facility.

- Development Opportunities

- Short Term

- development of the **Canol** Trail including drop off and pick up area;

- **Canol** Trail Packages including hiking and naturalists activities;
 - river Crossing and access to trail head; and river cruises with **MV Suvukti**.

- Long Term

- secondary Western Arctic Visitor Information **Centre** including oil and gas interpretive exhibit; and construction of Kelly Lake Sport fishing Lodge.

4.1.3 Fort Norman

- Existing Facilities

See Table 4.1 located at the end of this section.

- Resources

- Mackenzie River/Bear **River**;
 - access to 5 outfitting areas for **big** game hunts;
 - Redstone River canoe route; and several quality sport **fishing** lakes.

- Issues and Trends

potential acquisition of E/1-6 outfitting area by locals.

0 Development Opportunities

Short Term

- boat trips on the Great Bear and Mackenzie Rivers including overnight in outpost camps; and
- package guided canoe trips on the Redstone and Mackenzie Rivers.

Long Term

- **Tate Lake Fishing Lodge**; and
- acquisition of E/1-6 outfitting area.

4.1.4 Fort Good Hope

● Existing Facilities

See Table 4.1 located at the end of this section.

o Resources

- Mackenzie **River** and Ramparts;
- proximity to **Arctic** Circle;
- dynamic and progressive Dene community;
- **access** to four big game outfitting areas including Area E-1-1 (Arctic Red River Outfitters) and E-1-2 as well as C-1, D-2, D-3;
- historic and culturally interesting church; and
- community atmosphere created by extensive use of log construction.

● Issues and Trends

- the band council has expressed interest in **acquisition** of **Arctic** Red River Outfitters;
- the community has prepared a tourism strategy which outlines approximately 15 tourism programs and 6 tourism opportunities;

traditional involvement with **Colville** Lake suggests combined package tours; and existing outfitter has **shown** interest in developing boat tours.

- Development Opportunities

Short Term

acquisition of Arctic Red River Outfitters pending detailed purchase cost evaluation and feasibility analysis;

- institute a **guide** certification program and **training** workshops;

establish a variety of **river** boat packages **including trips** to Ramparts, Fossil Lake, **Arctic** Circle, Ramparts, Mountain and Hare Indian Rivers. All trips could include visits to fish camps, nature interpretation hikes, photography stops tea and **bannock** stops and sport fishing;

community tour and hiking trails for those arriving by boat or travelers enroute to hunting, fishing camps. Hiking trails would be constructed to Ramparts and Old **Baldy**; and protection of Our Lady of Good Hope Church/Cemetery and creation of a community church/museum.

Long Term

Locke Lake Sport Fishing Lodge developed in collaboration with the community of **Colville** Lake and their potential outpost camps at **Lac des Bois, Lac Belot** and **Lac Maunoir**; and

Fort Good Hope Cultural **Centre** including **2 - 4** day workshops on Dene culture, lifestyle and language. Developed in collaboration with the Language **Centre**.

4.1.5 Colville Lake

o Existing Facilities

See Table 4.1 located at the end of this section.

o Resources

- Colville Lake and the associated lakes (ales Bois, Belot and Maunoir) offer excellent sport fishing opportunities;
- the community is exceptionally traditional compared to other Western Arctic hamlets;
- Bern Brown is a nationally recognized artist; and scenic village including traditional native log cabins and contrasting manicured landscaped and polished architecture of lodge, church, museum.

● Issues and Trends

the community has not progressed as much as others in the region due to its isolation and the impact of Bern Brown; Colville Lake Lodge is only promoted to a very exclusive market which means lower occupancy rates and less opportunity for community involvement; Mr. Brown is seemingly less and less interested in promoting the lodge as he increasingly concentrates on his painting; and it would be advantageous to the local community if they could have involvement in the lodge in terms of its product development and promotion.

0 Development Opportunities

Short Term

community based and operated sport fishing lodge with outpost 'camps including additional cabins and tent frames at outpost camps. Seven day packages could be developed with Great Bear Lodge.

Long Term

- Native Lifestyle Package Tours. Summer and winter programs enabling visitors to take part in traditional activities such as trapping, setting and pulling fish nets, wearing traditional clothes, spring hunting etc.

4.2 DELTA AREA

4.2.1 Fort McPherson

o Existing Facilities

See Table 4.2 located at the end of this section.

● Resources

- proximity to outfitting areas in the Richardson Mountains;
- Peel River location for visits to fish camps;
- Piet Van Loon art studio;
- several crafts people;
- growing sense of community and increase in community events;
- Fort McPherson Band Council Co. Ltd. with quality management; and
- historic churches, HBC post, **archaeological sites, Mad Trapper Cabin.**
- Fort McPherson Canvas Shop.

● Issues and Trends

- keen interest and approach to Special ARDA for feasibility study and development of Visitor Service Centre;
- community is in a state of transition and developing increased interest in tourism development for travelers on the **Dempster** Highway;
- Midway** Lake presents one of the best opportunities for camp ground along **N.W.T.** portion of **Dempster**;
- **this is the first** complete **native** community that motorists encounter on their **drive** from **Whitehorse/Dawson** City along the **Dempster**; and
- several quality outfitting areas between **Peel** River and Yukon Boarder.

- Development Opportunities

Short Term

- **Dempster Highway Visitors Service Centre** including winterized/non-winterized accommodation, restaurant, information desk, craft sales, community tours;
- Big Game Hunting Outpost Camp in the Richardson Mountains with HTA;
- dog team packages to **Aklavik** (4 days) with **Dempster Patrol Outfitters**;
- coordinated craft production; and
- naturalist package tours (3 - 4 days) to Rat River and Richardson Mountains, IBP site, etc.

Long Term

- Midway Lake Recreational **Vehicle** Campground including nature interpretation services, food and camper supply sales, craft outlet, canoe rental, stocking lake;
- package tours to fish camps on Peel River;
- Big Game Lodge; and
- Visitor Service **Centre** accommodation expansion and **R.V.** campground.

4.2.2 Arctic Red River

- Existing Facilities

See Table 4.2 located at the end of this section.

- o Resources

- historic landmark church;
 - unique ferry access only;
 - numerous crafts people eager to produce;
- historic sites and Ramparts on Mackenzie and Arctic Red River;

excellent river fishing; and
archaeological dig sites.

● Issues and Trends

- although unannounced the experimental fish camp was extremely popular with tourists this past summer;
- band is interested in expanding fish camp as well as including a craft/food sales area; and band wishes to proceed slowly and realistically with tourism development.

● Development Opportunities

Short Term

tourist oriented fishing camp with two families including sale of dried fish, story telling, interpretation of fishing techniques. Also picnic tables, tent frame rentals (5) and toilets and a concession stand including sale of arts and craft, snacks, camper supplies; and arts and craft production program including winter storage area of crafts.

Long Term

expansion of fish camp and addition of campsite and more tent frames (10) for rent;
additional fish camp up the Arctic Red River; and
boat cruises to archaeological digs on Mackenzie and Arctic Red Rivers.

4.2.3 Inuvik

● Existing Facilities

See Table 4.2 located at the end of this section.

o Resources

- **community** of the Midnight Sun;
- termination and destination on the **Dempster** Highway;
- natural resources of the Delta including fish, **birdlife**, proposed Caribou Hills National Park, Reindeer Station;
- proposed **Chitisi** (Campbell Hills) Territorial Park;
- full tourism services;
 - unique northern administration **centre** including power generator, expediting services;
- mixture of **Inuit, Dene, Metis**, Caucasian cultures;
 - reputation as the most northerly town in North America accessible by highway;
 - staging area for most communities in the Western Arctic;
- proximity to Herschel Island, Yukon;
- 6 Dan Sheep tags; and .
- located on tree line and Mackenzie Delta.

● Issues and Trends

- the overall experience upon arriving in **Inuvik** via the **Dempster** highway does not meet the visitors' expectations;
- visitors usually leave within 2 days due to the lack of attractions;
- Atlas Tours will pull out in 1987 because of poor reception and "terrible product" in **Inuvik**;
- Whitehorse has carried out a \$600,000 Downtown Revitalization under EDA;
- the availability of visitor information on the resources of the other Delta, Bear and Beaufort communities is inadequate. The travel **councillors** in the Visitors **Centre** are uninformed about other communities;
- the **Dempster** will have substantial increases in traffic volume over the next 5 years;

the downtown area is generally unattractive and contrasts sharply with the surrounding pristine wilderness. There is also a lack of a cohesive community image;

- there is an active and progressive Inuvik visitors Committee;
- the town is an administrative center for tourism development in the Western Arctic (e.g. WAVA, Economic Development and Tourism, Mackenzie Delta Development Corp., IDC, Guided Arctic, Renewable Resources, etc.); and
- the 'Norweta', now in Tuktoyaktuk, is being negotiated to become a river/delta cruise boat.

o Development Opportunities

Short Term

- acquisition of the 'Norweta', for ½ day, 1 and two day cruises on the Delta - including fish camp visits, overnight in Aklavik, wildlife viewing, Reindeer Station Tuktoyaktuk, etc.;
- downtown revitalization including streetscape and building facade theming, extensive landscaping, park and activity area;
- Western Arctic Visitors Centre construction including; comprehensive information on Inuvik/Delta and all other communities, sales desk for sales of package tours, charter flights, coupon booklets etc. and an attraction and entertainment area; and
- expansion and upgrading of Chuk Territorial Park and Happy Valley Campground.

Long Term

- Native Cultural Centre. Major cultural tourist attraction dynamically presenting the lifestyles of the three native cultures - possibly using artifacts from the N.W.T. Expo Pavilion. Presentation of shelter, games, foods, customs beliefs, and transitions to encourage visitor participation;

- major **R.V.** resort campground including full services - possible locations - Cemetery, Microwave Tower;
- Arctic College tourism management program including a variety of hospitality and tourism courses;
- waterfront park - marina. A comprehensive waterfront activity area including working docks, barge activity, restaurant, marine and cruise boat departure; and fly drive Dempster Packages between **Whitehorse** and **Inuvik** (**R. V., automobile**).

4.2.4 **Aklavik**

- Existing Facilities

See Table 4.2 located at the end of this section.

- Resources

proximity to **Inuvik**, Herschel Island;
 tranquil delta location;
 abundant surrounding wildlife in Delta and nearby Richardson Mountains;
 HBC trading post at Old **Aklavik**;
 archaeological sites - **Peel Channel**, **Willow River**;
 several fish camps and summer camps;
 exceptional big game resources in Richardson Mountains;
 proposed IBP site around Canoe Lake;
Dene/Inuit cultural mix; and
 there are several qualified crafts people and a history (fur shop) of production.

- Issues and Trends

proximity to **Inuvik** makes it a relatively inexpensive destination for flightseeing, day tours and overnight cruise packages;

- provides visitor with much greater sense of **delta** and native community than **Inuvik**;
existing lodge is usually full all summer;
- proximity to Richardson Mountains and Herschel Island suggest opportunities for outfitters;
- several groups/individuals are attempting to establish big game outfitting into the Richardson Mountains. It seems that the present stalemate will continue for the immediate future; and
several people would like to see the reconstruction and opening of the fur shop to rejuvenate craft production.

● Development Opportunities

Short Term

- reconstruction of **craft** shop for production sales in **Aklavik** and **Inuvik**, and as an attraction for day packages and 2 - 3 day craft workshops;
- establish a big game outfitting operation under qualified management and including only experienced Dene, **Inuit** and Metis guides;
- community day tours including country food lunch, boat trip and entertainment;
- **fly-in 2 - 3** day native fish camp packages at Walking River; and
- 3 - 5 day wildlife/cultural packages to Herschel Island.

Long Term

- create a naturalist lodge on Peel River (MacLeods) with hikes to Richardson Mountains;
- expansion of existing motel (4 - 6 units) to include serviced restaurants;
reconstruction of HBC trading post at Old **Aklavik** for trips from **Aklavik**; and
expansion of museum and visitors information centre.

4.3 BEAUFORT AREA

4.3.1 Tuktoyaktuk

● Existing Facilities

See Table 4.3 located at the end of this section.

● Resources

- **Pingos;**
- Eskimo Lakes;
- Arctic Ocean/beaches;
- picturesque/interesting bay; and
- **Beluga/Bowhead** whales.

● Issues and Trends

- **Tuktoyaktuk** enjoys an international reputation. When the **Intuk** highway is constructed it will become a major northern destination to the benefit of Sachs Harbour, **Paulatuk** and **Inuvik;** its proximity to **Inuvik** makes it ideal for 1 - 3 day packages;
- there are several **individuals** interested in operating a passenger tour boat; **whalewatching** has grown at an incredible rate throughout North America;
- Tuk must undergo a major social transformation due to the loss of jobs and income. Tourism training courses will be essential;
- HTA has been unsuccessful in attracting significant numbers of Polar Bear Hunters; and its Arctic Ocean location **will** always make it a major 'hook' for the Western Arctic.

o Development Opportunities

Short Term

- 1 - 3 day packages including charter flight, hotel accommodation, **whalewatching**, coastal cruise, Whitefish Whaling Station, **Pingos** Park;
development of a Tourist Activity Area including Sod House, information cultural centre in restored **co-op** buildings, The Bay, cruise boat wharf; and
- increase polar bear hunts.

Long Term

- naturalist and fishing resorts **at** Eskimo Lakes;
- coastal tours with overnights at Fish Camps; and
- overnight accommodation at coastal outpost camps including visits to archaeological sites.

4.3.2 Sachs Harbour

● Existing Facilities

See Table 4.3 located at the end of this section.

● Resources

- a unique landscape "characterized by rolling hills, meandering rivers, and spectacular sea cliffs";
the most productive area in the world for **muskox** and abundant polar bear;
a variety of **birdlife** including snow geese, gyrfalcon, sandhill crane and peregrine falcon; and
Parks Canada proposes a 8,250 km² area and a 100 km² area at the end as a national park, eventually bringing international recognition to the area.

o Issues and Trends

- Banks Island has the **potential to become one of the most unique and exclusive areas in the world for naturalist package tours**;
- the HTA has a poor record of hunt management and cost control. Sachs **Harbour**, although relatively popular with hunters has an unacceptable level of complaints caused by inadequately experienced guides. Their long term reputation is in jeopardy;
- the closed **AES** station has the potential to become one of the finest resort facilities in the Arctic.

● Development Opportunities

Short Term

institute immediately a high quality guide certification program enabling only the top 50% to 60% to become accredited. Use this action for a new product promotion with Guided Arctic Expeditions. This will increase the number of hunts per hunter and greatly improve the reputation of Arctic hunts;

convert the **AES** station to a first class resort including 13 double suites, seminar and conference facilities, recreation/T.V./video room, interpretation exhibit area;

- develop 2 to 5 day packages out of **Inuvik** including side charters to the **Thomsen River**, **Masik Pass**, **Nelson Head**, **Gyr Falcon Bluff**, archaeological sites, etc.; and community tours and visits to seal fishing camps.

Long Term

market Banks Island as an international **wildlife and Inuit** culture area;

- four day fishing - observation packages **including Capron Lake/Masik Pass**;
- outpost camp at Big River including lodge and tent frames; and tundra excursions on 4 wheelers to visit archaeological site restorations.

4.3.3 Paulatuk

● Existing Facilities

See Table 4.3 located at the end of this section.

● Resources

- several excellent craftspeople and a history of excellent craft production;
- possibly the most culturally authentic Inuit community in Western Arctic;
 - scenic location on Darnley Bay;
- popular and emerging Arctic Char (Ikalukpik) Jamboree;
- historic resources including HBC sites at Cape Parry, Letty Harbour, Pearce Point and Paulatuk R.C. Mission;
- 17 polar bear, 50 muskox and 75 barren ground caribou tags however animal concentrations are not as good as other communities;
 - excellent char fishing on Hornaday and Brock Rivers;
- dramatic local sites including sand dunes of Brock Lagoon, cliffs and caverns of Hornaday River;
- local soapstone deposits for craft production; and
- new 37' Islander boat wned by HTA.

● Issues and Trends

- the recent Paulatuk Economic Plan indicates the community is very interested in developing their tourism resources especially guided hunts and wilderness appreciation tours and the development of a craft centre (98%);
 - many of the problems associated with polar bear hunts in Sachs Harbour are also evident in Paulatuk;
 - the community once had a dynamic and seemingly profitable craft (sewing) production centre; and
- the addition of a hotel will greatly increase potential for package trips from Inuvik.

- Development Opportunities

Short Term

institute a credible certification for guides as well as comprehensive **guide** training workshops for those who fail to meet the qualification;

establish hunting outpost camps, possible locations are **Delesse** Lake, Tom Cod Bay, Tsoko Lake, **Ewariege** Lake, Pearce Point, Cape Parry and **Hornaday** River;

in collaboration with **HTA**, and Guided Arctic Expeditions actively promote hunting for polar bear, muskox, Peary Caribou, barren ground grizzly bear, fishing for arctic char, etc. ; and

- use new **HTA** boat for packaged boat trips to **Hornaday** River, Paul Steen's Camp, Letty Harbour, Pearce point or **Cape** Perry. Two to five day packages will include, shore hikes, wildlife viewing (seals, grizzly bear) char and cod fishing, rockhounding, evening entertainment.

Long Term

a major craft production/sewing **centre** for wall hangings, **mukluks** and mitts as well as more contemporary art works; and

an international level craft workshop that provides lessons in **Inuit** craft production to southern artists and interested individuals.

DEMPSTER HIGHWAY CORRIDOR● **Existing Facilities**

hotels/restaurants at either end (**Dawson City** and **Inuvik**) as well as a 20 unit all inclusive motel, **R.V.** campground at Mile 226 - Eagle Plains;

gas only at **Fort McPherson** (Mile **345**) and minor repairs at Government Maintenance Garages; and

- 6 campgrounds along the route.

o Resources

- the most scenic and spectacular highway in North America;
- the only highway north of the Arctic Circle and eventually the only vehicular access to the Arctic Ocean with the construction of the **Intuk** Highway; and
- extraordinary diversity in views, landscape types, wildlife.

. Issues and Trends

the **Dempster** Highway is associated with what will eventually become one of the major tourist attractions in Canada - **Dawson City**;

- the highway is the last truly frontier route in North America but is generally considered unsafe and too great a challenge for most motorists and **R.V.** operators. Since this is not, in fact, the case, a major promotional campaign will be necessary (once more attractions and services are in place in **Inuvik** and **Fort McPherson**);

the Yukon is eager to participate with any development on the **Dempster** and will consider cooperative construction and marketing ventures; and

the **R.V.** market is growing at approximately 10% per year and represents a major growth segment for proposed facilities along the highway including new visitor service centres, **R.V.** campgrounds, etc.

● Development Opportunities

Short Term

- tourist information centre at junction of Klondike and Dempster Highway. This facility will be staffed by Yukon and WAVA councillors and will include the necessary static and audio visual information to lure the traveller onto the Dempster - if only for an initial introduction to km 31;
- observation point and visitor information kiosk at km 31, which is meant to expose travelers to the beauty of the Dempster;
- visitor service centre - Fort McPherson including restaurant, service station, supply and craft sales, campground, and motel;
- pull off at km 61 with trails to Klondike River;
- pull off at km 73.5;
- pull off at km 758;
- Arctic Red River fish camp including native fish camp, craft and food concession, over night accommodation in 10 tent frames, picnic area; and
- pull off - observation tower and interpretation kiosk with views on to Fort McPherson and Peel River at km 538.

Long Term

- Midway Lake **R.V.** Resort Campground including 30 - 40 sites, country food outlet, craft sales, amphitheatre for entertainment, canoe rental, interpretation trails, barbeque area;
- Tombstone Mountain Visitor Service (Secondary) Centre. Up the hill from the campground, a facility including motel,

restaurant, service station. An alternative site would be Engineer Creek also combining visitor services with an existing campground; and

- Development of fly/drive packages for R.V.'s and car rentals between Whitehorse and Inuvik.

The following tables outline all the various tourism related facilities and resources in the Western Arctic.

While most components of the tourism plant are listed (hotels, outfitters, etc.), mentions major tourism resources (natural, cultural) are also mentioned that could potentially draw people to the community.

We have also attempted to rank certain facilities into four categories in order to further the appreciation of the relevance of each to tourists. The following categories have been used:

Poor - unacceptable for use by tourists.

Acceptable - generally providing enough service for individual travelers but not for prepaid package tours. Lack in management, basic services or facility quality.

Very Good - immediate potential for improvement to high quality facility yet totally acceptable for package tours.

Excellent - amongst the finest facility in the Western Arctic Zone and in the Arctic in general.

TABLE 4.1: EXISTING TOURISM RESOURCES IN THE BEAR AREA

Component	Name	Facilities	Rating
FORT FRANKLIN			
Accommodation	Great Bear Lake Motel	4 rooms, 12 guests dining area	*** ***
	Great Bear Trophy Lodge	22 rooms, 44 guests, airstrip dining area	**** ****
Attractions	Great Bear Lake Roman Catholic Mission		
Activities	2 dog teams HTA Outfitters - Several powerboats	35' steel hull boat	
Services	Great Bear Co-op The Bay	craft sales	
Transportation	Sahtu Ltd. Air Nahanni Air Winter road access	Fort Franklin based charters (floatplane, 3 aircraft) scheduled flights	
NORMAN WELLS			
Accommodation/	Mackenzie Valley Hotel	22 rooms, 33 guests dining area	** ****
	Norwell Inn	10 rooms, 20 guests dining area	*** **
	Norman Wells Inn	8 rooms, 16 guests dining area	*** ***
Restaurants	Dennie's Fast Foods Mike Mark's Chinese Food		
Campgrounds	Campground for canoeists		
Attractions	Canol Trail Oil and gas refinery		
Activities	Mackenzie Mountain Outfitters Bear Island Outfitters Several powerboats MW Suvukti	hiking tours fishing, hiking, 10 passengers (40')	

Component	Name	Facilities	Rating
<u>NORMAN WELLS (Cent' d)</u>			
Services	Norman Wells Tee Pee Craft Shop Spruce Valley Shop Arctic Cap and Sports Roman Catholic Mission	retail retail	
Transportation	Bow and Arrow Taxi Spruce Valley Taxi Nahanni Air Services Ltd. Pacific Western Airlines Page Flight Services Ltd. Can-Arc Helicopters Ltd. Winter Access Road	Norman Wells based, scheduled and charter flights scheduled flights Norman Wells based, charters charters	
<u>FORT NORMAN</u>			
Accommodation	Bear Lodge	8 rooms, 15 guests dining area	***
	Drum Lake Lodge (Wrigley Lake)	35 guests, lodge, tents airstrips	****
Restaurant	Metis Coffee Shop		
Attractions	Anglican Church Archaeological Artifacts Mackenzie River		
Activities	Several powerboats Arctic Red River Outfitters	hunting, hiking	
Services	The Bay		
Transportation	Ursus Aviation Nahanni Air Winter Road Access	Fort Norman based charters scheduled flights	

Component	Name	Facilities	Rating
FORT GOOD HOPE			
Accommodation	Rampart's Hotel	4 rooms, 12 guests dining area	**** ***
Attractions	Our Lady of Good Hope Church Mackenzie River	Father Emile Peti tot murals	
Activities	Several powerboats HTA Outfitters Tony Grandejambe Contemporary Hamlet Office	fishing, hunting outfitter large public space	
Services	The Bay Co-op		
Transportation	Taxi Nahanni Air Services Ltd.	scheduled flights	
CONVILLE LAKE			
Accommodation	Colville Lake Lodge	cabins, 12 guests outpost, 10 guests	****
Attractions/	Roman Catholic Church Museum Log Cabins Art Gallery Colville Lake	Bern Brown paintings	
Activities	Several powerboats		
Transportation	Nahanni Air Services	scheduled flights	
RATING: * Poor ** Acceptable *** Very Good **** Excellent			

TABLE 4.2: EXISTING TOURISM RESOURCES FOR THE DELTA AREA

Component	Name	Facilities	Rating
<u>FORT McPHERSON</u>			
Accommodation	Caribou Motel (closed) and restaurant	6 units dinning area	**
Campground	Nutiulure Campground	20 sites	****
Attractions	Peel River Dempster Highway Fort McPherson Canvas Shop Piet Van Loon Peel River Information Centre	crafts, tent making artist studio	
Activities	7 dog teams several powerboats Dempster Partol Outfitters	14' - 18' fishing, wildlife	
Services	The Bay Tetlit Co-op Krutko's General Store Wheton Gas Bar (under construction)		
Transportation	PMB Taxi Kenn Borek Air	scheduled flights	
<u>ARCTIC RED RIVER</u>			
Accommodation	Mackenzie River Fish Camp Transient Centre	not available for tourists	
Attractions	Fish Camps craft shop	open part time	
Activities	Several powerboats		
Transportation	Ferry service connects to Dempster Highways		

Component	Name	Facilities	Rating
INUVIK			
Accommodation	Eskimo Inn	78 rooms, 156 guests dinning area	*** ***
	Finto Motor Inn	31 rooms, 47 guests dinning area	**** ****
	Inuvik Inn	5 rooms, 10 guests	**
	Mackenzie Hotel	38 rooms, 74 guests dinning area	**** ****
	Sitidgi Lake Fishing Lodge	2 cabins, 6 guests, 2 tents	***
Campgrounds	Chuk Territorial Park	campground, 20 units	
	Happy Valley Campground	campground, 17 units	
Restaurant	Anton's Dinning Lounge	restaurant	
	The Back Room	restaurant	
	Inuvik Deli and Bakery	restaurant	
	Raven's Nest	restaurant	****
	The Roost	restaurant	****
	Mad Trapper	lounge	
	The Wolf's Den	lounge & cabaret	
Attractions	Mackenzie Delta		
	Igloo Church		
Activities	Mackenzie River Cruises	Fort Simpson to Inuvik	
	Several power boats		
	Visitors Information Centre		
	Guided Arctic Expeditions	wholesaler - outfitter	
	Beluga Tours	outfitters	
Services	Inuvik Marina Outfitting	freighter canoes	
	Inuvik Charter Bus Service	city tours	
	The Bay		
	Several retail stores	full range of services	
	Marine Service	marine supplies	
Transportation	Ulu Foods	game meats/country foods	
	Northern Images	crafts	
	Inuvik Parka Enterprises	hand crafted clothing	
	Delta Cabs	taxi	
	Inuvik Taxi	taxi	
	Airport Bus Service		
	Avis Rent a Car		
	Aklavik Flying Services Ltd.	Inuvik based, charters	
	Aklak Air Ltd.	Inuvik based, schedule flights	
	Antler Aviation Ltd.	Inuvik based, charters	
	Inuvik Coastal Airways Ltd.	Inuvik based, charters	
	Kenn Borek Air Ltd.	Inuvik based, schedule flights	
	Pacific Western Airlines	schedule flights	
	Ram Air Charter Ltd.	Inuvik based, scheduled flights	
Trans North Air	scheduled flights		
Nahanni Air Services	scheduled flights		
Sunrise Helicopters	Inuvik based, charters		

Component	Name	Facilities	Rating
<u>AKLAVIK</u>			
Accommodation	McLeod's Motel Arey's Cafe Bed and Breakfast	lodge, 6 guests restaurant 3 rooms	**
Attractions	Historic Church Museum proximity to Richardson Mountains Herschel Island		
Activities	HTA several power boats		
Services	The Bay		
Transportation	Aklavik Taxi Arey's Taxi 12 passenger van 6 passenger ATV Kenn Borek Air Ram Air	scheduled flights scheduled flights	

RATING: * Poor ** Acceptable *** Very Good **** Excellent

TABLE 4.3: EXISTING TOURISM FACILITIES FOR THE BEAUFORT AREA

Component	Name	Facilities	Rating
<u>TUKTOYAKTUK</u>			
Accommodation	Nunuksivik Lodge	7 rooms, 14 guests dinning area	*** ***
	Pingo Park Lodge Ltd.	24 rooms dinning area	** **
	Eskimo Lake Fishing Lodge	8 rooms, 16 guests dinning area	*** ***
	Hotel Tuk Inn	14 rooms, 31 guests dinning area	**** ***
Restaurant	Igloo Café	restaurant	
Attractions	Our Lady of Lourdes Mission Boat	historic boat	
	Sod House Cemetery	under construction	
	Dew Line Site Oil/gas camps		
	Beluga/Bowhead Whales		
	Tuk Bay		
	Beaches		
	Whitfish Whaling Camp		
	Pingo National Landmark		
Activities	3 dog teams several power boats	3 passenger boats (20 max.)	
	Tuk Tuk Tours Tuk Enterprises Ltd. HTA Outfitters	tours big game hunts	
Services	The Bay Christina Felix Paraks	handcrafted clothing	
Transportation	Polar Cabs Tuk Taxi		
	Kenn Borek Air Aklak Air	scheduled flights scheduled flights	
	Ram Air	scheduled flights	
	Ice road to Inuvik		
<u>SACHS HARBOUR</u>			
Accommodations	Banks Island Lodge	Lodge, 5 units dinning area	* *
	Potential accommodation at Atmospheric Environment Services	13 units meeting rooms	

Component	Name	Facilities	Rating
SACHS HARBOUR (Cent'd)			
Attractions	Banks Island wildlife resources proposed Banks Island National Park		
Activities	4 dog teams HTA Outfitters several power boats	big game hunts	
Services	Ikahut Co-op	retail	
Transportation	Aklak Air Kenn Borek Air	scheduled flights scheduled flights	
PAULATUK			
Accommodation	Thrasher Hotel (new) Transient Centre	6 rooms, 12 guests dinning area	*** *** **
Attractions	Catholic Mission Historic House Hornaday River		
Activities	several power boats HTA Outfitters 3 dog teams	18' Lunds big game hunts, 37' islander	
Services	Inupiam Store (Co-op)	retail	
Transportation	Kenn Borek Air Aklak Air	scheduled flights scheduled flights	
RATING: * Poor ** Acceptable *** Very Good **** Excellent			

5. PROPOSED PROJECTS FOR DETAILED STUDY AND
TECHNICAL ASSISTANCE

Approximately 6 - 8 projects will be selected for detailed consultant **input** including **prefeasibility**, product development, marketing, **planning** etc.

The following is a partial list of those to be considered. (*) indicates recommendations by the consultants and (**) indicates those that will be automatically included under the existing mandate.

- 1.* Fort Good Hope Band Council Purchase of Arctic Red River Outfitters - Feasibility Study and Business Plan (pending **additional** funds from Special **ARDA**).
- 2.* Fort Franklin Band Council Sports Fishing Lodge - **Prefeasibility** and Product Development.
- 3.* Fort McPherson Band Council Visitors Service **Centre** - **Prefeasibility** and architectural design.
4. **Inuvik**

'Norweta' River Cruise - Feasibility Study (under another contract with EDA);

*- Downtown Beautification Master Plan, theme, landscaping and cost estimates;

*- Happy Valley Campground Expansion;

** - Western Arctic Visitors **Centre** - Feasibility Study and Architectural Plan; and

- New **R.V.** Resort **Campground** Master Plan.

5. Sachs Harbor
 - *- Conversion of AES to **Naturalist Lodge**, Product Development and Marketing Strategy.

6. Paulatuk
 - *- Hotel Promotion Brochure and Package Tour Development;
 - Craft **Centre** Development; and
 - *- Marketing of Big Game Hunts.

7. **Aklavik**
 - Lodge **Development** - product development and marketing assistance.

8. Fort Good Hope
 - Boat Cruise - package tour development and marketing assistance.

9. Fort McPherson
 - ** - Visitor Service **Centre Prefeasibility** Study, product development and marketing;
 - * - Band Council or HTA Big Game Outfitters product development; and
 - * - Midway Lake Preliminary Master Plan and Product Development.

10. Arctic Red River
 - ** - Fish Camp and Craft **Sales** - product development and marketing.

11. Norman Wells
 - Canol** Trail Product Development and Marketing Strategy.

12. **Colville** Lake

Sportfishing lodge product development and training.

13. **Fort Norman**

*. Locati on and **prefeasibility** of **sportfishing** lodge.

APPENDIX A - PRELIMINARY CONTACT LIST

WAVA

Rev. Ken Snider, **Inuvik**
Eugene Pascal, **Aklavik**
Charlie Snowshoe, Fort McPherson
Tony **Grandejambe**, Fort Good Hope
Victor **Botari**, **Inuvik**

Association President
Beaufort Area Vice President
Delta Area **Vice President**
Bear Area **Vice President**
Secretary Treasurer

William **Nosogaluak**, **Tuktoyaktuk**
Eugene Pascal, **Aklavik**
Randy **Pokiak**, **Tuktoyaktuk**

Beaufort Area
Directors

Victor **Botari**; **Inuvik**
Ken Snider, **Inuvik**
Charlie Snowshoe, Fort McPherson

Delta Area
Directors

Tony **Grandejambe**, Fort Good Hope
Larry Wallace, Norman Wells
Judith Wright, Fort Norman

Bear **Area**
Directors

TRAVEL ACTIVE - YZF

Peter **Neugebauer**
Dave Lapp
Kelly Wilson
Al Kaylo
Keith Thompson
Cherly Grant-Gamble

EDA - YZF

Ron O'Brien
Altaf Lakhani

TOP OF THE WORLD TOURS - YZF

Darlene **Mandeville**
Kim Warner

TIA - NWT - YZF

Klaus Roth
Esther Braden

TOURISM YUKON

Whi tehorse

George **Tawse-Smith**
George Sinfie ld
Don **Weisbeck**
Robert Clark
Thorn **Stubbs**

HARVEY ASSOCIATES AD AGENCY

Jan Harvey

TOURISM YUKON

Dawson Creek

Aki o **Saito**

HERITAGE BRANCH

Whitehorse

Dale Perry

GO COMPANY

Shi r l e y **Budzimski**

YUKON VISITORS ASSOCIATION

Whitehorse

Dave **Phillpot**

ECONOMIC DEVELOPMENT AND TOURISM

Inuvik "

Fred Koe
Frank **Dielak**
John **Colford**
Andy Anderson

RENEWABLE RESOURCES

Paul Craft
Ian Ross
Wal ter Bayha
Ron Graff

Inuvik
Tuktoyaktuk
Fort Franklin
Yel lowkni fe

GUIDED ARCTIC EXPEDITIONS

Terry Cook

Inuvik

MACKENZIE DELTA NATIVE GROUP

Bob Si mpson

TOWN OF INUVIK

John Hill
Tom **Detlor**

Mayor
Pl anner

ATLAS TOWN

Mark Smith
Lorna Corbett

Whi tehorse

HORIZON HOLIDAYS

Stephen Burnett

Toronto

PWA

Dale Vance
Dave Moody
Bruce Watson
Ken Gray

Inuvik
Vancouver
Calgary
Edmonton

DRUM LAKE LODGE

Paul Wright
Judith Wright

COLVILLE LAKE LODGE

Bern Brown

GREAT BEAR TROPHY LODGE

Jerry Fink

INUVIK VISITOR COMMITTEE

Ken Snider
Dick Hill
Victor **Botari**
Laurie **Allan**
Larry **Springay**
Peter Guther
Kim Staples
Meredith Hodges

Miki O' Kane
Ken Thompson
Annette Lester
Joey Amos
Pam **Bourque**
Laurie **Wallbrook**
Theodore **Debassige**
Stuart **Wallis**

ESKIMO SUN

Steiner **Asbjormsem**

MCKENZIE HOTEL

Walter **Willkomm**

FINTO INN

Harold **Wulf**

KEN BOREK AIR

SACHS HARBOUR

Les Carpenter
Andy Anderson
Floyd Sydney
Roy Goose

Sheila **McDonell**
Roger Kuptana
Mahe! Kudluk
Doug Wood

TUKTOYAKTUK

John Steen
Andy York
John McLeod
Dennis Thrasher

Vince Steen
Fred **Pokiak**
Don **Tetrault**

FORT FRANKLIN

John Jordon
Ed Phillips
John Yukon

Bob **Duncun**
John Tetso