



Arctic Development
Library

***Tourism Strategy, Interim Report, Phase 5,
Development Projects & Cost Estimates,
Western Arctic Visitors Association,
Economic Development & Tourism
Catalogue Number: 11-25-27***

- NOT THE ACTION PLAN YOU WANT!

Western Arctic

Tourism Strategy

Interim Report: Phase 5,
Development Projects and Cost Estimates

LACK OF INFO, FUNDING SOURCES
BREAKDOWN

Western Arctic Visitors Association Economic Development and Tourism

- MANY OF THESE IDEAS / PROJECTS HAVE BEEN IN OTHER REPORTS, DATING BACK 5-10 YEARS - WHY HAVE THEY NOT WORKED? - NEIL COLLIN?
- why were they not effective.
- what are the complications eg. insurance / master's papers for boats
- cost benefit analysis of projects? ARE ANY VIABLE AFTER FUNDING STAND ON THEIR OWN?
- prioritization - effectiveness?
- WHAT COMES NEXT?
- COSTING OUT IS VAGUE WHAT IS B FOR ???
- LOOK AT CANAL PROJECT
- Don't just suggest ideas and leave them - who funds??

- NOT SUITABLE TO GENERATE FUNDING; FOR CAPITAL PLAN SUBMISSION; OR FOR DEVELOPMENT
- WHAT WILL BE DONE WITH THESE PROJECTS - ① PRIORITIZATION? ② EXPANSION.
- HOW WOULD THESE IDEAS GENERATE FUNDING?
- WHO HAS VERIFIED THE FUNDING SOURCES?
- ARE EORT, ARCTIC COLLEGE INTERESTED?
- HAVE THEY AGREED TO BE INCLUDED?
- did they address human resource issues interested in doing these projects
- Doesn't address potential growth on "packaged" opportunities emphasis on RV's.

NOT THEMED

- PARKS CANADA
- NISSEN CIA

MaCLAREN PLANSEARCH
PELMAN ASSOCIATES ARCHITECTS
ADDISON TRAVEL MARKETING

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**WESTERN ARCTIC VISITOR CENTRE
INUVIK**

BACKGROUND

- o no attractive and identifiable information centre in the Western Arctic;
- o lack of tourist focus and gathering points in Inuvik;
- o inadequate sales outlet;
- o identified by industry as important for promoting tourism; and
- o potential location for Arctic College hospitality training.

DESCRIPTION

- o attractive colourfull building located in a central location;
- o contains lounge/gathering area, reception and sales desk, interpretive exhibits on the Mackenzie Delta, Arctic Ocean Area, Dempster Highway, Herschel Island/North Yukon Park and arts/crafts workshop;
- o small A-V theatre, administration offices for WAVA, Parks Canada and others, small regional resource library; and
- o attractive plaza including amphitheatre and observation tower.

OBJECTIVES

- o dramatically increase the sale of package tours to the communities;
- o create a focus/reception area for tourists that indicates the regions interest in tourism;
- o indicate to tourists what exists in the rest of the region thus increasing their length of stay and overall expenditure; and
- o contribute to operational costs by generating revenue through commission sales of packages.

TARGET MARKETS

- o R.V. operators who have come up the Dempster Highway, particularly those Adventure Travellers who have the time and financial resources to purchase packages and flights to other Western Arctic locations;
- o business travellers who want to take advantage of their trip to experience other communities; and
- o generally all visitors to Inuvik.

RESPONSIBILITY AND IMPLEMENTATION

- o Western Arctic Visitors Association with funding from Economic Development and Tourism, Parks Canada and Arctic College;
- o operated by WAVA and leased back to various agencies; and
- o self supporting.

COSTS

Construction: \$1,900,000

Start-up: \$175,000

Total Costs: \$2,075,000

**CRUISE BOAT
INUVIK****BACKGROUND**

- o since the termination of the Norweta boat cruises of the Delta have been considered an important attraction for Inuvik;
- o the Norweta is for sale in Tuktoyaktuk although other boats can be considered; and
- o important to holding tourists in Inuvik.

DESCRIPTION

- o vessel to accept a motor coach passenger load;
- o operated out of Inuvik with trips to Aklavik, Reindeer Station and occasional cruise-fly packages to Herschel and Tuktoyaktuk; and
- o one-half day, one day and overnight optional packages all inclusive including meals and onshore experiences (native fish camp, tea and bannock, etc.).

OBJECTIVES

- o increase length of stay in Inuvik;
- o provide a quality/unique attraction for Inuvik;
- o provide a water link between Inuvik and Aklavik, Tuktoyaktuk and possibly Arctic Red; and
- o opportunity to experience the Delta, its wildlife and beauty.

TARGET MARKETS

- o R.V. operators and caravans;
- o auto trip planners;
- o motor coach operators;
- o business travellers with an extra day; and
- o post convention delegates out of Yellowknife.

*DID THEY
ADDRESS INSURANCE
ISSUE?*

RESPONSIBILITY AND IMPLEMENTATION

- o joint venture between Native Organization and private sector or Local Development Corporation.

COSTS

Acquisition: \$250,000

Start-up: \$65,000

Total Costs: \$315,000

**DELTA BOAT TOURS
INUVIK**

BACKGROUND

- o lack of access to the Delta for visitors; and
- o while tours have been available they have been very unstructured and have not attracted much volume.

DESCRIPTION

- o serving the small groups, couples or individuals who want a short excursion (rather than a cruise) to some of the closer Delta attractions (birdlife, fish camp, etc.);
- o 2 to 4 people per boat; and
- o regular scheduled departures from waterfront.

OBJECTIVES

- o provide relatively low cost attraction;
- o demonstrate Delta activities and qualities;
- o increase length of stay; and
- o lower capital cost, private investment opportunity.

TARGET MARKETS

- o Inuvik Visitors seeking a low budget northern experience; and
- o individual R.V. operators.

RESPONSIBILITY AND IMPLEMENTATION

- o private sector; and
- o assistance with marketing and promotion.

COSTS

Start-up: \$40,000

**R.V. RESORT CAMPGROUND
INUVIK (IN TOWN)**

BACKGROUND

- o lack of R.V. campground facilities close to Inuvik to accommodate the expected increase in R.V. traffic over the next 5-10 years (59% increase in 1987);
- o despite upgrading of Chuk Park there is a demand for a well planned, attractive, resort styled campground that encourages overnight stay; and
- o must be within walking distance or short bus ride to reduce the impact on the demand for parking in Inuvik.

DESCRIPTION

- o attractive, well planned, treed site, close to water body, good views, walking trails;
- o full service sites with amenities like, whirlpool, ~~laundromat~~, paddle boats and canoes, games area (checkers, shuffle board) and lounge/ T.V. room; and
- o phase I - 50 sites, to be increased over time to 125 sites.

OBJECTIVES

- o provide a campground facility that corresponds to the expectations and experiences of the R.V. operators for an economically viable price (\$25.00/night);
- o establish a facility that encourages greater length of stay - with its consequent impact on package trip purchases; and
- o reflect the trend in the R.V. community towards higher quality facilities.

TARGET MARKETS

- o R.V. Operators - R.V. Associations campers/tenters - Auto trip planners, R.V. caravans.

RESPONSIBILITY AND IMPLEMENTATION

o joint venture between native band or Development Corporation and private sector.

COSTS

Planning: \$100,000

Construction: \$925,000

Start-up: \$125,000

Total Costs: \$1,150,000

**HAPPY VALLEY SEASONAL UNITS
INUVIK**

BACKGROUND

- o need for lower budget accommodation; and
- o maximize return at existing campground due to its strategic location in Inuvik and attractive setting.

DESCRIPTION

- o small, rustic double unit cabins located on prime sites;
- o common services and only basic bedding provided; and
- o approximately 8-10 units, charging \$30-\$35/night.

OBJECTIVES

- o provide alternative accommodation niche or overflow when hotels are occupied; and
- o generate increased revenue per site at Happy Valley.

TARGET MARKETS

- o automobilists looking for lower cost accommodation.

RESPONSIBILITY AND IMPLEMENTATION

- o existing operator.

COSTS

Construction: \$100,000

Start-up: \$10,000

Total Costs: \$110,000

**DOWNTOWN REVITALIZATION
INUVIK****BACKGROUND**

- o tourists are generally disappointed in the appearance of Inuvik following their 2 day excursion up the Dempster, little has been done to actively improve the aesthetics of the city centre.

DESCRIPTION

- o revitalization would include: a) facade treatment; and b) street landscaping;
- o colourfull - (rainbow) facades would be added to each building in a coordinated way; and
- o trees, flowers, benches, kiosks and organized/structured parking would be included in the street treatment.

OBJECTIVES

- o improve the image of Inuvik as a tourist destination community;
- o create a memorable theme for the visitor and attractive environment for the resident; and
- o create a strong visual character for the city that is distinguishable appealing and marketable.

TARGET MARKETS

- o all destination oriented rubber tire and air travellers; and
- o R.V. associations seeing unique northern and community destinations for their members.

RESPONSIBILITY AND IMPLEMENTATION

- o Town of Inuvik, downtown Businesses, WAVA and Economic Development and Tourism.

COSTS

Planning: \$100,000
Construction: \$1,000,000
Total Costs: \$1,100,000

**CULTURAL HERITAGE ATTRACTION
INUVIK**

BACKGROUND

- o there is a need for a major hook to significantly increase volume on the Dempster Highway which focuses on Inuvik; and
- o R.V. operators are interested in native culture but most do not get a chance to experience it as they meet few natives and see little indigenous wildlife (caribou, fox).

DESCRIPTION

- o the site - Stringer Hall area on 2-3 acres or gravel pit or cemetery;
- o theme: 1 - native, culture - demonstrating arts and crafts, implements, shelter types, food sources and transportation.
2 - local wildlife collection;
- o entrance fee - \$10.00; and
- o activities - interpretation displays, workshops, native entertainment.

OBJECTIVES

- o provide opportunity for natives to demonstrate their culture in ways that are most appropriate;
- o provide a ½ day experience for tourists thus increasing their length of stay by possibly 1 night; and
- o provide encounters of mutual benefit to both tourists and natives.

TARGET MARKETS

- o all visitors to Inuvik; and
- o native cultural enthusiasts.

RESPONSIBILITY AND IMPLEMENTATION

o Native Development Corporation and Economic Development and Tourism.

COSTS

Planning: \$125,000

Construction: \$725,000

Start-up: \$105,000

Total Costs: \$955,000

**WATERFRONT DEVELOPMENT
INUVIK**

BACKGROUND

- o the waterfront is an attractive staging area for boat trips, yet it is very unstructured and has no facilities for tourists.

DESCRIPTION

- o an adequate docking boat tour arrival/departure area would be constructed as part of the overall waterfront development.

OBJECTIVES

- o increase access to the water to encourage acquisition of boat trip packages; and
- o reflect Inuvik's Delta location.

TARGET MARKETS

- o all visitors to Inuvik.

RESPONSIBILITY AND IMPLEMENTATION

- o Town of Inuvik and private boat operators.

COSTS

Total Costs: \$200,000

**TOURISM ACTIVITIES
INUVIK****BACKGROUND**

- o tourists expect to be entertained and be introduced to northern and native activity and games; and
- o since major festivals seem unlikely (and probably not necessary) emphasis could be placed on small ongoing special events.

DESCRIPTION

- o a variety of games and entertainment, activities were provided this summer that seemed to be very appealing to the tourists; and
- o activities would include: native games, short skits, dances, fish feeds, native food tasting, musical entertainment, picnics and hikes, pub crawl tours, etc.

OBJECTIVES

- o express northern hospitality and improve the memorability of Inuvik; and
- o public supported initially but eventually self sufficient.

TARGET MARKETS

- o all visitors to Inuvik.

RESPONSIBILITY AND IMPLEMENTATION

- o tour of Inuvik; and
- o WAVA.

COSTS

Total Costs: \$95,000 0

**INBOUND TOUR OPERATOR
INUVIK**

BACKGROUND

- o there will be well in excess of 50 product offerings in the Western Arctic over the next few years, ^{who?} this could be enough to encourage the establishment of a local inbound operator to promote and coordinate multiple packages.

DESCRIPTION

- o operator would sell all WAVA product and work in collaboration with other tour operations in the N.W.T. and Yukon, they would also play a role in product development and training and would be instrumental in promoting some of the more remote product offerings such as in Paulatuk or Fort Norman.

OBJECTIVES

- o aggressive promotion of WAVA product;
- o inter-product development with multiple area packages (e.g. fishing at Drum Lake and Paulatuk or boat tour at Norman Wells/Fort Good Hope and Inuvik/Aklavik); and
- o one identifiable representative of Western Arctic Product.

TARGET MARKETS

- o Southern Wholesalers with a variety of Adventure Travel interests.

RESPONSIBILITY AND IMPLEMENTATION

- o private sector; and
- o private sector/Development Corporation joint venture.

COSTS

Equipment: \$50,000
Start-up: \$60,000
Total Costs: \$110,000

**CAMPBELL HILLS PARK
INUVIK**

BACKGROUND

- o the park provides a close-to-Inuvik opportunity to experience the natural environment, it is especially famous for its peregrin falcon habitats which although protected can still afford the visitor a chance to see this bird; and
- o provides opportunities for guided day excursions from Inuvik.

DESCRIPTION

- o emphasis will be placed on trail construction, access, interpretation signage and possibly primitive campsite (including tent/equipment rental).

OBJECTIVES

- o provide hiking, day trip and nature interpretation opportunities in proximity to Inuvik; and
- o additional 1 or 2 day tour options.

TARGET MARKETS

- o more adventurous R.V. operators; and
- o birdwatchers.

RESPONSIBILITY AND IMPLEMENTATION

- o Economic Development and Tourism and Inuvik Native Band.

COSTS

Planning: \$20,000
Construction: \$300,000
Total Costs: \$320,000

**KNUTE LANG CAMP
AKLAVIK**

BACKGROUND

- o the camp has seven cabins that have been kept in good shape, they have never been used for tourists but this summer were operated for Drug and Alcohol Rehabilitation; and
- o their proximity to the Richardson Mountains make them an ideal staging area for 1 and 2 day hikes, they are also close enough to Inuvik/Aklavik to provide relatively accessible northern nature experiences.

DESCRIPTION

- o little has to be done to the camps, except for minor upgrading and cleaning and the acquisition of bedding, stove, lamps, utensils and shower; and
- o it can be used immediately for tour packages, water access is by rented local boat.

OBJECTIVES

- o increase overnight stay for Aklavik;
- o maximize value of existing facilities;
- o employment for trained guides; and
- o provide low cost packages to Inuvik visitors.

TARGET MARKETS

- o nature oriented R.V. operators;
- o nature/conservation association members;
- o post conference tours;
- o boat tour passengers wanting to overnight; and
- o local Inuvik residents.

RESPONSIBILITY AND IMPLEMENTATION

o Aklavik Band and Development Corporation.

COSTS

Upgrading: \$110,000

Start-up: \$30,000

Total Costs: \$140,000

**WILDERNESS TOUR OUTFITTER
AKLAVIK**

BACKGROUND

- o there are a few individuals with the general experience to establish an outfitting operation, they would require some basic training, equipment and start-up costs but several products could be developed immediately including Knute Lang Camp/Richardson Mountains, Delta Fish Camps, Herschel Island, Firth River and Running River Whaling Camp.

DESCRIPTION

- o the basic equipment of boats and motors are already available - initial costs involve training, setting up of packages (delivery, marketing, etc), equipment (tents, gear) start-up marketing and operational costs.

OBJECTIVES

- o increase length of stay in Aklavik;
- o tap into large tourist volume in Inuvik; and
- o maximize Aklavik's proximity to Delta, Richardson Mountains, fish and whale camps and traditional links to Herschel Island.

TARGET MARKETS

- o birdwatching groups;
- o nature enthusiasts (hikers, anglers); and
- o Herschel Island interests.

RESPONSIBILITY AND IMPLEMENTATION

- o private operator/Aklavik Band joint venture.

COSTS

Training: \$20,000
Equipment: \$30,000
Start-up: \$25,000
Total Costs: \$75,000

**HERSCHEL ISLAND ACCOMMODATION
AKLAVIK**

BACKGROUND

- o Herschel Island will emerge over the next 5 years as a significant attraction for the Western Arctic, increasingly there will be a demand for overnight stay because of costs of getting there and the extensive interpretation opportunities.

DESCRIPTION

- o the site already is characterized by several structures so 6 to 8 tent frames and facilities would not be detrimental to the quality of the space, the accommodation operator could also provide boat trips to the Firth River as well as to sites on the Island.

OBJECTIVES

- o optimize draw of Herschel Island as an economic opportunity for Aklavik operator; and
- o provide greater experience on Herschel Island beyond the one day stay.

TARGET MARKETS

- o birdwatchers;
- o nature enthusiasts;
- o adventure travellers (unique environmental); and
- o nature oriented R.V. operators in Inuvik.

RESPONSIBILITY AND IMPLEMENTATION

- o private operator/Aklavik Band and Yukon/N.W.T. Governments.

COSTS

Equipment: \$80,000
Start-up: \$30,000
Total Costs: \$110,000

**ARTS AND CRAFTS PRODUCTION
AKLAVIK**

BACKGROUND

- o there are many people in the community who have skills to product for the hundreds of day excursionists going to Aklavik, there is a definite demand for native arts and crafts, and this represents direct revenue to Band members.

DESCRIPTION

- o to defray start-up costs, materials could be purchased and sold at a minor charge, funding should also be used to buy the product when the artifact is finished, thus encouraging greater production; and
- o the responsible agency should maintain quality control.

OBJECTIVES

- o provide economic opportunities for individuals especially during the winter when they have more time to produce.

TARGET MARKETS

- o day visitors to Aklavik;
- o package trippers to Knut Lang Camp and Herschel Island; and
- o Inuvik craft outlets.

RESPONSIBILITY AND IMPLEMENTATION

- o Aklavik Band Council; and
- o Local Craft Association.

COSTS

Materials: \$30,000

Workshops: \$40,000

Total Costs: \$70,000

**MUSEUM/MAD TRAPPER EXHIBIT
AKLAVIK**

BACKGROUND

- o the Mad Trapper has an international reputation. Aklavik was also an important community in Northern Development. There are many artifacts in Aklavik and an existing museum building.

DESCRIPTION

- o the museum should be stocked with communication and transportation exhibits to express Aklavik's past, the museum property should also be linked with the cemetery and the Mad Trapper Grave.

OBJECTIVES

- o provide a distinct attraction in Aklavik;
- o improve quality of community tour; and
- o strengthen Aklavik's link with its past.

TARGET MARKETS

- o R.V. operators in Inuvik, interested in a package trip to the communities;
- o history enthusiasts visiting Inuvik; and
- o package tours to Knute Lang Camp.

RESPONSIBILITY AND IMPLEMENTATION

- o Aklavik Band Council; and
- o Northern Heritage Centre.

COSTS

Upgrade: \$205,000
Start-up: \$45,000
Total Costs: \$250,000

BACKGROUND

- o Aklavik presently has 6 dall sheep tags (share with Fort McPherson) and it would appear this could be doubled for the next five years, in addition they have 5 polar bear tags;
- o these tags could be the core of a very profitable hunting operation; and
- o they have 6 trained guides.

DESCRIPTION

- o the trained and interested guides could start to work with Guided Arctic; and
- o equipment required is snow machines, tent frames, gear, etc.

OBJECTIVES

- o maximize community guiding skills and abundance of desirable trophy species; and
- o create high revenue package for outfitters who also serve as guides in the summer.

TARGET MARKETS

- o American Sport Hunters.

RESPONSIBILITY AND IMPLEMENTATION

- o HTA;
- o Aklavik Band Council;
- o Guided Arctic; and
- o Fort McPherson Council.

COSTS

Equipment: \$115,000
Start-up: \$35,000
Total Costs: \$150,000

**VISITOR SERVICE AREA
FORT MCPHERSON**

BACKGROUND

- o this is the first service area after Eagle Plains and a potentially attractive stop, a full service development would not be feasible because of the short season and relative proximity to Inuvik;
- o a major highway facility would also compete with existing operations in town operations; and
- o there are several services in the town that could collectively be promoted as a "Fort McPherson Visitor Service Area".

DESCRIPTION

- o the facility would include information signage on the various services in the community (retail stores, gas bar canvas shop, restaurant, tire repair, etc.), and a small arts and crafts outlet - possibly in association with existing operators, a service bay building would eventually be added for minor repairs; and
- o development would include both a roadside and community (garage, equipment) facility.

OBJECTIVES

- o increase visitation and expenditure in Fort McPherson;
- o maximize its unique location on Dempster Highway; and
- o provide essential services to the rapidly expanding visitor traffic on the highway.

TARGET MARKETS

- o R.V. operators on Dempster Highway;
- o regular/local traffic.

RESPONSIBILITY AND IMPLEMENTATION

o private operator/Fort McPherson Development Corporation joint venture.

COSTS**Roadside Facility**

Construction: \$345,000

Start-up: \$65,000

Community Facilities

Construction: \$45,000

Total Costs: \$455,000

**MUSEUM ATTRACTION
FORT MCPHERSON****BACKGROUND**

- o the existing Catholic Church is an attractive facility of significant historic value;
- o it is necessary to have an attraction to encourage travellers to enter the community and spend some time and money, in fact there could be an interpretive theme developed around the two churches; and
- o this would become a centre for the demonstration of Loucheaux culture.

DESCRIPTION

- o a complete restoration of the building including an outside exhibit of canoes, shelter types, etc., many artifacts exist both in the community as well as in Ottawa - particularly from its Gold Rush and Dempster Patrol days and where possible, artifacts will be retrieved.

OBJECTIVES

- o increase the pull of highway traffic into the town for the benefit of the stores, restaurants, etc.;
- o present Loucheaux culture as it is represented in the region;
- o collect data and present the communities role during the gold rush; and
- o generate income for the Band Corporation.

TARGET MARKETS

- o visitors on the Dempster Highway.

RESPONSIBILITY AND IMPLEMENTATION

- o Community of Fort McPherson;
- o GNWT Department of Justice and Public Service; and
- o Northern Heritage Centre.

COSTS

Data Collection: \$25,000

Construction: \$270,000

Start-up: \$85,000

Total Costs: \$380,000

**MIDWAY LAKE CAMPGROUND
FORT MCPHERSON**

BACKGROUND

- o the site is one of the most attractive on the N.W.T. portion of the Dempster Highway;
- o a new campground will be required to respond to increased volume;
- o while Nutuiluie is not usually full, there is need for a quality lake side location; and
- o the area is now being used by the people of Fort McPherson and their interests should be included in the planning.

DESCRIPTION

- o phase I - picnic site including amphitheatre, toilet service and docking area;
- o campsite for R.V.'s and locals during their special events; and
- o eventually a retail outlet will be constructed to sell camper supplies.

OBJECTIVES

- o respond to expanding R.V. market as well as creating a quality, interesting campground on the Dempster; and
- o an economic opportunity for the Fort McPherson Band.

TARGET MARKETS

- o R.V. operations;
- o Fort McPherson Development Corporation; and
- o GNWT Tourism and Parks.

COSTS

Planning: \$55,000
Construction (picnic): \$95,000
Construction (campground): \$450,000
Start-up: \$130,000
Total Costs: \$730,000

**PEEL RIVER TOURS
FORT MCPHERSON**

BACKGROUND

- o there are excellent river tour opportunities along the Peel River, with the Peel River Crossing being used as a staging area, Neil Collins is slowly establishing a tour an operation.

DESCRIPTION

- o three optional tours are available:
 - ½ day to the Lost Patrol Monument
 - 1 day to mouth of Peel River
 - 2 day (overnight) at River Camp;
- o equipment needed includes bedding, gear and marketing support.

OBJECTIVES

- o sell directly to those travelling the Dempster Highway; and
- o establish an operation for a variety of boat and hiking tours.

TARGET MARKETS

- o Dempster Highway Traffic; and
- o Dawson City Visitors.

RESPONSIBILITY AND IMPLEMENTATION

- o private operator.

COSTS

Total Costs: \$40,000

**ARTS AND CRAFTS
FORT MCPHERSON****BACKGROUND**

- o there are many people in the community who have skills in serving with the thousands of tourists driving along the highway. There is a definite demand for native arts and crafts. This represents direct revenue to Band members.

DESCRIPTION

- o to defray start-up costs, materials could be purchased and sold at a minor charge, funding should also be used to buy the product when the artifact is finished, thus encouraging greater production; and
- o the responsible agency should maintain quality control.

OBJECTIVES

- o provide economic opportunities for individuals especially during the winter when they have more time to produce.

TARGET MARKETS

- o day visitors to Fort McPherson; and
- o Inuvik craft outlets.

RESPONSIBILITY AND IMPLEMENTATION

- o Fort McPherson Band Council; and
- o Local Craft Association.

COSTS

Total Costs: \$40,000

**COMMUNITY HOST/TOURS
FORT MCPHERSON****BACKGROUND**

- o with several thousand people stopping in Fort McPherson in the next few years, it will be appropriate to have a community host.

DESCRIPTION

- o the hosts position will be supported by the Band but revenues from community local tours should eventually pay the costs.

OBJECTIVES

- o better understanding of Fort McPherson;
- o organizing of tourist activities; and
- o summer employment for student.

TARGET MARKETS

- o Dempster Highway Traveller

RESPONSIBILITY AND IMPLEMENTATION

- o Fort McPherson Band Council.

COSTS

Total Costs: \$60,000

**SPORT HUNTING OUTFITTER
FORT MCPHERSON**

BACKGROUND

- o Fort McPherson shares valuable Dall Sheep tags with Aklavik, they also have access to other species (moose, bear, caribou); and
- o with proper training it would be possible to set up an outfitting operation.

DESCRIPTION

- o purchase of tent frames, gear and marketing.

OBJECTIVES

- o work closely with Aklavik HTA; and
- o maximize proximity to mountain ranges.

TARGET MARKETS

- o American Sport Hunters.

RESPONSIBILITY AND IMPLEMENTATION

- o private operator;
- o HTA;
- o Band Development Corporation; and
- o Guided Arctic.

COSTS

Equipment: \$55,000
Start-up: \$35,000
Total Costs: \$90,000

**ROADSIDE DEVELOPMENT
ARCTIC RED RIVER****BACKGROUND**

- o people waiting for the ferry provide an excellent opportunity to introduce Dempster Highway visitors to the features of the area, encourage them to stay (perhaps overnight) and buy crafts; and
- o this is a captive market to some extent.

DESCRIPTION

- o visits to fish camps;
- o overnight in either campgrounds or tent frame rentals; and
- o purchase of arts and crafts, native foods (dry fish) minor supplies.

OBJECTIVES

- o encourage length of stay and generate income from campground/tent frame/transient centre accommodation;
- o additional Coop revenue;
- o direct sale of community arts and crafts; and
- o economic generator that has no negative impact on community.

TARGET MARKETS

- o Dempster Highway Traffic.

RESPONSIBILITY AND IMPLEMENTATION

- o Arctic Red River Band Council;
- o Coop;
- o Arts and Crafts Organization; and
- o private fish camp operators.

COSTS

Picnic Area: \$15,000

Roadside Kiosk: \$40,000

Fish Camps: \$40,000

Tent Frames: \$55,000

Start-up: \$55,000

Total Costs: \$205,000

RIVER TOURS
ARCTIC RED RIVER**BACKGROUND**

- o there is no immediate interest in providing tours at this time, but with more traffic stopping at the roadside development the opportunity will become more obvious.

DESCRIPTION

- o use of funds would be used for shore excursion equipment/gear including tent frames for an overnight tour on the Arctic Red River.

OBJECTIVES

- o maximize location on Mackenzie and Arctic Red River.

TARGET MARKETS

- o Dempster Highway Traffic; and
- o Inuvik Visitors looking for river package.

RESPONSIBILITY AND IMPLEMENTATION

- o private operator.

COSTS

Equipment: \$45,000
Start-up: \$20,000
Total Costs: \$65,000

**ARTS AND CRAFT PRODUCTION
ARCTIC RED RIVER**

BACKGROUND

- o there are many people in the community who have skills to produce for the hundreds of day excursionists going to Aklavik, there is a definite demand for native arts and crafts, and this represents direct revenue to Band members.

DESCRIPTION

- o to defray start-up costs, materials could be purchased and sold at a minor charge, funding should also be used to buy the product when the artifact is finished, thus encouraging greater production; and
- o the responsible agency should maintain quality control.

OBJECTIVES

- o provide economic opportunities for individuals especially during the winter when they have more time to produce.

TARGET MARKETS

- o day visitors to Arctic Red River; and
- o Inuvik craft outlets.

RESPONSIBILITY AND IMPLEMENTATION

- o Arctic Red River Council; and
- o Local Craft Association.

COSTS

Materials: \$45,000

Distribution: \$13,000

Total Costs: \$58,000

**BANKS ISLAND OUTFITTERS
SACHS HARBOUR**

BACKGROUND

- o Banks Island is an internationally recognized wildlife area with 45 species of birds, the largest population of muskox in world as well as dramatic scenic values. Parks Canada has recognized this value and has dedicated part of the Island as an area of National Significance. Although it enjoys regular aircraft access, the island receives relatively few tourists as guide outfitting services are not available. If tourism is to grow in Sachs Harbour and Banks Island there must be specific packages developed and aggressively marketed by a qualified outfitting company.

DESCRIPTION

- o There are at least 4 to 6 guides who with a certain level of training and management could establish a guide outfitting/adventure travel operation. Presently they lack organization and the necessary equipment to deliver multiple tours. Necessary equipment includes:
 - setting up camps at the Big, Thompson and Masek Rivers including tent frames (5 each) and camp equipment;
 - a van to move people and equipment from airport to lodge and Sachs Harbour;
 - 4 wheelers to provide tundra access;
 - ocean boat to go to Masek River and Nelson Head.
- o Training would be provided in package tour management/operations, hospitality and nature interpretation.

OBJECTIVES

- o greatly increase visitor volume to the island;
- o improve occupancy for the Icicles Inn; and
- o provide summer employment for the hunting guides.

TARGET MARKETS

- o southern Adventure Travel Wholesalers;
- o N.W.T. Inbound Operators;
- o birdwatchers; and
- o nature/conservation organizations.

RESPONSIBILITY AND IMPLEMENTATION

- o Sachs Harbour Band Council;
- o HTA; and
- o IDC.

COSTS

Equipment (3 camps): \$160,000
Van: \$30,000
4 Wheelers/Skidoo: \$60,000
Boat/Equipment: \$65,000
Start-up/Training: \$170,000
Total Costs: \$485,000

MUSEUM/ATTRACTION
SACHS HARBOUR**BACKGROUND**

- o There is no specific attraction in Sachs Harbour. A museum has been established that could serve as the focus to cultural/historical/nature interpretation.

DESCRIPTION

- o renovation of Museum, collection of artifacts.

OBJECTIVES

- o activities for tourists at lodge; and
- o interpretation of Sachs Harbour history as well as the exceptional natural features of the island.

TARGET MARKETS

- o Adventure Travel Wholesalers.

RESPONSIBILITY AND IMPLEMENTATION

- o Sachs Harbour Council;
- o GNWT Department of Renewable Resources;
- o GNWT Department of Justice and Public Service; and
- o Northern Heritage Centre.

COSTS

Total Costs: \$45,000

**COMMUNITY HOST
SACHS HARBOUR****BACKGROUND**

- o with the number of tourists increasing in Sachs Harbour over the next few years, it will be appropriate to have a community host.

DESCRIPTION

- o the hosts position will be supported by the Band but revenues from community local tours should eventually pay the costs.

OBJECTIVES

- o better understanding of Sachs Harbour;
- o organizing of tourists activities; and
- o summer employment for students.

TARGET MARKETS

- o tourists to Sachs Harbour; and
- o Inuvik visitors.

RESPONSIBILITY AND IMPLEMENTATION

- o Sachs Harbour Band Council.

COSTS

Total Costs: \$60,000

**WILDERNESS/SPORT HUNT OUTFITTER
PAULATUK**

BACKGROUND

- o no outfitting operation exists in Paulatuk, although the new hotel is interested in promoting visitors to increase its summer occupancy; and
- o there are six trained and qualified guides who would be interested in being part of an outfitting company and the store manager has the management experience.

DESCRIPTION

- o tours can be packaged and sold immediately to the Hornaday and Brock Rivers, existing boats can be used/rented to provide access initially, however it may be necessary to purchase an 18' to 20' ocean vessel; and
- o initial equipment purchasers are for tent frames and camping equipment to be located on the two rivers.

OBJECTIVES

- o Paulatuk gets virtually no tours, however attractive package tours including a stay in the community could sell out of Inuvik and the Yukon.

TARGET MARKETS

- o Inuvik visitors; and
- o southern fishing wholesalers.

RESPONSIBILITY AND IMPLEMENTATION

- o Paulatuk, Hamlet Council/private sector joint venture; and
- o private sector only.

COSTS

Equipment: \$65,000

Start-up: \$45,000

Total Costs: \$110,000

BACKGROUND

- o Paulatuk has a history of sewing hangings that have gained wide attention. The production has ceased and the crafts people could not only produce but teach southerners the techniques. Paulatuk has a cultural authenticity that would make it a pleasant location for a craft workshop.

DESCRIPTION

- o assuming that the necessary equipment exists, funds should be spent to purchase the initial materials to get an operation restarted. Once the production is proceeding, workshops which bring additional revenue to the community (as well as to the hotel) would be started.

OBJECTIVES

- o reintroduce skills;
- o generate employment and revenue; and
- o improve hotel occupancy.

TARGET MARKETS

- o southern purchases and those interested in pursuing native culture and arts.

RESPONSIBILITY AND IMPLEMENTATION

- o Paulatuk Hamlet Council; and
- o Economic Development and Tourism.

COSTS

Production: \$50,000

Tourist Workshops: \$100,000

Total Costs: \$150,000

**WILDERNESS/FISHING CAMP
PAULATUK**

BACKGROUND

- o The Brock and Hornaday Rivers represent some of the best arctic coast sportfishing opportunities in the Western Arctic. Once an initial tent frame camp has been established and the outfitter becomes more capable of the delivery of wilderness/fishing packages, it will be possible to build a fixed roof lodge with rooms and tent frames.

DESCRIPTION

- o a lodge is proposed for each river including:
 - dining area/kitchen
 - storage
 - lounge/gathering area
 - 4 units (double occupancy)
 - 8 units at the Brock River
 - 4 wheelers for nature tours.

OBJECTIVES

- o establish a viable sportfishing/wilderness tour operation at Paulatuk including nature/cultural experiences; and
- o generate revenue for HTA boat and hotel.

TARGET MARKETS

- o southern sportfishing and adventure travel wholesaler;
- o N.W.T./Yukon Inbound Operators; and
- o Inuvik Visitors.

RESPONSIBILITY AND IMPLEMENTATION

- o Paulatuk Hamlet Council; and
- o HTA.

COSTS**Hornaday River**

Planning: \$35,000

Construction: \$200,000

Start-up: \$50,000

Brock River

Planning: \$75,000

Construction: \$320,000

Start-up: \$45,000

Total Costs: \$725,000

**OCEAN GOING TOUR BOAT
TUKTOYAKTUK**

BACKGROUND

- o most people go to Tuktoyaktuk to experience the Arctic Ocean but there is no opportunity to go out on the water, most of the 1,000 plus visitors spend only one hour; and
- o there are no packages to Tuktoyaktuk, however most people want to stay longer. — SOURCE

DESCRIPTION

- o it will be necessary to either acquire a local boat or purchase one from the south, it should carry 12 to 18 passengers and be used for harbour tours, whalewatching and trips along the coast.

OBJECTIVES

- o increase length of stay in Tuktoyaktuk;
- o provide overnight (2 day) package opportunities;
- o introduce coastal experiences;
- o serve as a new component to day trips to Tuktoyaktuk from Inuvik; and
- o improve hotel occupancy.

TARGET MARKETS

- o Inuvik Visitors; and
- o existing tour passengers interested in a longer excursion.

RESPONSIBILITY AND IMPLEMENTATION

- o Private Operators.

COSTS

Purchase: \$95,000
 Start-up: \$15,000
 Total Costs: \$110,000

INSURANCE ?

**COMMUNITY HOST
TUKTOYAKTUK****BACKGROUND**

- o Tuktoyaktuk receives more than 1,000 tours and will conceivably be doubling that in the next 5 years;
- o the only hosts are the tour bus operators, a host could be hired to deal with the wide variety of tourists coming in the future (1 hour, ½ day, 1 day, overnight); and
- o the host should have hospitality training.

DESCRIPTION

- o duties would include working with existing operators on their tour/packages, providing separate community oriented services (meet/greet, interpretation, introduction to carvers, etc.); and
- o partial revenue could come from the operators who use the services in their tours.

OBJECTIVES

- o improve Tuktoyaktuk as a destination community;
- o support extended stay packages;
- o introduce the unique history of Tuktoyaktuk;
- o assist rapidly emerging ground operators and work with Western Arctic Visitors Centre Sales staff; and
- o organize activities.

TARGET MARKETS

- o Western Arctic Centre staff;
- o airlines; and
- o ground operators.

RESPONSIBILITY AND IMPLEMENTATION

- o Tuktoyaktuk Hamlet Council;
- o Ground Operators/Suppliers;
- o WAVA; and
- o IDC.

COSTS

Host: \$30,000

Activities: \$60,000

Total Costs: \$90,000

**TOURIST VISITOR CENTRE
TUKTOYAKTUK****BACKGROUND**

- o because of the large volume of tourists, potentially going to Tuktoyaktuk it will be important to have a Visitor Centre and Central Tourist Activity Area to:
 - interpret the history/culture of Tuktoyaktuk
 - serve as a gathering point of tours; and
 - provide a centre of tourism activities and office for the community host.

DESCRIPTION

- o the essence of a tourist activity centre exists in the area of the Sod House, this developed area would include the wharf for a tour boat dock, the Bay, Sod House, the renovated Coop which would have a gathering area, interpretive exhibits and office space for tour group administration.

OBJECTIVES

- o create a clearly identified tourism centre to Tuktoyaktuk;
- o promotes the various Tuktoyaktuk package tours; and
- o interpret the Arctic Coast for tourists who do not get the opportunity to visit other coastal locations.

TARGET MARKETS

- o all tourists to Tuktoyaktuk.

RESPONSIBILITY AND IMPLEMENTATION

- o Tuktoyaktuk Hamlet Council;
- o Inuvialuit Development Corporation; and
- o WAVA.

COSTS

Planning: \$35,000

Construction: \$225,000

Start-up: \$30,000

Total Costs: \$290,000

BACKGROUND

- o Tuktoyaktuk has a history of sewing hangings that have gained wide attention. Tuktoyaktuk has a cultural authenticity that would make it a pleasant location for a craft workshop.

DESCRIPTION

- o assuming that the necessary sewing equipment exists, funds should be used to purchase the initial materials to start an operation. Once the production is proceeding, workshops would bring additional revenue to the community (as well as the hotels).

OBJECTIVES

- o reintroduce skills;
- o generate employment and revenue; and
- o improve hotel occupancy.

TARGET MARKETS

- o southern purchases and those interested in pursuing native culture and arts.

RESPONSIBILITY AND IMPLEMENTATION

- o Tuktoyaktuk Hamlet Council; and
- o Economic Development and Tourism.

COSTS

Production: \$35,000
Workshops: \$180,000
Total Costs: \$215,000

**TOUR OUTFITTER
TUKTOYAKTUK****BACKGROUND**

- o Tuktoyaktuk presents one of the best possibilities for a tour/ground operator, however they should be established with quality equipment marketing and training, this would apply for either existing or potential operators.

DESCRIPTION

- o costs would include tent frames for coastal overnight trip, clothing for inclement conditions, gear and, training in tour management, operations and marketing.

OBJECTIVES

- o to establish at least one comprehensive tour operator capable of working with both southern wholesalers, airlines and inbound operations in the N.W.T., Inuvik and the Yukon.

TARGET MARKETS

- o Southern Adventure Travel Wholesaler;
- o R.V. Operators in Inuvik; and
- o Inbound Operators.

RESPONSIBILITY AND IMPLEMENTATION

- o private operator/IDC joint venture; and
- o private operator only.

COSTS

Equipment: \$50,000
 Working Capital/Training: \$45,000
 Total Costs: \$95,000

*UNABLE TO
 suggest - if you
 maybe you should consider
 the (inbound) opportunity of
 assist (#) in the upstart
 of the business.*

**ACCESS TO PINGOS
TUKTOYAKTUK****BACKGROUND**

- o the Pingos are designated as a area of national significance but they are only accessible by boat, a basic road access would enable them to be an important part of a day package.

DESCRIPTION

- o the road would only be used for small van access and therefore constructed to minimum standards. It would stop at least 1500' from the pingos and the rest by trail.

OBJECTIVES

- o increase length of stay;
- o promote international attraction; and
- o add quality component to packages.

TARGET MARKETS

- o Nature Enthusiasts; and
- o most tour packages.

RESPONSIBILITY AND IMPLEMENTATION

- o Tuktoyaktuk Hamlet Council.

COSTS

Planning: \$20,000

Construction: \$250,000

Total Costs: \$270,000

**ESKIMO LAKES FISHING LODGE
TUKTOYAKTUK**

BACKGROUND

- o the Eskimo Lakes provide some of the best fishing in the Arctic and the market will support at least one lodge in the area (i.e. the upgrading of an existing one to meet angler standards); and
- o two lodges exist but the quality does not allow them to be fully marketed in Inuvik.

DESCRIPTION

- o funds would be used for adequate kitchen/dining area, boats and kickers, accommodation upgrading with the objective to have one lodge fully operational by 1990.

OBJECTIVES

- o maximize fishing potential of Eskimo Lakes;
- o provide additional packages for local outfitters;
- o joint marketing with Paulatuk; and
- o quality, high end Arctic Fishing Lodge.

TARGET MARKETS

- o Southern Fishing Wholesalers.

RESPONSIBILITY AND IMPLEMENTATION

- o private sector; and
- o IDC.

COSTS

Construction: \$350,000
Working Capital: \$60,000
Total Costs: \$410,000

MACKENZIE RIVER TOURS
NORMAN WELLS**BACKGROUND**

- o several hundred travellers pass through Norman Wells on their way to fishing and hunting camps. Norman Wells is presently not a destination, however that will change with further improvements to the Canol Trail and enough attractions to keep some of the hunters for a day; and
- o river tours are one of the more obvious ways of encouraging more travellers to stay as well as pull in some destination visitors from Yellowknife and the south.

DESCRIPTION

- o several tours have been developed by Mountain River Outfitters including:
 - Bear Rock Tour (4 days);
 - Norman Wells/Fort Good Hope (4 and 6 days);
 - Arctic Circle Tour (6 days);
 - Mountain River/Fossil Lake (5 days); and
- o capital investment is required for onshore facilities including a camp at Arctic Circle and Fossil Lake.

OBJECTIVES

- o increase overnight stay in Norman Wells;
- o develop a destination product; and
- o maximize location on attractive stretch of the Mackenzie River.

TARGET MARKETS

- o locals;
- o hunters, anglers, Canol Trail users;
- o N.W.T. inbound operators; and
- o Southern Adventure Travel/River Wholesalers.

RESPONSIBILITY AND IMPLEMENTATION

o private sector.

COSTS

Capital: \$75,000

Start-up: \$45,000

Total Costs: \$120,000

**FISHING LODGE
NORMAN WELLS****BACKGROUND**

- o The only fishing lodge that is regularly serviced out of Norman Wells is Drum Lake Lodge where access costs are prohibitive to many potential clients. There is however a number of lakes relatively close to the town that could support a fly-in lodge. Because of jet service to Norman Wells, it is easy to serve southern markets. Kelly Lake although not pristine, has excellent fishing and sites that are relatively isolated from local traffic. Other lakes should be investigated before a decision is made on Kelly Lake.

DESCRIPTION

- o in 3 to 4 years the fishing market will bear another 10 to 12 unit lodge constructed on a lake that is within a 45 minute flight from Norman Wells; and
- o equipment to include lodge facility boat motors, equipment.

OBJECTIVES

- o enhance Norman Wells as a staging area for sportfishing/hunting; and
- o respond to growing demand for northern sportfishing lodges.

TARGET MARKETS

- o sportfishing wholesalers;
- o locals; and
- o hunters.

RESPONSIBILITY AND IMPLEMENTATION

- o private operation; and
- o private/native or local development corporation joint venture.

COSTS

Capital: \$375,000
Start-up: \$60,000
Total Costs: \$435,000

**CANOL TRAIL DEVELOPMENT
NORMAN WELLS**

BACKGROUND

- o the Canol Trail has been recognized by the GNWT as one of the most important potential attractions in the Bear Area, as major hiking trails in the north become crowded, (e.g. 1,400/year on the Chilcot) hikers will be looking for new opportunities.

DESCRIPTION

- o \$100,000/year (for 6 years) has already been dedicated by the GNWT Tourism and Parks to upgrade the trail;
- o additional monies should be spent to upgrade camps and airstrip allowing for a variety of package types and durations; and
- o this would further support Norman Wells as a staging area for the trail.

OBJECTIVES

- o enhance the international reputation of the Canol Trail;
- o increase outfitter/airline opportunities for Norman Wells; and
- o international reputation for Norman Wells amongst hikers.

TARGET MARKETS

- o Southern Hiking Clubs and Associations (particularly American); and
- o Adventure Travel Wholesalers.

RESPONSIBILITY AND IMPLEMENTATION

- o GNWT Economic Development and Tourism; and
- o Local Development Corporations.

COSTS

Upgrading: \$575,000
Camps/Airstrips: \$150,000
Total Costs: \$725,000

**INTERPRETIVE EXHIBIT, VISITOR CENTRE, MUSEUM
NORMAN WELLS**

BACKGROUND

- o as a principal staging area in the Bear Area of the Western Arctic, Norman Wells has an important role in distributing information about the rest of the area, therefore a smaller version of the visitor centre proposed for Inuvik is required to both inform and eventually sell packages.

DESCRIPTION

- o the proposed facility would serve as a:
 - visitor centre;
 - museum;
 - interpretive exhibit for the Canol Trail and the Oil and Gas Industry; and
- o there would be a sales desk, reception area, A-V facility and exhibition area for the two themes.

OBJECTIVES

- o promote the Bear Area;
- o actively sell packages on the river, Canol Trail, Community tours, etc.; and
- o a focus for tourism development and promotion in the Bear Area.

TARGET MARKETS

- o all visitors to Norman Wells.

RESPONSIBILITY AND IMPLEMENTATION

- o WAVA;
- o local Development Corporation; and
- o Municipality of Norman Wells.

COSTS

Planning: \$30,000

Construction: \$375,000

Start-up: \$70,000

Total Costs: \$475,000

**CANOE TRIP/CANOL TRAIL OUTFITTER
NORMAN WELLS**

BACKGROUND

- o there are two emerging products that are not being serviced by outfitters:
 - access to and travel along the Canol Trail; and
 - access to the major canoe routes as well as guiding along these routes.

DESCRIPTION

- o it is anticipated that the proposed outfitter will have the necessary boats and access to aircraft, expenditures will be for onshore/on trail camping equipment and 4 wheelers to serve the camps along the Canol Trail.

OBJECTIVES

- o promote canoeing and Canol Trail hiking through a local outfitter increasing employment and overnight stay in Norman Wells; and
- o providing local knowledge and character for canoeing and hiking groups.

TARGET MARKETS

- o southern wholesalers selling canoeing and hiking;
- o canoe clubs and associations; and
- o history enthusiasts interested in the Canol Trail.

RESPONSIBILITY AND IMPLEMENTATION

- o local private operator; and
- o local Band or Native Development Corporation.

COSTS

Equipment: \$90,000
Start-up: \$35,000
Total Costs: \$125,000

MACKENZIE RIVER TOURS
FORT GOOD HOPE**BACKGROUND**

- o there are two opportunities to establish Fort Good Hope as a destination community, the Peregrin Falcons and Dene Culture;
- o the Ramparts have at least 7 pairs of nesting falcons which would be of substantial interest to birdwatchers; and
- o they are accessible by boat and when tied in with other features such as the Arctic Circle and the community an attractive package tour is possible.

DESCRIPTION

- o Al Wilson is interested in setting up this operation to compliment his hotel operations, he already has the boat/kicker but must acquire onshore facilities and equipment including:
 - fishing gear;
 - tent frames at Arctic Circle; and
 - docking area.

OBJECTIVES

- o maximize Fort Good Hope proximity to falcons and Arctic Circle;
- o establish Fort Good Hope as a destination community; and
- o provide additional room nights to the Ramparts Hotel.

TARGET MARKETS

- o birdwatching associations and organizations; and
- o southern Adventure Travel Agents and Wholesalers.

RESPONSIBILITY AND IMPLEMENTATION

- o Ramparts Hotel; and
- o Fort Good Hope Hamlet Council.

COSTS

Equipment/Arctic Circle Camp: \$65,000

Start-up: \$35,000

Total Costs: \$100,000

**COMMUNITY ACTIVITIES
FORT GOOD HOPE**

BACKGROUND

- o While Fort Good Hope does not presently get many tourists, the development of River Tours and the Dene Cultural Centre will significantly increase visitor volume to the community, these are both products that will be sold in packages so it will be possible to provide tourist activities such as:
 - fishing bakes;
 - community tours/hikes;
 - native games; and
 - films.

DESCRIPTION

- o funds will be used to hire a coordinator and cover activity costs, these activities should start in the first year in order to establish a format and train young people in hospitality skills.

OBJECTIVES

- o enhance Fort Good Hope's image as a tourist destination; and
- o support the river tours and eventually the Dene Cultural Centre.

TARGET MARKETS

- o all tourists to Fort Good Hope.

RESPONSIBILITY AND IMPLEMENTATION

- o Fort Good Hope Hamlet Council.

COSTS

Total Costs: \$65,000

**ARCTIC RED OUTFITTERS
FORT GOOD HOPE**

BACKGROUND

- o This operation has been for sale for several years at a cost of \$300,000.00 (including two airplanes). It has been offered, by owner Ray Woodward to the Fort Good Hope Band. While the Band has a general interest in the acquisition, no individual is interested in heading up the project.
- o Ideally the operation should be sold to a local outfitter and every effort should be made to encourage the Fort Good Hope Hamlet Council to demonstrate sincere interest.

DESCRIPTION

- o it is firstly necessary to evaluate the real value of the acquisition and prepare a feasibility for funding and investment, while the aircraft represents an important part of the acquisition (50,000 - 60,000) it is doubtful that the guiding territory is worth \$250,000.00;
- o nevertheless the outfitter seemed to have a good season which would tend to increase the value;
- o the operation should be purchased over two years with part of the cost going to a management fee for Woodward, which would be maintained for an additional 2 years; and
- o a lodge will be built after four years to promote the facility for adventure wilderness tours.

OBJECTIVES

- o to provide Fort Good Hope with a viable sport hunting business;
- o encourage several Band Members to take guide and operation management training; and
- o create 6 to 8 jobs including hunting/fishing and wilderness adventure guiding.

TARGET MARKETS

- o Sport Hunting Wholesalers;
- o Wilderness/Adventure Tour Wholesalers; and
- o N.W.T. Inbound Operators.

RESPONSIBILITY AND IMPLEMENTATION

- o Fort Good Hope Hamlet Council; and
- o Hamlet Council/Private Operator (e.g. Ramparts Hotel) joint venture.

COSTS

Acquisition: \$425,000

Start-up: \$80,000

Management: \$85,000

Total Costs: \$590,000

**DENE CULTURAL CENTRE
FORT GOOD HOPE**

BACKGROUND

- o Fort Good Hope has traditionally been a centre for Dene Culture, has a language centre and local skills to present various aspects of the Dene Cultural including:
 - history;
 - customers/values;
 - beliefs;
 - arts and crafts; and
- o the centre would be used to both reinforce values for the Dene People as well as workshops and training programs for tourists and non-native government workers who interact with Dene.

IS THE DENE HOTEL?

DESCRIPTION

- o there is no existing appropriate facility for this centre. It will therefore be necessary to build a structure in approximately 4 to 5 years; and
- o the 4,000 to 5,000 sq. ft. building would have a workshop, classroom and administrative space and possibly located with a view over the Mackenzie River.

OBJECTIVES

- o reinforce Fort Good Hope's position as a destination community;
- o provide shoulder season occupancy at Ramparts Hotel;
- o maximize strong Dene Culture as a tourism resource; and
- o provide for extended stay package tours.

TARGET MARKETS

- o native culture enthusiasts;
- o wholesalers typically selling native culture;
- o government agencies that provide services to Dene; and
- o arts and crafts enthusiasts.

RESPONSIBILITY AND IMPLEMENTATION

- o Fort Good Hope Hamlet Council; and
- o Northern Heritage Centre.

COSTS

Planning: \$50,000

Construction: \$400,000

Start-up: \$85,000

Total Costs: \$535,000

**BIG GAME OUTFITTING
FORT NORMAN****BACKGROUND**

- o The Redstone Outfitters is for sale - this has typically been a very successful big game operation with complete bookings, while it is questionable that the operation is worth the requested \$500,000.00 it is nonetheless an excellent opportunity to turn a quality tourism business into a local and/or native owner; and
- o there are several groups that are interested in the acquisition and experience in outfitting and operation management should be considered important to funding support.

DESCRIPTION

- o acquisition should be contingent on at least 3 years of management by present owner, a management fee would be part of the overall payment for the acquisition; and
- o within 4 to 5 years it will be necessary to upgrade the facility with a lodge and cabin, this would also enable the facility to be sold to the expanding wilderness adventure market.

OBJECTIVES

- o provide a successful business to a local native group, particularly in Fort Norman which has limited destination opportunities;
- o create 6 to 8 jobs for full season guiding (hunting, fishing, wilderness tours);
- o providing access to the Mackenzie Mountains; and
- o strengthen Norman Wells as a staging area.

TARGET MARKETS

- o sport hunting clubs/associations;
- o nature conservation clubs associations;
- o adventure/wilderness wholesalers; and
- o N.W.T. inbound operators.

RESPONSIBILITY AND IMPLEMENTATION

- o private operator;
- o joint venture with private operator/local development corporation.

COSTS

Acquisition/Management: \$450,000

Feasibility Start-up: \$160,000

Expansion: \$250,000

Total Costs: \$860,000

**CANOE TRIP OUTFITTER
FORT NORMAN**

BACKGROUND

- o with greater interest in canoeing/rafting there will be increased use of rivers such as the Bear, Redstone, etc. In order to develop and provide these tours using a local, it will be necessary to establish an outfitter; and
- o joint packages could be developed with Canoe Trip Outfitters in Norman Wells and Fort Good Hope.

DESCRIPTION

- o the operation should be established in 3 to 4 years with expenditures used for tent frames and camping equipment.

OBJECTIVES

- o maximize benefits to local business by offering a variety of canoe packages;
- o opportunities for trained guides; and
- o establishing a component of an overall canoeing outfitting Bear Area network including Norman Wells and Fort Good Hope.

TARGET MARKETS

- o southern Wilderness Canoeing/Rafting Wholesalers;
- o Adventure Travel Agents; and
- o Canoe Clubs and Associations.

RESPONSIBILITY AND IMPLEMENTATION

- o private operators.

COSTS

Equipment: \$60,000
Start-up: \$50,000
Total Costs: \$110,000

**FISHING LODGE
FORT FRANKLIN**

BACKGROUND

- o Great Bear Lake is one of the most desirable and recognized Trophy Fishing spots in the World;
- o Fort Franklin has the opportunity to develop over the next five years, an internationally recognized sport fishing lodge that would generate in excess of \$350,000 in the next 5-7 years. It would be both accessible from the south via Yellowknife or Norman Wells; and
- o it would be native owned and operated offering the angler the additional option of spending time in the community of Fort Franklin.

DESCRIPTION

- o the lodge would initially be built to accommodate 12 to 14 guests and then it would grow to 20 to 24 as the guides and managers become more experienced;
- o the lodge would include a main dining area/lounge, kitchen, storage, cook and manager accommodation, the lodge is layed out so that it can continually expand to meet expansion requirements; and
- o the lodge would be located outside of the community.

*what effect
other ~~fish~~ → guides?*

OBJECTIVES

- o develop the extraordinary sport fishing resources of Great Bear Lake;
- o establish a permanent, revenue and employment generating facility;
- o create a facility that is locally operated and managed and provides the opportunity for local skill development; and
- o generate revenue from use of HTA boats.

TARGET MARKETS

- o Trophy Fishing/Sport Fishing Clubs and Organizations;
- o Exclusive Sport Fishing Wholesalers; and
- o N.W.T. Inbound Operators.

RESPONSIBILITY AND IMPLEMENTATION

- o Fort Franklin Band Council;
- o Sahtu Regional Council;
- o WAVA;
- o private operator joint venture; and
- o HTA.

COSTS

Planning: \$60,000

Construction: 650,000

Start-up: \$100,000

Total Costs: \$810,000

**HOTEL EXPANSION
FORT FRANKLIN****BACKGROUND**

- o with a fishing lodge, Fort Franklin Restoration and opportunity for hiking, Fort Franklin will become increasingly well known which will bring additional tourist volume. This will necessitate hotel expansion within 3 to 4 years.

DESCRIPTION

- o 4 additional units will be attached to the existing facility.

OBJECTIVES

- o provide additional capacity to meet demands which would include 2 to 3 fishing packages out of Yellowknife.

TARGET MARKETS

- o Yellowknife Inbound Operators and Agents; and
- o Nature enthusiasts.

RESPONSIBILITIES AND IMPLEMENTATION

- o Great Bear Motel and Restaurant.

COSTS

Total Costs: \$150,000

**FORT FRANKLIN RESTORATION
FORT FRANKLIN**

BACKGROUND

- o the GNWT has been doing excavation/field work on the old Franklin Fort for the past 4 years. It could eventually be restored and serve as a focal attraction to 2 to 3 day tours (hiking, fishing) out of Yellowknife.

DESCRIPTION

- o restored Fort would be a simple structure that could be rebuilt and filled with artifacts.

OBJECTIVES

- o improve Fort Franklin's image as a 2 to 3 day destination; and
- o contribute to the cultural heritage of the Hamlet, region and N.W.T.

TARGET MARKETS

- o history enthusiasts;
- o Yellowknife residents; and
- o R.V. operators in Yellowknife.

RESPONSIBILITY AND IMPLEMENTATION

- o GNWT Department of Public Service and Justice; and
- o Northern Heritage Centre.

COSTS

Planning: \$25,000
Construction: \$100,000
Operations: \$30,000
Total Costs: \$155,000

**ARTS AND CRAFTS
FORT FRANKLIN****BACKGROUND**

- o the influx of visitors for sportfishing and excursions out of Yellowknife will create a new market for the quality arts and crafts produced here.

DESCRIPTION

- o funds would be used to purchase material and create an inventory of quality crafts.

OBJECTIVES

- o revitalize the arts and crafts production; and
- o generate \$20,000 in annual sales within 5 years.

TARGET MARKETS

- o all visitors to Fort Franklin; and
- o sales in Yellowknife.

RESPONSIBILITY AND IMPLEMENTATION

- o Fort Franklin Hamlet Council.

COSTS

Total Costs: \$40,000

Benson Des

**HUNTING OUTFITTING
FORT FRANKLIN**

BACKGROUND

- o there is excellent hunting in the area and spring and fall hunts could be conducted from the lodge.

DESCRIPTION

- o funds for equipment purchase such as spike camps, gear and possible boat and kicker, snow machines and dog team.

OBJECTIVES

- o maximize use of lodge; and
- o extend season for guides.

TARGET MARKETS

- o Yellowknife Inbound Operators; and
- o Sport Hunting Clubs/Associations.

RESPONSIBILITY AND IMPLEMENTATION

- o Private Operators.

COSTS

Equipment: \$70,000

Start-up: \$40,000

Total Costs: \$110,000

ACQUISITION OF LODGE
COLVILLE LAKE

BACKGROUND

- o Bern Brown seems increasingly less interested in operating the lodge as a fishing facility despite the high quality of both the facility and the fishing. No local guides were employed this season. There is speculation that within 4 to 5 years he will not be operating as a fishing lodge so it may be appropriate to consider an offer of acquisition within the next 2 to 3 years.

DESCRIPTION

- o training programs should begin within the next 2 years to enable a successful operation if an acquisition is possible, if the purchase is not possible, the the funds should be used to establish a local lodge.

OBJECTIVES

- o maximize the excellent sportfishing opportunities in the Colville Lake area for the local population; and
- o respond to the demand for sportfishing facilities in the 1990's.

— SOURCE
IS IT @ COLVILLE

TARGET MARKETS

- o Sportfishing Association and Wholesalers.

RESPONSIBILITY AND IMPLEMENTATION

- o Colville Lake Hamlet Council; and
- o Fort Good Hope Hamlet Council.

COSTS

Planning/Purchase: \$635,000

Start-up: \$110,000

Total Costs: \$745,000

SUMMARY OF COST ESTIMATES FOR EACH COMMUNITY

INUVIK

	<u>TOTAL COSTS</u>
Western Arctic Visitors Centre	\$2,075,000.00
Cruise Boat Acquisition	315,000.00
Delta Boat Tours	40,000.00
R.V. Resort Campground	1,150,100.00
Happy Valley Seasonal Units	110,000.00
Downtown Revitalization	1,100,000.00
Cultural Heritage Attraction	955,000.00
Waterfront Development	200,000.00
Tourism Activities	95,000.00
Inbound Tour Operator	110,000.00
Campbell Hills Park	320,000.00
	<u>\$6,470,000.00</u>

AKLAVIK

Knute Lang Camp	\$ 140,000.00
Wilderness Tour Outfitter	75,000.00
Herschel Island Accommodation	110,000.00
Arts and Crafts Production	70,000.00
Museum/Mad Trapper Exhibit	250,000.00
Sports Hunt	150,000.00
dock Area	50,000.00
	<u>\$ 845,000.00</u>

FORT MCPHERSON

Visitor Service Area	\$ 455,000.00
Museum Attraction	380,000.00
Midway Lake Campground	730,000.00
Nutuiluie Campground	150,000.00
Peel River Tours	40,000.00
Arts and Crafts	40,000.00
Community Host/Tours	60,000.00
Sport Hunting Outfitter	90,000.00
	<u>\$1,945,000.00</u>

*How were these
costed?
what projects belong
to other departments*

ARCTIC RED RIVER

Roadside Development	\$ 205,000.00
River Tours	65,000.00
Community Activities	20,000.00
Arts and Crafts	58,000.00
	<hr/>
	\$ 348,000.00

SACHS HARBOUR

Banks Island Outfitters	\$ 485,000.00
Museum/Attraction	45,000.00
Community Host	60,000.00
Community Activities	25,000.00
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	\$ 615,000.00

PAULATUK

Wilderness/Sport Hunts Outfitter	\$ 110,000.00
Arts and Crafts	150,000
Wilderness Fishing Camp	725,000.00
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	\$ 985,000.00

TUKTOYAKTUK

Ocean Going Tour Boat	\$ 80,000.00
Community	90,000.00
Tourist Activity Area	270,000.00
Arts and Crafts	215,000.00
Tour Outfitters	75,000.00
Access to Pingos	270,000.00
Eskimo Lakes Fishing Lodge	410,000.00
	<hr/>
	\$1,410,000.00

NORMAN WELLS

Mackenzie River Tours	\$ 120,000.00
Fishing Lodge	435,000.00
Canol Trail Development	725,000.00
Regional/Community Host	95,000.00
Interpretive Exhibit, Visitor Centre, Museum	475,000.00
Canoe Trip/Canol Trail Outfitter	125,000.00
	<hr/>
	\$1,975,000.00

FORT GOOD HOPE

Mackenzie River Tours	\$ 100,000.00
Community Activities	65,000.00
Arctic Red Outfitters	590,000.00
Dene Cultural Centre	535,000.00
	<hr/>
	\$1,290,000.00

FORT NORMAN

Big Game Outfitting	\$ 860,000.00
Canoe Trip Outfitters	110,000.00
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	\$ 970,000.00

FORT FRANKLIN

Fishing Lodge	\$ 810,000.00
Hotel Expansion	150,000.00
Fort Franklin Restoration	155,000.00
Arts and Crafts	40,000.00
Hunting Outfitting	110,000.00
	<hr/>
	\$1,265,000.00

COLVILLE LAKE

Acquisition of Lodge	\$ 745,000.00
	<hr/>
	\$ 745,000.00

DELTA AREA	1988 ('000)	1989 ('000)	1990 ('000)	1991 ('000)	1992 ('000)	1992-1993 ('000)
INUVIK						
1. WESTERN ARCTIC VISITOR CENTRE						
Construction	\$ 500	\$1,000	\$ 400	\$ 50	\$ 25	\$ 40
Start-up			60			
2. CRUISE BOAT ACQUISITION						
Acquisition	250					
Start-up	40	20	5			
3. DELTA BOAT TOURS						
Start-up	20	20				
4. R.V. RESORT CAMPGROUND						
Planning		100				
Construction			500	300	125	
Start-up				50	25	50
5. HAPPY VALLEY SEASONAL UNITS						
Construction		50	50			
Start-up		5	5			
6. DOWNTOWN REVITALIZATION						
Planning			100			
Construction			100	200	300	400
7. CULTURAL HERITAGE/GAME FARM ATTRACTION						
Planning		125				
Construction			400	175	150	
Start-up		50	40	10	5	
8. WATERFRONT DEVELOPMENT			50	100	50	
9. TOURISM ACTIVITIES	25	30	20	10	10	
10. INBOUND TOUR OPERATOR						
Equipment		20	30			
Start-up	20	20	10	10		
11. CAMPBELL HILLS PARK						
Planning		20				
Construction			100	100	100	
TOTAL:	\$ 855	\$1,460	\$1,870	\$1,005	\$ 790	\$ 490
GRAND TOTAL:	\$6,470,000					

DELTA AREA	1988 ('000)	1989 ('000)	1990 ('000)	1991 ('000)	1992 ('000)	1992-1993 ('000)
AKLAVIK						
1. KNUTE LANG CAMP						
Upgrading	\$ 30	\$ 40	\$ 40	\$	\$	\$
Start-up	15	10	5			
2. WILDERNESS TOUR OUTFITTER						
Training	20					
Equipment	20	10				
Start-up	15	10				
3. HERSCHEL ISLAND ACCOMMODATION						
Equipment	10	40	30			
Start-up	10	15	5			
4. ARTS AND CRAFTS PRODUCTION						
Materials	10	10	10			
Workshops			20	20		
5. MUSEUM/MAD TRAPPER EXHIBIT						
Upgrade	5	5	75	50	50	20
Start-up	5	10	10	10	10	
6. SPORT HUNTS						
Equipment		75	20	20		
Start-up	10	20	5			
7. DOCK AREA			25	25		
TOTAL:	\$ 150	\$ 245	\$ 245	\$ 125	\$ 60	\$ 20
GRAND TOTAL:	\$ 845,000					

DELTA AREA	1988 ('000)	1989 ('000)	1990 ('000)	1991 ('000)	1992 ('000)	1992-1993 ('000)
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FORT MCPHERSON

1. VISITOR SERVICE AREA

Roadside Facility

Construction \$ 15 \$ 200 \$ 100 \$ 30 \$ 5 \$

Start-up 30 20 10

Community Facility

Construction 25 10 10

2. MUSEUM ATTRACTION

Data Collection 15 10
Construction 20 50 75 75 50
Start-up 25 35 25

3. MIDWAY LAKE

Planning 5 50
Construction (picnic) 95
Construction (campground) 200 100 100 50
Start-up 40 40 50

4. NUTUILUIE CAMPGROUND

Upgrade/Showers 50 30 30 20 20

5. RIVER TOURS

Equipment 5 20 15

6. ARTS AND CRAFTS

Production 10 10 10 10

7. COMMUNITY TOURS/HOST

15 15 10 5 5 10

**8. SPORT HUNTING
OUTFITTER**

Equipment 20 35
Start-up 10 15 10

TOTAL: \$ 130 \$ 415 \$ 615 \$ 300 \$ 290 \$ 195

GRAND TOTAL: \$1,945,000

DELTA AREA	1988 ('000)	1989 ('000)	1990 ('000)	1991 ('000)	1992 ('000)	1992-1993 ('000)
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ARCTIC RED RIVER

1. ROADSIDE DEVELOPMENT

Picnic Area	\$ 15	\$	\$	\$	\$	\$
Roadside Kiosk		40				
Fish Camps	10	10	10	10		
Tent Frames			35	10	10	
Start-up			15	10	10	20

2. RIVER TOURS

Equipment		10	25	5	5	
Start-up		5	10	5		

3. COMMUNITY ACTIVITIES

		5	5	5	5	
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4. ARTS AND CRAFTS

Materials	10	15	10	10		
Distribution	5	5	3			

TOTAL:	\$ 40	\$ 90	\$ 113	\$ 55	\$ 30	\$ 20
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GRAND TOTAL:	\$ 348,000					
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ARCTIC OCEAN AREA	1988 ('000)	1989 ('000)	1990 ('000)	1991 ('000)	1992 ('000)	1992-1993 ('000)
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SACHS HARBOUR

1. BANKS ISLAND OUTFITTERS

Equipment (3 camps)	\$ 60	\$ 50	\$ 50	\$	\$	\$
Van		30				
4 Wheelers/Skidoo		20	40			
Boat/Equipment		65				
Start-up/Training	70	60	20	10	10	

2. MUSEUM/ATTRACTION

Construction		5	40			
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3. COMMUNITY HOST

	10	15	10	15	10
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4. COMMUNITY ACTIVITIES

	5	10	5	5	
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TOTAL:	\$ 130	\$ 245	4 175	\$ 25	\$ 30	\$ 10
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GRAND TOTAL:	\$ 615,000
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ARCTIC OCEAN AREA	1988 ('000)	1989 ('000)	1990 ('000)	1991 ('000)	1992 ('000)	1992-1993 ('000)
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PAULATUK

1. WILDERNESS/SPORT HUNTS OUTFITTER

Equipment	\$ 25	\$ 20	\$ 20	\$	\$	\$
Start-up	15	10	10	10		

2. ARTS AND CRAFTS

Production		15	15	10	10	
Tourist Workshops			25	25	20	30

3. WILDERNESS/FISHING CAMP

Hornaday River

Planning		35				
Construction	25		100	50	25	
Start-up		10	20	10	10	

Brock River

Planning		75				
Construction	20		25	175	100	
Start-up		20	25			

TOTAL: \$ 85 \$ 185 \$ 240 \$ 280 \$ 165 \$ 30

GRAND TOTAL: \$ 985,000

ARCTIC OCEAN AREA	1988 ('000)	1989 ('000)	1990 ('000)	1991 ('000)	1992 ('000)	1992-1993 ('000)
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TUKTOYAKTUK

1. OCEAN GOING TOUR BOAT

Purchase	\$ 65	\$	\$	\$	\$	\$
Start-up	10	5				

2. COMMUNITY

Host	15	10	5			
Activities	15	15	10	10	10	

3. TOURIST ACTIVITY AREA

Planning		15				
Construction			75	75	25	50
Start-up				10	10	10

4. ARTS AND CRAFTS

Production		10	10	10	5	
Workshops			80	60	40	

5. TOUR OUTFITTER

Equipment	20	15	15			
Working Capital	10	10	5			

6. ACCESS TO PINGOS

Planning			20			
Construction				100	100	50

7. ESKIMO LAKES FISHING LODGE

Construction		150	100	50	50	
Working Capital			30	20	10	

TOTAL: \$ 135 \$ 230 \$ 350 \$ 335 \$ 250 \$ 110

GRAND TOTAL: \$1,410,000

MACKENZIE AREA	1988 ('000)	1989 ('000)	1990 ('000)	1991 ('000)	1992 ('000)	1992-1993 ('000)
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NORMAN WELLS

1. MACKENZIE RIVER TOURS

Capital	\$ 10	\$ 10	\$ 55	\$ 5	\$ 5	\$
Start-up	10	10	15	5	5	

2. FISHING LODGE

Kelly Lake

Capital			150	100	50	75
Start-up				20	20	20

3. CANOL TRAIL DEVELOPMENT

Upgrading	100	100	100	100	100	75
Camps/Airstrips			30	40	20	60

4. REGIONAL/COMMUNITY HOST

Host	10	10	10	5	5	5
Activities	10	10	10	10	10	

**5. INTERPRETIVE EXHIBIT,
VISITOR CENTRE,
MUSEUM**

Planning		30				
Construction			100	100	100	75
Start-up				20	20	30

**6. CANOE TRIP/CANOL TRAIL
OUTFITTER**

Equipment		20	30	40		
Start-up			15	10	10	

TOTAL:	\$ 140	\$ 190	\$ 515	\$ 450	\$ 340	\$ 340
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GRAND TOTAL:	\$1,975,000
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MACKENZIE AREA	1988 ('000)	1989 ('000)	1990 ('000)	1991 ('000)	1992 ('000)	1992-1993 ('000)
FORT GOOD HOPE						
1. RIVER TOURS						
Equipment/Arctic Circle Camp	\$ 15	\$ 25	\$ 10	\$ 15	\$	\$
Start-up	15	15	5			
2. COMMUNITY ACTIVITIES	10	15	15	10	5	10
3. ARCTIC RED OUTFITTERS						
Acquisition	25	100	150	25	125	
Start-up			40	20	20	
Management		20	20	30	15	
4. DENE CULTURAL CENTRE						
Planning			50			
Construction				150	100	150
Start-up				35	25	25
TOTAL:	\$ 65	\$ 175	\$ 290	\$ 285	\$ 290	\$ 185
GRAND TOTAL:	\$1,290,000					

MACKENZIE AREA	1988 ('000)	1989 ('000)	1990 ('000)	1991 ('000)	1992 ('000)	1992-1993 ('000)
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FORT NORMAN

1. BIG GAME OUTFITTING

Acquisition/ Management	\$ 100	\$ 150	\$ 150	\$ 50	\$	\$
Feasibility/Start-up Expansion	70	40	30	20		
			50	100	100	

2. CANOE TRIP OUTFITTER

Equipment			35	25		
Start-up			20	20	10	

TOTAL: \$ 170 \$ 190 \$ 285 \$ 215 \$ 110 \$

GRAND TOTAL: \$ 970,000

MACKENZIE AREA	1988 ('000)	1989 ('000)	1990 ('000)	1991 ('000)	1992 ('000)	1992-1993 ('000)
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FORT FRANKLIN

1. FISHING LODGE

Planning	\$ 60	\$	\$	\$	\$	\$
Construction		300	200	150		
Start-up			50	30	20	

2. HOTEL EXPANSION

Construction			75	75		
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3. FORT FRANKLIN RESTORATION

Planning		25				
Construction			50	25	25	
Operations				15	15	

4. ARTS AND CRAFTS

Production		10	10	10	10	
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5. HUNTING OUTFITTING

Equipment			40	20	10	
Start-up			20	10	10	

TOTAL:	\$ 60	\$ 335	\$ 445	\$ 335	\$ 90	\$
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GRAND TOTAL:	\$1,265,000
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MACKENZIE AREA	1989 ('000)	1989 ('000)	1990 ('000)	1991 ('000)	1992 ('000)	1992-1993 ('000)
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COLVILLE LAKE

1. ACQUISITION OF LODGE

Planning/Purchase	\$	\$	\$ 35	\$ 200	\$ 200	\$ 200
Start-up				20	60	30

TOTAL:	\$	\$	\$ 35	\$ 220	\$ 260	\$ 230
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GRAND TOTAL:	\$	745,000				
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DEMPSTER CORRIDOR	1988 ('000)	1989 ('000)	1990 ('000)	1991 ('000)	1992 ('000)	1992-1993 ('000)
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DEMPSTER HIGHWAY

1. YUKON/N.W.T. BORDER INFORMATION SIGNAGE						
Planning	\$	\$ 15	\$	\$	\$	\$
Construction			35	35		
2. PEEL RIVER LOOKOUT (KM 64)						
Planning	15					
Construction		40	55			
3. DEEP LAKE BOAT RAMP						
Construction		45				
4. ARCTIC RED RIVER LOOKOUT	45					
5. CAMPBELL HILLS INTERPRETIVE						
Exhibit/Pull Off			60			
6. OUTDOOR KITCHENS		25	25	25	25	50
7. INTERPRETIVE SIGNAGE	30	30	30	15	15	20
8. KLONDIKE HIGHWAY INFORMATION DISPLAY (YUKON)						
Planning	25			30		
Construction (I)	100	50	25			
Phase II					50	100
9. EAGLE PLAINS INFORMATION CENTRE	20	10	10			

TOTAL: \$ 235 \$ 215 \$ 240 \$ 105 \$ 90 \$ 170

GRAND TOTAL: \$1,055,000

N.B. Developments at Fort MacPherson and Arctic Red River have been included in their respective community.

PREPARATION OF PREFEASIBILITIES AND PACKAGE TOUR DEVELOPMENT1. PREFEASIBILITIESThe Project

A total of four prefeasibility studies will be prepared, they include:

- o the development of a trophy fishing lodge on Great Bear Lake;
- o the acquisition of a hunting lodge and outfitters operation in Bear Area;
- o the development of an inbound tour operation based in Inuvik; and
- o the development of a visitor service area for Fort McPherson to include a service bay, food and crafts outlet and visitor services.

The following paragraphs outline the steps to complete the studies.

Resource Analysis

An inventory will be prepared which identifies the wildlife and tourism resources as they apply to each of the specific projects. This will not be a detailed inventory, however it will incorporate all of the key elements. The analysis will identify the opportunities for the tourism operation as well as possible limitations or constraints.

Market Analysis

Utilizing the results of the Phase 2: Market Analysis, the existing and potential tourism markets will be identified for each project. Additional telephone interviews with wholesalers and other operators will be conducted to provide more in-depth market data. The market profile and projections size for each project will be presented. The market analysis will also address the competition and market strategy.

questionable value

Product Development

Based on the data from the resource and market analysis the study team will conduct product marketing matching to develop a final product for each project. A summary of the following items will be prepared:

- o length of tour, equipment and services required;
- o potential markets;
- o marketing strategies;
- o capital investment; and
- o operating costs and revenue.

All costing will be at order of magnitude for a prefeasibility analysis.

Feasibility Analysis

Based on the cost estimates and market projections identified in this study, a cost/benefit analysis will be conducted to identify the returns to the operators.

The costs and benefits will be arranged in a discounted cash flow format. Industry guidelines for cost/benefit analysis will be used for this step. The economic analysis will indicate the viability of the enterprise for the operator as well as the necessary level of support from funding sources which may be warranted.

2. PACKAGE TOUR DEVELOPMENT

Several package tours will be prepared for a variety of activities within the Western Arctic. For each package, daily itineraries, delivery costs and per person package costs will be prepared. They will include:

- o Peel River Tours;
- o Herschel Island/Firth River Tours;
- o Knute Land/Richardson Mountain Tours;
- o Banks Island Packages;
- o Hornaday and Brock River Packages; and
- o Tuktoyaktuk Coastal Tours.

In Progress?

Table 1 is an example of the final product for the package tour based out of Norman Wells.

MARK-UPFIXEDTOUR #3 - MOUNTAIN RIVER/FORT GOOD HOPE/FOSSIL LAKEDay 1 - Norman Wells to Mountain River

(See tour #2)

Day 2 - Mountain River to Fort Good Hope and Arctic Circle

(See tour #2)

Day 3 - Arctic Circle to Fossil Lake

Breakfast	30	
Lunch	45	
Supper	60	
Boat and Gas	60	
Overnight in Camp		150

Day 4 - Fossil Lake to Norman Wells

Breakfast	30	
Lunch	45	
Supper		60
Hotel		240

Day 5 - Norman Wells

Breakfast	30	
Community Tour		30
Esso Islands/Canol Trail	50	
Lunch	45	
Return to Airport	30	
Guide for 4 days @ \$125.00	500	

	<u>MARK-UP</u>	<u>FIXED</u>
<u>Day 2 - Mountain River to Fort Good Hope</u>		
Breakfast	30	
Lunch at Ramparts Hotel		45
Community Tour		40
Supper	45	
Overnight in Cabin		150
Gas and Boat for the Day	100	
<u>Day 3 - Return to Fort Good Hope</u>		
Breakfast	30	
Lunch		45
Flight back to Norman Wells		180
Boat/Gas back to Norman Wells	90	
Guide 3 days @ \$125.00	375	
<u>(Option) Day 4 - Arctic Circle to Fossil Lake</u>		
Breakfast	30	
Lunch	45	
Supper	60	
Overnight at Hume River		120
Gas/Boat	80	
<u>Day 5 - Fossil Lake to Norman Wells</u>		
Breakfast	30	
Lunch (fish camp)		45
Supper		60
Hotel		210
<u>Day 6 - Norman Wells</u>		
Breakfast	30	
Community Tour		30
Esso Islands Tour/Canol Trail	45	
Lunch	45	
Guide for 6 days @ \$125.00	750	

MOUNTAIN RIVER OUTFITTERS

	<u>MARK-UP</u>	<u>FIXED</u>
<u>TOUR 1 - BEAR ROCK TOUR (GROUP OF 3)</u>		
<u>Day 1 - Arrive in Norman Wells</u>		
Community Tour (2 hours)	25	
Tour Esso Islands (2 hours)	40	
Evening Cook Out	60	
Hotel		210
<u>Day 2 - Norman Wells to Fort Norman</u>		
Breakfast	30	
To Bear River/Fort Norman - gas	40	
- boat	50	
Lunch	30	
Evening Entertainment e.g. Arts and Craft Demonstration Music/Storytelling	45	
Hotel		210
Supper	60	
<u>Day 3 - Fort Norman to Norman Wells</u>		
Breakfast	30	
Lunch	45	
Community Tour - Arts and Craft Shop - HBC Post	30	
Return Trip - gas/boat	80	
Supper	60	
Hotel		210
<u>Day 4 - Flight to Kelly Lake</u>		
Breakfast	30	
Flight		300
Lunch	30	
Guide 3 days @ \$125.00	375	
<u>TOUR 2 - NORMAN WELLS/FORT GOOD HOPE</u>		
<u>Day 1 - Arrive Norman Wells</u>		
Breakfast	30	
Gas/Boat to Mountain River	80	
Lunch	30	
Supper	45	
Overnight at Camp		150