



Arctic Development
Library

***Tourism Strategy, Interim Report, Phase I,
Western Arctic Visitors Association,
Economic Development & Tourism
Date of Report: 1987
Author: Maclaren Plansearch Pelman
Associates
Catalogue Number: 11-25-23***



Western Arctic

Tourism Development and Marketing Strategy

Interim Report: Phase 1

Western Arctic Visitors Association Economic Development and Tourism

22/10/86

- STRAIGHTFORWARD / HONEST ANALYSIS
- NOW JUMP ON IDENTIFIED OPPORTUNITIES AND DEVELOP
- MANY OF THE DEVELOPMENT CONCEPTS ETC. ARE BASED ON ENOUGH TOURISM TRAFFIC TO MAKE IT PAY!
- UNFORTUNATELY CRITICAL MASS IS NOT PRESENT (i.e. TOURISM TRAFFIC) - HOW DO THESE THINGS GET STARTED! AND EXIST UNTIL A PROFITABLE FLOW TAKES OVER
- DOCK PROBLEM "FEES"? - FOR INUVIK AND OTHER COMMUNITIES

WHY ARE TOURISM BUSINESSES NOT VIABLE TODAY?

- NOT ENOUGH CUSTOMERS BUSINESS
- WHY → - LOW AWARENESS / POOR MARKETING
- POOR FACILITIES
- UNAVAILABILITY OF PACKAGES
TOURISM INFRASTRUCTURE
- HIGH COSTS

TABLE OF CONTENTS

	<u>PAGE</u>
INTRODUCTION	
1.0 RESEARCH AND ANALYSIS TO DATE	2
1.1 WE HAVE AN OVERALL APPRECIATION FOR THE UNIQUE QUALITIES OF THE WESTERN ARCTIC	2
2.0 OVERALL ISSUES AND TRENDS	4
2.1 TRANSPORTATION	4
2.2 ATTRACTIONS	4
2.3 STRATEGY	5
2.4 HUMAN RESOURCES	5
3.0 MARKET SEGMENTS	6
3.1 SPECIFIC SEGMENT GROWTH	7
3.2 NEW MARKET OPPORTUNITIES	7
3.3 MARKETING LINKS	7
3.4 EXISTING MARKETING EFFORTS	8
4.0 DEVELOPMENT OPPORTUNITIES	9
4.1 BEAR AREA	9
4.1.1 Fort Franklin	9
4.1.2 Norman Wells	10
4.1.3 Fort Norman	11
4.1.4 Fort Good Hope	12
4.1.5 Colville Lake	14
4.2 DELTA AREA	16
4.2.1 Fort McPherson	16
4.2.2 Arctic Red River	17
4.2.3 Inuvik	18
4.2.4 Aklavik	21
4.3 BEAUFORT AREA	23
4.3.1 Tuktoyaktuk	23
4.3.2 Sachs Harbour	24
4.3.3 Paulatuk	26
4.4 DEMPSTER HIGHWAY CORRIDOR	28
4.5 INVENTORY/ANALYSIS OF FACILITIES	31
5.0 PROPOSED PROJECTS FOR DETAILED STUDY AND TECHNICAL ASSISTANCE	40

APPENDIX A - PRELIMINARY CONTACT LIST

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 capsulize 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. *? who's initiative Yukon Initiative .*

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.

1
Colville Lake.

- already have one.

- is this inadequate?

- doesn't serve visitors' needs?

- poor location?

- 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.

STRATEGY?

WAVA is perceived with skepticism by several government officials in Yellowknife. AND COMMUNITIES OUTSIDE OF INUVIK.

WHAT IS STRATEGY - TO CORRECT m's? ETC.?

2.4 HUMAN RESOURCES

2 IBC / COPE

- 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. WHY? ALL THE USUAL REASONS?

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

- LACK OF PACKAGED "PRODUCT"

- LACK OF A TOURISM INDUSTRY INFRASTRUCTURE

- INBOUND TOUR ARRANGEMENTS - BOOKING, ORGANIZING, PACKAGING, HOSTING

3. MARKET SEGMENTS

*MARKETING
TO REVIEW
THESE SECTIONS*

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 U.S. 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.

- LACK OF \$ FOR BOTH GNWT/TIA
- CAN WAVA MARKET - WHO TO - WHERE?
 Regionally - YK
 Edmonton
 Vancouver
 Yukon

4. DEVELOPMENT OPPORTUNITIES

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

4.1 BEAR AREA

4.1.1 Fort Franklin

● 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 boats/motors for outfitting; and

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

. 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'.

read Issues & Trends!

*ANOTHER KOAT?
ACTA STUDY*

4.1.2 Norman Wells

● Existing Facilities

See Table 4.1 located at the end of this section.

● 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

two people (one a Mohami Air pilot, the other Walter Blondin) are flying people up Canol Trail to go telemedicine

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. - who owns/operates?

Long Term *Bear Area/Sahtu*

- ~~secondary Western Arctic~~ Visitor Information Centre including oil and gas interpretive exhibit; and

construction of Kelly Lake Sport fishing Lodge.

*CANOL ORIENTATION CENTRE
"MUSEUM INITIATIVES"*

*very hard 34 comp
with quality kids
great bear.*

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.

● 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.

very hard to compete with lodges on Great Bear &

4.1.4 Fort Good Hope

o 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; *cost likely \$350,000.*

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;
- Was Weabow ** - 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
- Colville Lake already has a fishing lodge, why would they want to add the competition??!* - 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

. Existing Facilities

See Table 4.1 located at the end of this section.

● 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; *? Good*
 - Colville Lake Lodge *is* only promoted to a very exclusive market which means lower occupancy rates and less opportunity *for community involvement*; *OBVIOUS*
- 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. *-GIAN*

● 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

● 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. ✓

o 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

*is this the first
stop for visitors
to NWT.*

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;** *Neil Collins → considered underutilized.*
- coordinated craft production; and
- naturalist package tours (3 - 4 days) to Rat River and Richardson Mountains, IBP site, etc.

*are these
complementary
or competitive?*

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.

● Resources

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

*? Isn't this
at Fort Good Hope?*

**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.

→ questionable.

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.

↑ definitely require permission of
and with Northern Heritage
c & ?

4.2.3

Inuvik

o 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, bird life,
 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;

- WHO HAS THEM*
- 6 Dan Sheep tags; and
 - Located on tree line and Mackenzie Delta.

o 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. *may be purchased by Mackenzie Delta Dev. Co.*

● 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 Terri tori al Park and Happy Valley Campground.

- several locations being considered including property Dick Hill holds Mackenzie Hotel → Dick would consider moving his building off the site.

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;

Select Area - Prepare Dev. Plan

- 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).

Dock Program "FEDS"

- CHECK OUT

(Small Craft Harbours) D.F.O. Program

4.2.4

Aklavik

- other suggestions raised:

- golf course
- rounder / Santo Claus villa
- northern Yukon park H.Q.
- waterfront development
- permafrost demonstration cellar (one in Colville L)

● Existing Facilities

See Table 4.2 located at the end of this section.

● Resources

- MAD TEACHERS GRAVE? - LOCATED HERE?

proximity to Inuvik, Herschel Is and; 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.

- just a sign, nothing really worth developing.

*@ L b + @ = * Northern Centre*

● 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
- why? - 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.

* is Yukon doing anything here yet? seems to me COP = I/O C has done on anything that is developed

Long Term

- create a naturalist ledge on Peel River (MacLeods) with here hikes to Richardson Mountains; - would it survive in direct competition with Drum Lake Lodge, Bathurst I.
- 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.

- Dene Regional Council interested in territorial pads in Peel & Blood Mtns (part of Richardson's).

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.

- archaeological sites on shoreline being excavated now by NHC prior to total wave destruction.

● Issues and Trends

→ Beaufort drilling, man-made drilling islands.

- 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; *what is its significance*

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. *Small Craft Harbours program? E. 1. 1. 1.*

Long Term

naturalist and fishing resorts at Eskimo Lakes; coastal tours with overnights at Fish Camps; and over night accommodation at coastal outpost camps including visits to archaeological site. *check with Id tic.*

figure out problems of HTA first

These are we've got to all over!

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.



● Issues and Trends

Wes Ukrawy

- Banks Island has the potential to become one of the most unique and **exclusive areas in the world** for naturalist package tours;
- the HTA ¹ **has** a poor record of hunt management and cost control. ² **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.

o 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, Gyrfalcon Bluff, archaeological sites, etc.; and community tours and visits to seal fishing camps.

26

confirm with NHC

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 3 4 wheelers to visit archaeological site restorations.

work with Inuit

for

for

for

for

for

for

for

for

for

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 owned by HTA.
- *Smoking Hills.*

● 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.

TRAINING

- Development Opportunities

Short Term

Wes Webowy -

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, Ewariage 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.

Observations

- current cornucopia of fishing lodges in N.W.T. puts in doubt the need for any more - currently too much competition and wide range in quality of product.
 - better to fix up existing lodges and make them more viable.
- suggestion that several communities go into big game/sport hunting may be detrimental due to increased competition for limited market not only within region but competition across all regions in N.W.T.

4.4

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. *should only be considered as emergency stops.*

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? Tombstone Mountain.*
pull off at km 758; " "
- Arctic Red River fish camp including native fish camp, craft and food concession, over night accommodate on 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.

too close to Dawson; might be better at Klondike River

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; *↳ water quality questionable due to sewage dumping urban area used as construction*
Tombstone Mountain Visitor Service (Secondary) Centre. Up the hill from the campground, a facility including motel, *camp*

Yukon campground.

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.

4.5 INVENTORY/ANALYSIS OF FACILITIES

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
<u>FORT FRANKLIN</u>			
Accommodation	Great Bear Lake Motel	4 rooms, 12 guests dining area	*** ***
	Great Bear Trophy Lodge	22 rooms, ^{CAPACITY ?} 44 guests, airstrip dining area ^{OTHER ?}	**** ****
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	Fort Franklin based charters (floatplane, 3 aircraft)	
	Nahanni Air Winter road access	scheduled flights	
<u>NORMAN WELLS</u>			
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
<u>FORT GOOD HOPE</u>			
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	fi shi ng, hunti ng outfitter large public space	
Services	The Bay Co-op		
Transportation	Taxi Nahanni Air Services Ltd.	schedul ed fl ights	
<u>CONVILLE LAKE</u>			
Accommodation	Colville Lake Lodge	cabi ns, 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	schedul ed fl ights	
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' fi shing, wildl ife	
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
<u>INUVIK</u>			
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		
	Iglloo Church		
Activities	Mackenzie River Cruises	Fort Simpson to Inuvik	
	Several power boats		
	Visitors Information Centre		
	Guided Arctic Expeditions	wholesaler - outfitter	
	Beluga Tours	outfitters	
	Inuvik Marina Outfitting	freighter canoes	
Services	Inuvik Charter Bus Service	city tours	
	The Bay		
	Several retail stores	full range of services	
	Marine Service	marine supplies	
	Ulu Foods	game meats/country foods	
	Northern Images	crafts	
Inuvik Parka Enterprises	hand crafted clothing		
Transportation	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	Igl oo Café	restaurant			
Attractions	Our Lady of Lourdes Mission Boat Sod House Cemetery Dew Line Site Oil/gas camps Beluga/Bowhead Whales Tuk Bay Beaches Whitfish Whaling Camp Pingo National Landmark	historic boat under construction			
	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 Ram Air Ice road to Inuvik	scheduled flights scheduled flights scheduled flights		
		<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
<u>SACHS HARBOUR (Cent' d)</u>			
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)	6 rooms, 12 guests dinning area	*** ***
	Transient Centre		**
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	schedule flights scheduled flights	

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

5. PROPOSED PROJECTS FOR DETAILED STUDY AND
TECHNICAL ASSISTANCE

21

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

*H.L.A. Lewis
to do this →*

- ** - 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

- *- Location 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

ARCTIC
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

Whitethorse

George **Tawse-Smith**
George Siinfeld
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

Shirley Budzinski

YUKON VISITORS ASSOCIATION

Whitehorse

Dave Phillipot

ECONOMIC DEVELOPMENT AND TOURISM

Inuvik

Fred Koe

Frank Dielak

John Colford

Andy Anderson

RENEWABLE RESOURCES

Paul Craft

Ian Ross

Walter Bayha

Ron Graff

Inuvik

Tuktoyaktuk

Fort Franklin

Yellowknife

GUIDED ARCTIC EXPEDITIONS

Terry Cook

Inuvik

MACKENZIE DELTA NATIVE GROUP

Bob Simpson

TOWN OF INUVIK

John Hill

Tom Detlor

Mayor

Planner

ATLAS ^{Tours}~~TOWN~~

Whitehorse

Mark Smith
Lorna Corbett

HORIZON HOLIDAYS

Toronto

Stephen Burnett

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 Asbjornsem

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 Tetrauit

FORT FRANKLIN

John Jordon
Ed Phillips
John Yukon

Bob **Duncun**
John Tetso