



Arctic Development
Library

***Tourism Strategy, Interim Report, Phase 3,
Concept, Western Arctic Visitors
Association, Economic Development &
Tourism***

Date of Report: 1987

***Author: Maclaren Plansearch Pelman
Associates***

Catalogue Number: 11-25-25

Western Arctic

Tourism Strategy

Interim Report: Phase 3, Concept

Western Arctic Visitors Association
Economic Development and Tourism



MacLAREN PLANSEARCH
PELMAN ASSOCIATES ARCHITECTS
ADDISON TRAVEL MARKETING

87-09

40313

Lavalin

TABLE OF CONTENTS

	<u>PAGE</u>
1. PHASE III: THEME AND DEVELOPMENT CONCEPT	1-1
1.1 OVERALL THEME	1-1
1.2 SUBTHEMES	1-3
2. OVERALL DEVELOPMENT CONCEPT	2-1
2.1 THE COMPONENTS	2-1
2.1.1 Service Areas	2-2
2.1.2 Activity Areas	2-3
2.1.3 Staging Area	2-4
2.1.4 Access Corridors	2-5
3. COMMUNITY-BASED ACTIVITY CONCEPT	3-1

1. PHASE III: THEME AND DEVELOPMENT CONCEPT

1.1 OVERALL THEME

The analysis of the region's natural and cultural resources and the identification of tourism development opportunities suggests a number of images for the Western Arctic. When the results of the market analysis are matched to these resources and opportunities; certain 'themes' become evident. For instance the region is characterized by such well known features as the:

- o Mackenzie River
- o Mackenzie Delta;
- o Beaufort Sea (Arctic Ocean) and coastline;
- o Banks Island;
- o Dempster Highway;
- o Great Bear Lake;
- o Canol Trail; and
- o Herschel Island.

As well as such cultural features as:

- o Inuit, Dene, Metis and caucasian culture and history;
- o oil and gas exploration;
- o northern development and administration; and
- o arts and crafts.

The market analysis also indicates that visitors to the region include:

- o rubber tire travellers (R.V., automobile, motorcoach);
- o hunters;
- o anglers;
- o outdoor adventure travellers; and
- o business travellers.

The majority of the visitors arrive by the Dempster Highway via an automobile or recreational vehicle. They are interested in experiencing the native culture, the Arctic Ocean, history, midnight sun, Arctic Circle, scenery and indigenous wildlife. The theme must therefore reflect both these natural and cultural resources and the visitor's expectations and expressed interest in the region.

Six optional themes or images have been considered:

- o Inuit Culture/History;
- o Dene/Metis Culture/History;
- o Beaufort Sea/Arctic Ocean;
- o Dempster Route;
- o Mackenzie River; and
- o Mackenzie Delta.

Unfortunately each one of these themes applies only to a portion of this vast region. Even if the Mackenzie River and Delta are considered together, visitors to one (for example, the Bear Area) rarely visit the Delta area. Since it is not possible to generate a single theme that expresses the entire region it seems necessary to consider two distinct yet mutually cooperative themes.

The first two, Inuit and Dene Culture although very popular would not be appropriate because they are also marketed by other regions. For example, Inuit culture is a significant part of the product in the Arctic Coast, Baffin and Keewatin Regions. Similarly Dene and Metis Culture are found in the Big River and Northern Frontier Regions. The 'Arctic' (circle/coast) is also common to three other regions and the Yukon. The difference with the 'Arctic Experience' in the Western Arctic Region is that it is accessible by the Dempster Highway. The Mackenzie River is usually only experienced by those who visit the 3 communities in the Bear Area so it does not have a common connection with the northern or 'Arctic' (Arctic Ocean) portion of the region.

It is therefore proposed to have two themes for the Western Arctic. This is the only N.W.T. region to have two distinct themes but there is precedent for developing and promoting a large area with multiple themes. In fact, it is increasingly common as market segmentation in the industry becomes more clearly defined. For instance, in B.C. it is no longer appropriate to sell Vancouver Island as merely an Island destination. It is made up of several distinct destinations areas (e.g. Pacific Rim, North Island and Victoria) and each one has a particular theme.

Likewise, the Western Arctic has two distinct themes:

- o the Accessible Route to the Arctic (Ocean and Circle); and
- o the Mighty Mackenzie¹.

They are reached by quite different means and appeal to different segments.

The 'Accessible Arctic' appeals for the most part, to the rubber tire traffic while the 'Mighty Mackenzie' including Great Bear Lake is a pristine, world class fishing, canoeing, hunting, and hiking paradise for the pure outdoor adventure enthusiasts.

1.2

SUBTHEMES

In order to recognize all the important resources of the region as well as respond to the major market segments it is possible to have additional subthemes connected with the two principal themes. The possible subthemes include:

- o the Accessible Route to the Arctic
 - Inuit culture/history
 - Dene/Metis culture/history
 - Arctic Coastline
 - Mackenzie Delta
 - Arctic Circle
 - Banks Island

¹ The former applies to what is known as the Delta and Beaufort areas while the latter is defined by the Bear or Sahtu area.

- o the Mighty Mackenzie
 - Dene/Metis culture
 - Mackenzie Mountains
 - Canol Trail
 - Great Bear Lake
 - Arctic Circle

There are some obvious, overlapping themes such as the 'Arctic Circle', which also goes through the Bear area, but the vast majority of those who experience this attraction do so on the Dempster Route to the 'Accessible Arctic'.

As the study progresses and individual development opportunities become more clearly defined, it will be possible to precisely describe these subthemes. However their present identification is important to outlining the overall development concept.

2. OVERALL DEVELOPMENT CONCEPT

The Development Concept is the foundation of a master development plan. It sets the framework for the long term orientation of the strategy. Development opportunities may change or be modified over the life of a strategy, but the focus of the development concept remains constant.

The concept for the Western Arctic will define in general terms, the long term development for the region. It will also respect the community-based tourism approach of Travel Arctic. Each community within the Western Arctic will be given a specific function or theme within the overall context of the region.

2.1 THE COMPONENTS

A development concept is made up of the following components:

- o Service Areas - contain concentrations of services such as lodging, food, automobile repairs, retail stores. They may or may not include groups of tourism attractions.
- o Activity Areas - are locations for major groups of tourism attractions and activities.
- o Staging Areas - are points of congregation and departure to other areas/communities/attractions. For instance, in the Inuvik staging area, bus tours may debark, overnight and leave for trips to Tuktoyaktuk. In addition, Tuktoyaktuk can be a staging area for trips to the pingos, whalewatching, boat cruises, etc.
- o Access Corridors and Linkages - bring tourists into the region and provide movement between points of interest or communities.

The first three are all located in the various communities throughout the region. Thus reinforcing the community-based tourism concept.

Since the importance of a development concept is to give focus and framework to the Master Plan, it is essential to create a certain hierarchy or order of magnitude distinction between the various staging, activity and service areas and corridors.

For these reasons they are defined as primary, secondary and tertiary. 'Primary' of course designates the areas or communities that have and will continue to attract the greatest number of tourists. For this reason Inuvik is the primary area throughout the region and Norman Wells, which attracts fewer visitors, is second. However within its own Bear area, Norman Wells is clearly a primary area. Of course this could all change if a highway was built to Norman Wells and Fort Good Hope.

The Development Concept for the Western Arctic is defined by the following components.

2.1.1 Service Areas

Primary Service Area

- Inuvik

Inuvik provides in excess of 75% of all the lodging (fixed roof, camping), food services, vehicle services, retail stores, hospital services in the Western Arctic. It will continue to serve the high number of visitors who arrive via the Dempster Highway.

Secondary Service Area

- Norman Wells

As the first stop on the main air corridor to the region as well as a staging area for the Canol Trail and surrounding communities, Norman Wells is a secondary service area within the Western Arctic but a primary service area to the Bear area. Due to the previous activities of the oil and gas exploration it has the second largest tourism plant in terms of hotels/restaurants. The final Master Plan will reflect the importance of increasing tourism to Norman Wells in order to maximize the benefits to these existing operators.

- Fort MacPherson

Although Fort MacPherson has very few services, it is strategically located along the Dempster Highway and potentially could be a secondary service area between Dawson City and Inuvik. Steps have already been made to improve fixed roof accommodation, there is an excellent campground at the Peel River and additional garage and restaurant services would complete its function as a secondary service area.

Tertiary Service Area

All other communities have or potentially could have the mix of services to be designated as tertiary service areas. Although they may not all have restaurants (e.g. Aklavik) or lodging (Arctic Red River) they all have a basic level of service to attract tourists.

2.1.2 Activity Areas

Primary Activity Area

- Inuvik

Although no community offers a great number of activities for tourists, Inuvik represents the greatest potential because of its relatively high volume of visitors. Potential activities include boat tours, native culture, and overnight trips to the communities. The Western Arctic Visitors Centre will also encourage greater levels of activity because of its marketing function.

Secondary Activity Area

- Norman Wells

This community's location, adjacent to the potentially popular Canol Trail, and Mackenzie Mountains will provide a strong focus to tourism activities. This will be supported by such activities as sportfishing, oil and gas interpretation, etc. A proposed visitor's centre will strengthen Norman Wells' position as an activity area.

- Tuktoyaktuk

This community's unique location on the Arctic Ocean and relatively close proximity to Inuvik suggests a number of opportunities to make it an important secondary activity and emphasis could be placed on marine-based activities (whalewatching, boat tours), as well as the nationally significant Pingo Park.

- Fort MacPherson

This is the first native community on the Dempster Highway. Consequently it could become a stop over if activities such as arts and crafts, native foods, trips on the Peel River, local entertainment, etc. were developed.

Tertiary Activity Area

All other communities are tertiary activity areas and usually focus on just one or two activities:

- e.g. Arctic Red River - arts and crafts and fish camp
- Fort Franklin - sportfishing
- Fort Good Hope - native culture, hunting

2.1.3

Staging Areas

Primary Staging Area

- Inuvik

Approximately 80% of all traffic comes through Inuvik, which is the point of departure for most of the tours, specifically to Tuktoyaktuk, and Aklavik which together account for 95% of all day tours in the region. As the terminus to the increasingly popular Dempster Highway it will continue to be a primary staging area to communities and attractions in the Delta and Beaufort Area, especially those along the popular Arctic Coastline (Paulatuk, Sachs Harbour, Tuktoyaktuk and Herschel Island). Its combination of services and activities will maintain its primary service function in the Western Arctic.

Secondary Staging Area

- Norman Wells

Norman Wells is clearly the primary staging area for the entire Bear area. Its strategic location on the Canadian Airlines route suggests that it will continue to be the point of departure for most hunters/anglers as well as hikers on the Canol Trail. Visitors to Fort Norman, Fort Good Hope and Fort Franklin will largely pass through Norman Wells.

Tertiary Staging Area

All other communities are staging areas for the natural/cultural resources and activities that surround their respective hamlet. For instance, Sachs Harbour would be a staging area for the variety of wilderness tours on Banks Island, Aklavik for hunting trips to the Richardson Mountains and Fort Good Hope for fishing trips to the surrounding lakes.

2.1.4

Access Corridors

Primary Access Corridor

- Dempster Highway

The Dempster Highway is unquestionably the major access route into the region accounting for about approximately 75% of the traffic. It also has the greatest potential for growth. It appeals to a number of market segments and is linked to the marketing efforts of the Yukon Territory and specifically the 50,000 tourists presently travelling to Dawson City.

Secondary Access Corridor

- Yellowknife - Norman Wells - Inuvik

Air travel, via Yellowknife is the second most popular mode of access into the region, although significantly lower than along the Dempster Highway. Growth on this corridor will only take place with the development of high quality packages particularly on the Canol Trail, Banks Island, Tuktoyaktuk and Fort Franklin.

Tertiary Access Corridors or Linkages

- Inuvik to Tuktoykatuk, Sachs Harbour, Paulatuk;
- Norman Wells to Fort Good Hope, Fort Norman and Fort Franklin; and
- Yellowknife to Fort Franklin.

There are also minor access opportunities from:

- Yellowknife to Holman to Sachs Harbour and Inuvik; and
- Whitehorse to Inuvik (air).

3. COMMUNITY-BASED ACTIVITY CONCEPT

Each community will match its unique natural and cultural resources with the overall regional themes and development concept. In order to respect the integrity of each community, as well as respond to the variety of market segments, it is possible to suggest a distinct focus for each community. In some cases more than one primary tourism activity may be suggested for a community. For instance it is not necessary to suggest that wilderness tours are more important in Sachs Harbour than sport hunting. In addition, secondary themes are sometimes appropriate for certain communities.

Designating a particular orientation for a community does not imply that it is locked into a rigid description. The purpose is however, to create an integrated and balanced development plan throughout the region, as well as promote intercommunity collaboration. The latter is potentially achieved, for instance, by two adjacent communities offering complementary activities in an overall two-community package.

The following is proposed for each community:

DELTA AREA

Inuvik

- Theme - Services/Staging Area
- Mackenzie Delta Activities
- Subtheme - Native Culture
- Administration Centre
- Special Events

Aklavik

- Theme - Wilderness tours to Richardson Mountain
- Mackenzie Delta Activities
- History
- Subtheme - Sport Hunting (Richardson Mountains)
- Sportfishing
- Arts and Crafts

Fort MacPherson

- Theme - Visitor Services
 - Historical Interpretation
- Subtheme - Sport Hunting
 - River Tours
 - Campground

Arctic Red River

- Theme - Arts and Crafts
 - Native Culture (Fish Camps)
- Subtheme - Mackenzie River Tours
 - Arctic Red River Tours

ARCTIC COAST (BEAUFORT) AREAPaulatuk

- Theme - Nature Tours
 - Inuit Lifestyle
- Subtheme - Sportfishing
 - Arts and Crafts
 - Coastal Tours
 - Sport Hunting

Sachs Harbour

- Theme - Sport Hunting
 - Banks Island Wilderness Tours
- Subtheme - Staging Area for Future National Park
 - Inuit Lifestyle

Tuktoyaktuk

- Theme - Arctic Ocean Cruise
 - Cultural Inclusion
 - Pingos Tours
- Subtheme - Oil and Gas Interpretation
 - Sport Hunting
 - Sportfishing (Eskimo Lakes)

BEAR AREANorman Wells

- Theme - Canol Trail
- Staging Area
- Subtheme - Oil and Gas Interpretation
- Arts and Crafts
- Mackenzie River Tours

Fort Franklin

- Theme - Sportfishing
- Subtheme - Dene Lifestyle
- History

Fort Norman

- Theme - Sport Hunting
- Wilderness/River Tours
- Subtheme - Dene Lifestyle

Fort Good Hope

- Theme - Dene Culture
- River Tours (Birdwatching)
- Subtheme - Sport Hunting

Colville Lake

- Theme - Sportfishing
- Dene Lifestyle

WESTERN ARCTIC

Tourism Strategy

Western Arctic Visitors Association
Economic Development and Tourism
Government of the Northwest Territories

LEGEND

- Regional Boundary —————
- Sub-Region —·····
- Theme ·····*
- Area/Corridor Boundary —————

Attraction Concept

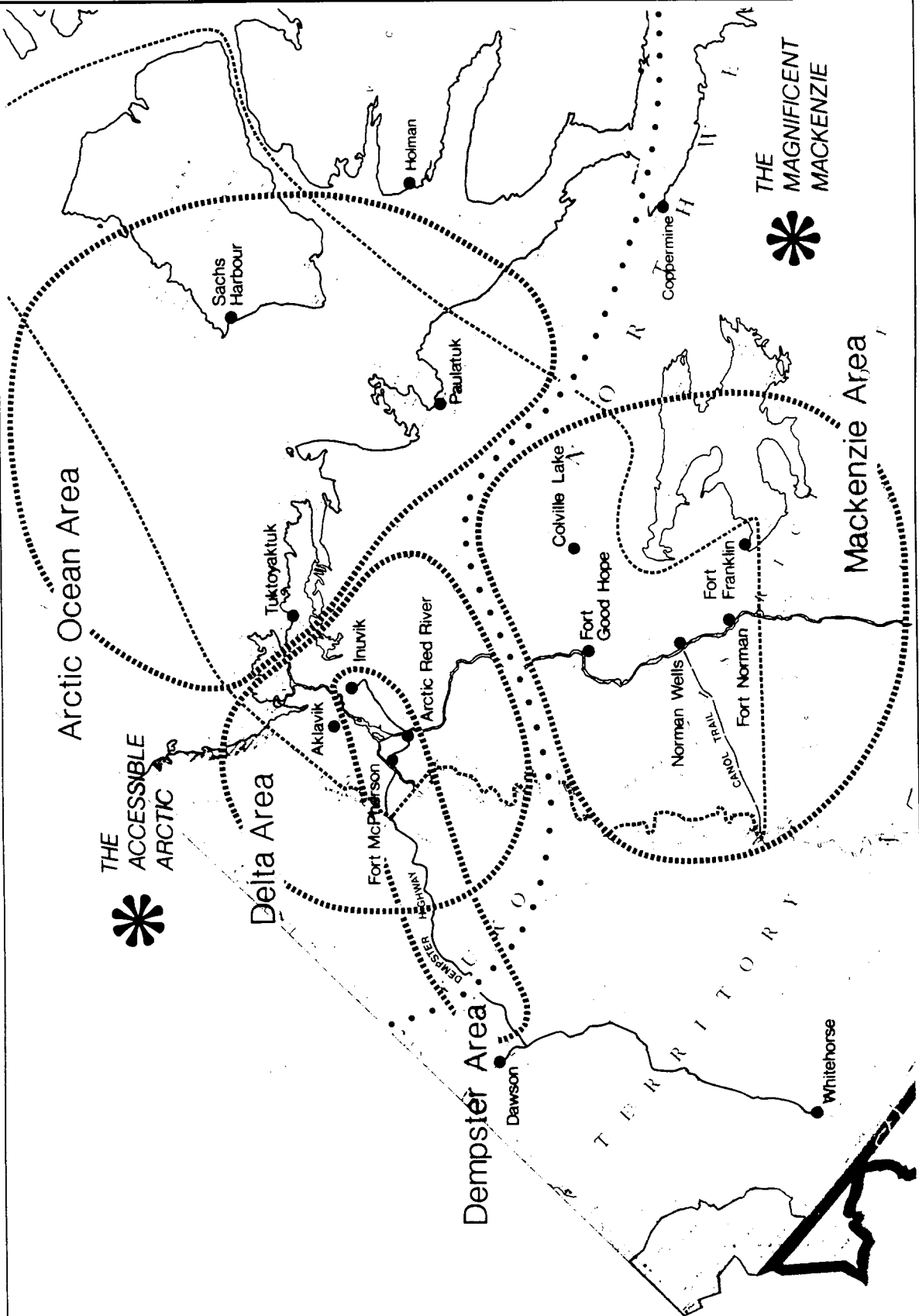
date 1987

scale



MA LARIN, PLANSERACH
PELHAM ASSOCIATES ARCHITECTS
ACCUSON TRAVEL MARKETING

Lavalin



WESTERN ARCTIC

Tourism Strategy

Western Arctic Visitors Association
Economic Development and Tourism
Government of the Northwest Territories

LEGEND

- Regional Boundary
- Primary Access Route
- ||||||| Secondary Access Route
- * Primary Area
- ⊗ Secondary Area

Development Concept

date 1987

scale



McLAREN PLANNING
PELMAN ASSOCIATES ARCHITECTS
ADDRESS TRAVEL MARKETING
Lavalin

