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***Tourism Strategy, Interim Report, Phase 7,  
Market Strategy, Western Arctic Visitors  
Association, Economic Development &  
Tourism  
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# Western Arctic

## Tourism Strategy

Interim Report: Phase 7, Market Strategy

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Western Arctic Visitors Association  
Economic Development and Tourism

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**WESTERN ARCTIC MARKETING STRATEGY**  
**OVERALL DESCRIPTION**

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**OVERVIEW**

**Introduction**

The following market strategy is a detailed outline on marketing expenditures for the Western Arctic from 1989 to 1995. It represents all proposed spending by:

- o WAVA;
- o Western Arctic Suppliers; and
- o local wholesalers.

in the areas of:

- o consumer magazines;
- o brochures and flat sheets;
- o familiarization tours;
- o trade shows;
- o travel writers;
- o videos;
- o inquiry fulfillments;
- o mailing list development;
- o WAVA special promotions/events;
- o in-house promotion/give aways;
- o marketing support; and
- o marketing research.

It does not specifically deal with expenditures by the Travel Industry Association-N.W.T., Travel Arctic or promotion by southern wholesalers and tour operators.

While it has been tailored to reflect the general orientation of TIA and Travel Arctic, it is very target specific, focussing on identified market segments to the Western Arctic.

## Objectives

The strategy has been laid out with some very clear objectives.

- o Focus on the western United States. American markets are expected to increase from 40% to 60% of the overall market. This will necessitate lowering the Canadian components from 60% to 40% and bringing the geographic breakdown more in line with the Yukon. This will serve to tap into the massive American market and significantly increase volumes on the Dempster Highway and, more appropriately, mesh Western Arctic marketing activities with that of the Yukon.
- o Capitalize on the Dempster Highway by increasing recreation vehicle volume by 30% per year over the first 3 years of the plan.
- o Increase the Western Arctic market share of travel industry revenue to the N.W.T. by a 5% point in the first three years. This will not be done at the expense of other N.W.T. regions. The purpose is to solidify the Western Arctics' position as a major N.W.T. destination region.
- o Focus on southern Ontario within the Canadian market place, again to take an aggressive position in those populated areas that can deliver the volumes.
- o By heavily promoting in high population areas, increasing tourism 3 fold over the next 5 to 7 years.

## Context

The strategy has been designed within a specific framework which is characterized by:

- o focus on new adventure travel activities such as canoeing, hiking the Canol Trail, fishing, cultural inclusion, etc.;
- o working closely with TIA-N.W.T. and Travel Arctic by:
  - (a) responding rapidly (fulfillment) to 1-800 number leads
  - (b) complementing the TIA trade shows particularly with consumer shows
  - (c) complementing generic Travel Arctic advertising with product specific advertising
  - (d) maintain a 80% level of target specific promotion within the budget;

- (e) appealing heavily to the:
  - recreation vehicle operators
  - hunting and fishing consumers
  - hiking, canoeing and cultural/nature interpretation tour wholesalers
- (f) major emphasis on print material which reaches high numbers and supports inquiry fulfillment 1-800 requests, trade shows, etc. This emphasis is subsequently followed by efforts in:
  - mailing list development
  - videos
  - trade shows and tour wholesaler contacts;
- (g) geographically focus on western United States through:
  - magazines and directories
  - trade shows
  - fam tours and travel writersand Ontario through:
  - consumer magazines
  - fam tours;
- (h) advertise in specifically high end magazines that appeal to consumers that are:
  - interested in specific products and prices
  - oriented toward culture and nature interpretation
  - can potentially be packaged;
- (i) Marketing will be directed to those who are adventurous and older and are interested in:
  - R.V. travel
  - birdwatching
  - boat cruises; and
  - unique sites like Herschel Island and Banks Island.

## 1. CONSUMER MAGAZINES

### 1.1 PURPOSE

- o to improve rubber tire volume by 30%/year for the next 3 years and fundamentally triple tourism revenue over the next five to seven years by market penetration through consumer magazine advertising;
- o specifically target the R.V. market with 50% of the magazine expenditure in guides and directories such as Milepost, Wheelers Guide, etc.;
- o target the western United States while appealing to Ontario with coach fam tours, trade shows, etc.; and
- o advertising in many magazines that are similar to the Yukon thus piggy-backing on their large and well established advertising campaign.

### 1.2 DESCRIPTION

The advertising will be both product and operator specific. Operators such as Antler, Aklak, Boat Cruise, will sell to the R.V. operators in order to stimulate day trips;

- o hunting will sell to the sophisticated hunter and tie in with the specific trade shows. HTA however will also advertize in Petersons;
- o fishing advertising will heavily promote Fort Franklin in the first year to rapidly build consumer awareness of this exceptional fishing area; and
- o nature interpretation will be both specific (birdwatching, back packer, canoe) as well as generic (Sierra, Canadian Geographic).

## 2. DIRECTORY/BROCHURE

### 2.1 DIRECTORY

#### 2.1.1 Purpose

This new directory will be much more than a lure piece. It will be an all encompassing guide to specific travel products in the Western Arctic.

It should promote and generate sales for the region in general as well as lead to specific inquiries for individual suppliers.

It will also:

- o contribute to a sense of organization and sophistication in the Western Arctic Travel Industry;
- o create an image of cooperation amongst the communities and suppliers; and
- o reinforce the Western Arctic as a complete destination region.

#### 2.1.2 Description

- o 8½" x 11", in order to fit into an envelope;
- o full colour;
- o product specific including package description and costs for 2 years;
- o partial cost recovery through advertising by suppliers and airlines (approximately \$8,000.00);
- o divided by individual communities;
- o highlights certain features such as:
  - Banks Island
  - Dempster Highway
  - Herschel Island
  - Great Bear
  - Mackenzie Delta
- o accurate and informative maps; and
- o 60,000 copies (2 year supply) at 28 to 32 pages.

### 2.1.3 Distribution (Two Years)

#### Fulfillment

- WAVA	12,000
- 1-800 number	10,000
- Travel Arctic	10,000

#### Visitor Reception Centres

- Whitehorse	3,000
- Dawson	7,000
- Inuvik	2,000

Consumer Shows (select basis) 10,000

Economic Development and Tourism 2,000

Hotels, Canadian Consulates, Wholesaler Mailing List 4,000

### 2.2 DEMPSTER HIGHWAY BROCHURE

#### 2.2.1 Purpose

- o stimulate traffic on the regions major access corridor;
- o contribute to a sense of security and interest in the highway; and
- o create an image of the Dempster being a unique, accessible northern travel corridor to the Arctic Ocean.

#### 2.2.2 Description

- o 8½" x 14" folded brochure;
- o 2 colours; and
- o general description of services:
  - Eagle Plains
  - Fort McPherson Service Area
  - Midway Lake



### 2.2.3 Distribution (30,000 copies)

- o Whitehorse/Dawson 5,000/year
- o 1-800 3,000/year
- o Travel Arctic 3,000/year
- o WAVA 3,000/year
- o Eagle Plains 1,000/year

## 2.3 PRODUCT BROCHURES

### 2.3.1 Purpose

- o promote individual products as reflected by overall strategy;
- o define product and quote prices; and
- o respect overall regional design motif.

### 2.3.2 Description

- o 8½" x 11";
- o 2 colour; and
- o various quantities (approximately 4,000).

### 2.3.3 Distribution

- o operator fulfillment;
- o mailing lists;
- o WAVA Visitor Centre; and
- o Whitehorse/Dawson Visitor Centre.

## 2.4 COMMUNITY HANDOUTS/FLAT SHEETS

### 2.4.1 Purpose

- o inexpensive community based promotion.

#### 2.4.2

#### Description

- o 8½" x 11" (2 sided, 1 colour); and
- o information
  - history, social structure
  - unique character
  - available packages
  - attractions/events
  - several attractive photos.

#### 2.4.3

#### Distribution

- o Visitor Reception Centre;
- o WAVA Visitor Centre; and
- o Mail outs.

### 3. FAMILIARIZATION TOURS

#### 3.1 PURPOSE

- o introduce new and existing product to existing and potentially new tour wholesalers; and
- o expand existing packages.

#### 3.2 Objectives

- o increase volume on new rivers (e.g. Black Feather), hiking opportunities (Mountain Travel);
- o establishing an air program with Fiesta Wayfare;
- o expand Horizon Holiday with river/boat cruise; and
- o establish a coach tour out of Edmonton (Nage1 Tours).

#### 3.3 DESCRIPTION

Promote such attractions as:

- o Herschel;
- o Canol Trail;
- o Firth/Anderson Rivers;
- o Delta Boat Cruise; and
- o Tuktoyaktuk/Aklavik Tour.

N.B. The proposed fam tours are the responsibility of WAVA but it is also anticipated that Travel Arctic wil host a similar number of tour wholesalers in the Western Arctic such as:

- o Contacts Pacific - Vancouver, (Herschel);
- o Sobek Expedition - California, (canoeing, fishing);
- o Hartwig Travel - Winnipeg, (cultural);
- o Victor Emmanuel, (Hershel, Richardson);
- o Great Expeditions - Vancouver, (canoeing, fishing); and
- o Audubon Society - Washington, D.C., (birdwatching, Banks Island).

## 4. TRADE SHOWS

### 4.1 PURPOSE

- o introduce actual product directly to the consumers by operators;  
and
- o generate sales and take deposits.

### 4.2 OBJECTIVES

- o reinforce existing product and introduce new product as it becomes available; and
- o increase sales volume for specific products and attractions.

### 4.3 DESCRIPTION

Focus on California, Texas and Ontario major markets.

#### Dallas Sportsmen Show

- o 200,000 visitors
- o adventure product
- o targetted audience

#### Anaheim Sportsman Show

- o 250,000 visitors
- o major market
- o adventure travel and strong R.V. rubber tire and coach markets

#### London Free Press

- o 50,000 attendance
- o reinforce Horizon Holidays
- o stimulate southern Ontario
- o good exposure for R.V., auto and fishing

#### Toronto Sportsman Show

- o 300,000 attendance
- o fishing and adventure travel especially R.V.
- o some canoeing, fishing

## 5. TRAVEL WRITERS

### 5.1 PURPOSE

Introduce new product to specific markets.

### 5.2 OBJECTIVES

Promote specific activities and regional destinations areas such as:

- o Banks Island;
- o canoe trips; and
- o nature/cultural interpretation.

### 5.3 DESCRIPTION

- o because of similar resources, products and market distribution channels it is possible to gain maximum benefits with this budget by doing cooperative writer sponsorship with Tourism Yukon;
- o typical travel writers tours
  - Herschel
  - Canol Trail
  - Inuvik to Tuktoyaktuk; and
- o this budget is specific to WAVA and it can be expected that Travel Arctic will be responsible for bringing an equal number of travel writers into the Western Arctic.

**MARKETING STRATEGY SUMMARY**

	1989	1990	1991	1992	1993	1994/95
CONSUMER MAGAZINES	40,670	42,330	41,170	36,220	37,110	66,140
BROCHURES	165,500	30,000	130,500	38,500	143,800	146,000
FLAT SHEETS	22,000	18,700	23,500	22,400	27,500	58,800
FAMILIARIZATION TOURS	12,800	8,150	8,100	2,900	5,050	-
TRADE SHOWS	33,900	37,000	40,220	31,950	27,550	40,900
TRAVEL WRITERS	8,500	11,900	10,200	10,400	3,500	8,800
YUKON CO-OP	9,000	9,900	10,900	7,100	7,800	18,200
VIDEOS	50,000	77,000	64,000	75,000	77,000	100,000
INQUIRY FULFILLMENT	12,500	16,100	23,100	30,300	36,300	85,000
MAILING LISTS	35,250	42,500	51,500	62,000	76,000	173,000
WAYA SPECIAL PROMOTIONAL (MEDIA) EVENTS	20,000	8,000	8,000	10,000	15,000	30,000
IN-HOUSE PROMO/GIVE AWAYS	9,700	11,200	14,200	18,500	23,000	22,000
MARKETING SUPPORT	17,000	11,500	12,500	12,500	12,000	19,000
MARKETING RESEARCH	91,500	7,000	78,000	58,500	29,000	18,000
<b>GRAND TOTAL:</b>	<b>525,320</b>	<b>331,280</b>	<b>515,890</b>	<b>416,270</b>	<b>520,610</b>	<b>785,840</b>

**CONSUMER MAGAZINES**

YEAR	1989	1990	1991	1992	1993	1994/95
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**ACTIVITY**

All Prices are in 1989 Canadian Dollars

**RUBBER TIRE (MAVA)**

● Milepost	800	920	970	1,020	1,070	2,400
● B.C./Alaska/Yukon Guide	230	250	-	300	330	-
● Trailer Life	500	530	570	-	620	-
● Woodalls R.V. Directory	460	-	500	-	540	-
● Rand-McNally	520	560	-	610	-	1,450
● Wheelers Guide	480	-	520	560	-	1,340
● West World (BCAA, AMA)	2,600	1,200	1,500	-	3,000	-
● State Automobile Assoc. Magazines						
- Washington	400	-	450	-	500	-
- Oregon	400	440	-	490	-	1,200
- California (north)	-	500	-	550	-	1,300
- California (south)	400	-	460	-	520	-
- Texas	300	-	370	-	420	1,050
- Georgia	-	200	-	400	330	1,100
- Alabama	-	-	350	300	-	-
- Florida	300	-	-	380	430	-
- Michigan/Pennsylvania	-	350	-	420	-	1,100
- Ontario	600	650	700	-	-	-
● Co-op with Yukon						
- Herschel	1,000	1,100	1,200	1,350	-	-
- Dempster	1,400	1,600	1,800	2,000	-	-
<b>SUBTOTAL:</b>	<b>10,390</b>	<b>8,300</b>	<b>9,390</b>	<b>8,380</b>	<b>7,760</b>	<b>10,940</b>

CONSUMER MAGAZINES Cont'd

	1989	1990	1991	1992	1992	1994/95
<b>RUBBER TIRE (OPERATIONS)</b>						
● Advertise in:						
(a) Milepost						
(b) Automobile Assoc.						
(c) B.C./Alaska/Yukon Guide						
(d) Up Here						
(e) Canadian						
(f) N.W.T. Explorer	8,500	9,300	10,200	11,200	12,400	26,000
● Antler						
● Aklak Air						
● Sunrise Helicopter						
● Inuvik Campground						
● Delta Boat Cruise						
● Fishing Lodge						
<b>SUBTOTAL:</b>	<b>8,500</b>	<b>9,300</b>	<b>10,200</b>	<b>11,200</b>	<b>12,400</b>	<b>26,000</b>
<b>HUNTING</b>						
<b>1. GUIDE ARCTIC EXPED.</b>						
● Safari Club	720	800	860	-	940	-
● FNAWS	430	470	510	-	-	-
● Bow Hunter	430	470	510	550	-	1,300
<b>2. E-1-1, E-1-6 OPERATORS</b>						
● Safari Club	720	800	860	-	910	-
● FNAWS	430	470	510	-	550	-
● Bow Hunter	430	470	510	550	-	-
<b>3. HTA</b>						
● Safari Club	360	400	440	480	-	-
● FNAWS	430	470	510	-	-	1,300
● Petersens	310	340	380	420	-	-
<b>SUBTOTAL:</b>	<b>4,260</b>	<b>4,690</b>	<b>5,090</b>	<b>2,000</b>	<b>2,400</b>	<b>2,600</b>



CONSUMER MAGAZINES Cont'd

	1989	1990	1991	1992	1993	1994/95
<b>FISHING</b>						
<b>1. FORT FRANKLIN</b>						
● Field and Stream	-	440	480	530	580	1,420
● Sports Afield	-	700	770	-	860	-
● Texas Fishermen	-	570	620	680	740	-
● Outdoor Canada	480	520	-	600	660	1,600
<b>2. PAULATUK: HORNADAY AND BROCK RIVERS</b>						
● Field and Stream	-	440	480	520	560	1,400
● Sports Afield	-	-	770	830	880	-
● Texas Fisherman	-	570	-	680	730	1,700
<b>SUBTOTAL:</b>	<b>480</b>	<b>3,240</b>	<b>3,120</b>	<b>3,840</b>	<b>5,010</b>	<b>6,120</b>

CONSUMER MAGAZINES Cont'd

	1989	1990	1991	1992	1993	1994/95
<b><u>NATURE INTERPRETION</u></b>						
<b>1. BANKS ISLAND OUTFITTERS</b>						
● Sierra	540	580	640	-	720	-
● Outdoor/Photographer	560	610	-	670	-	1,650
● Canadian Geographic	490	530	570	-	650	-
● Equinox	580	630	-	720	-	-
● Birdwatcher	310	340	370	-	430	-
<b>2. RICHARDSON MOUNTAINS (AKLAVIK)</b>						
● Backpacker	320	360	400	-	480	-
● Explore	300	330	-	400	-	1,100
● Sierra	540	-	640	-	720	-
● Canadian Geographic	490	530	-	610	-	1,600
● Equinox	580	630	-	-	-	-
<b>3. HORNADAY/BROCK: PAULATUK OUTFITTERS</b>						
● Canadian Geographic	490	530	570	-	-	-
● Sierra	540	-	640	-	710	-
● Equinox	580	630	-	710	-	1,700
<b>4. HERSCHEL ISLAND (AKLAVIK OUTFITTER)</b>						
● Birdwatcher	310	340	370	-	430	-
● Seasons (Federation of Ontario Naturalists)	370	410	450	490	-	130
● Sierra	540	590	640	-	-	1,700
● Equinox	580	630	670	-	-	-
● Canadian Geographic	490	530	570	610	-	-

CONSUMER MAGAZINES Cont'd

	1989	1990	1991	1992	1993	1994/95
<b>5. TUKTOYAKTUK COASTAL TOURS</b>						
● Sierra	540	-	640	690	720	-
● Equinox	580	630	670	-	-	-
<b>6. DRUM LAKE LODGE</b>						
● Equinox	580	630	-	720	-	1,700
● Sierra	<u>540</u>	<u>580</u>	<u>640</u>	<u>-</u>	<u>720</u>	<u>-</u>
<b>SUBTOTAL:</b>	<b>10,850</b>	<b>10,040</b>	<b>8,480</b>	<b>5,620</b>	<b>5,580</b>	<b>9,580</b>

CONSUMER MAGAZINES Cont'd

	1989	1990	1991	1992	1993	1994/95
<b>HIKING: CANOL TRAIL</b>						
● Backpacker	620	680	740	-	830	-
● Outside	450	500	550	600	660	1,600
● Explore	<u>600</u>	<u>660</u>	<u>720</u>	<u>800</u>	<u>-</u>	<u>-</u>
<b>SUBTOTAL:</b>	<b>1,670</b>	<b>1,840</b>	<b>2,010</b>	<b>1,400</b>	<b>1,490</b>	<b>1,600</b>
<b>CANOEING</b>						
● Explore	600	660	-	800	-	2,000
● Canoe	520	570	-	650	700	-
● Outside	450	500	550	-	660	1,600
● Che-Mun	<u>300</u>	<u>330</u>	<u>360</u>	<u>400</u>	<u>440</u>	<u>1,100</u>
<b>SUBTOTAL:</b>	<b>1,870</b>	<b>2,060</b>	<b>910</b>	<b>1,850</b>	<b>1,800</b>	<b>4,700</b>

CONSUMER MAGAZINES Cont'd

	1989	1990	1991	1992	1993	1994/95
<b>CULTURE</b>						
<b>1. ARTS AND CRAFTS WORKSHOPS</b>						
Tuktoyaktuk						
Aklavik						
Paulatuk						
● Crafts Plus	480	520	-	590	-	1,500
● Harrowsmith	580	620	660	-	-	1,650
● Crafts Magazine	470	510	-	580	-	1,450
<b>2. CULTURAL INCLUSION</b>						
Tuktoyaktuk						
Paulatuk						
Aklavik						
● University of Edmonton						
● University of Toronto	600	650	700	760	-	-
● University of Montreal Alumni Newsletters						
● Canadian Review of Sociology and Antropology	520	560	610	-	670	-
<b>SUBTOTAL:</b>	<b>2,650</b>	<b>2,860</b>	<b>1,970</b>	<b>1,930</b>	<b>670</b>	<b>4,600</b>
<b>TOTAL FOR CONSUMER MAGAZINES:</b>	<b>40,670</b>	<b>42,330</b>	<b>41,170</b>	<b>36,220</b>	<b>37,110</b>	<b>66,140</b>

**BROCHURES**

	1989	1990	1991	1992	1993	1994/95
<b>1. WESTERN ARCTIC PRODUCT DIRECTORY</b>						
Design (D)	20,000	-	10,000	-	12,000	12,000
Printing (P)	50,000	-	55,000	-	60,000	65,000
<b>2. DEMPSTER HIGHWAY</b>						
Design (D)	4,000	-	1,500	-	2,000	-
Printing (P)	12,000	-	13,500	-	15,000	-
<b>3. INDIVIDUAL PRODUCT</b>						
● Boat Cruise (Inuvik) (D)	1,000	-	-	-	-	-
● Boat Cruise (Inuvik) (P)	4,000	-	5,000	-	6,000	-
● Boat Tours (D)	1,500	-	-	-	-	-
● Boat Tours (P)	3,000	-	3,500	-	4,000	-
● Inbound Operation (D)	1,500	-	-	-	-	-
● Inbound Operation (P)	3,000	-	3,500	-	4,000	-
● Richardson Mountain Camp (D)	-	1,000	-	-	-	-
● Richardson Mountain Camp (P)	-	2,000	-	2,500	-	6,400
● Herschel Island (D)	1,500	-	-	-	-	-
● Herschel Island (P)	3,000	-	3,500	-	4,000	-
● Dene Cultural Centre (D)	-	1,500	-	-	-	-
● Dene Cultural Centre (P)	-	3,500	-	4,000	-	10,000
● Peel River Tours (D)	1,000	-	-	-	-	-
● Peel River Tours (P)	1,500	-	2,000	-	2,500	-
● Arctic Red River Tours (D)	1,000	-	-	-	-	-
● Arctic Red River Tours (P)	1,500	-	1,500	-	2,000	-
● Banks Island Outfitters (D)	1,500	-	-	-	-	-
● Banks Island Outfitters (P)	2,000	-	2,000	-	2,500	-
● Paulatuk Camps (D)	-	1,000	-	-	-	-
● Paulatuk Camps (P)	-	1,500	-	2,000	-	5,500

BROCHURES Cont'd

	1989	1990	1991	1992	1993	1994/95
● Tuktoyaktuk Coastal Cruise (D) and Cultural Inclusion (P)	1,500	-	-	-	-	-
● Tuktoyaktuk tour Outfitters (D) (P)	2,500	-	3,000	-	3,500	-
● Eskimo/Husky Lakes (D) Fishing Lodge (P)	1,000	-	-	-	-	-
● Mackenzie River Tours (D) (P)	1,500	-	2,000	-	2,500	-
● Canol Trail (D) (P)	-	1,000	-	-	-	-
● Norman Wells Outfitter (D) (P)	-	2,000	-	2,500	-	6,400
● Fort Good Hope River Tours (D) (P)	1,500	-	-	-	-	-
● E-1-1, E-1-6 Hunting (D) (P)	2,000	-	-	-	-	-
● Fort Norman River Outfitter (D) (P)	6,000	-	7,000	-	7,800	-
● Fort Franklin Fishing Lodge (D) (P)	-	1,000	-	-	-	-
● Wilderness Outfitter (D) (Fort Franklin)	-	2,000	-	2,500	-	6,300
● Colville Lodge (D) (P)	-	5,000	-	5,500	-	13,500
● Regional Cultural (D) Heritage Attraction (P)	1,500	-	-	-	-	-
	2,500	-	3,000	-	3,500	-
	4,000	-	1,000	-	-	-
	8,000	-	9,000	-	10,000	-
<b>TOTAL BROCHURES:</b>	<b>165,500</b>	<b>30,000</b>	<b>130,500</b>	<b>38,500</b>	<b>143,800</b>	<b>146,000</b>

FLAT SHEETS

	1989	1990	1991	1992	1993	1994/95
<b>COMMUNITY HAND OUTS AT VISITOR CENTRES OR MAIL OUTS</b>						
OVERALL DESIGN FEE	5,000	-	3,000	-	3,000	-
<b>Printing Costs:</b>						
● Sachs Harbour	1,000	1,100	1,200	1,300	1,400	3,400
● Paulatuk	1,000	1,100	1,200	1,300	1,400	3,400
● Tuktoyaktuk	2,000	2,200	2,400	2,600	2,900	6,800
● Aklavik	1,500	1,650	1,800	2,000	2,200	5,200
● Inuvik	3,000	3,300	3,700	4,100	4,500	11,000
● Fort McPherson	1,500	1,650	1,800	2,000	2,200	5,200
● Arctic Red River	1,000	1,100	1,200	1,300	1,400	3,400
● Fort Good Hope	1,000	1,100	1,200	1,300	1,400	3,400
● Colville Lake	1,000	1,100	1,200	1,300	1,400	3,400
● Fort Franklin	1,000	1,100	1,200	1,300	1,400	3,400
● Norman Wells	2,000	2,200	2,400	2,600	2,900	6,800
● Fort Norman	1,000	1,100	1,200	1,300	1,400	3,400
<b>TOTAL FLAT SHEETS:</b>	<b>22,000</b>	<b>18,700</b>	<b>23,500</b>	<b>22,400</b>	<b>27,500</b>	<b>58,800</b>



FAMILIARIZATION TOURS

	1989	1990	1991	1992	1993	1994/95
<b>1. BLACK FEATHER</b>						
● Transportation	1,000	-	-	-	-	-
● Accommodation	500	-	600	-	-	-
● Land Costs	1,500	-	1,700	-	-	-
<b>2. MOUNTAIN TRAVEL</b>						
● Transportation	1,200	1,300	1,400	-	-	-
● Accommodation	600	700	700	-	-	-
● Land Costs	1,200	1,400	1,200	-	-	-
<b>3. FIESTA WAYFARERS HOLIDAYS</b>						
● Transportation	400	450	-	-	-	-
● Accommodation	600	700	800	-	-	-
● Land Cost	1,500	1,500	1,700	-	-	-
<b>4. HORIZON HOLIDAYS</b>						
● Transportation	400	-	-	500	-	-
● Accommodation	300	-	-	400	-	-
● Land Costs	1,500	-	-	2,000	-	-
<b>5. NAGEL TOURS</b>						
● Transportation	400	-	-	-	500	-
● Accommodation	500	-	-	-	650	-
● Land Costs	1,200	-	-	-	1,400	-
<b>6. RAINBOW ADVENTURE TOURS</b>						
● Transportation	-	300	-	-	500	-
● Accommodation	-	300	-	-	500	-
● Land Costs	-	1,500	-	-	1,500	-
<b>TOTAL FAMILIARIZATION TOURS:</b>	<b>12,800</b>	<b>8,150</b>	<b>8,100</b>	<b>2,900</b>	<b>5,050</b>	<b>-</b>

**TRADE SHOWS**

	1989	1990	1991	1992	1993	1994/95
<b>WESTERN ARCTIC (GENERAL)</b>						
<b>1. DALLAS SPORTSMAN SHOW (2 Persons)</b>						
● Booth	1,000	1,100	1,200	-	-	-
● Travel	2,000	2,200	2,400	-	-	-
● Accommodation	1,700	2,000	2,200	-	-	-
<b>2. ANAHEIM SPORTSMAN SHOW (3 Persons)</b>						
● Booth	1,000	1,100	1,200	1,300	-	-
● Travel	2,200	2,400	2,600	2,800	-	-
● Accommodation	2,000	2,200	2,400	2,600	-	-
<b>3. LONDON FREE PRESS SPRING SHOW (2 Persons)</b>						
● Booth	700	750	800	850	900	2,100
● Travel	800	850	920	1,000	1,100	2,700
● Accommodation	1,000	1,100	1,200	1,300	1,450	3,600
<b>SUBTOTAL:</b>	<b>12,400</b>	<b>13,700</b>	<b>14,920</b>	<b>9,850</b>	<b>3,450</b>	<b>8,400</b>

**FISHING**

<b>1. TORONTO SPORTSMAN SHOW (3 Persons)</b>						
● Booth	800	900	1,000	-	-	-
● Travel	1,200	1,300	1,400	-	-	-
● Accommodation	2,000	2,200	2,400	-	-	-
<b>2. ALL CANADA FISHING SHOW U.S. MIDWEST (2 Persons)</b>						
● Booth	2,000	2,200	2,400	2,600	2,800	-
● Travel	2,500	2,700	3,000	3,300	3,600	-
● Accommodation	2,500	2,700	3,000	3,300	3,600	-
<b>SUBTOTAL:</b>	<b>11,000</b>	<b>12,000</b>	<b>13,200</b>	<b>9,200</b>	<b>10,000</b>	<b>-</b>

TRADE SHOWS Cont'd

	1989	1990	1991	1992	1993	1994/95
<b>HUNTING</b>						
<b>1. GUIDED ARCTIC/FNAWS (2 Persons)</b>						
● Booth	1,400	1,500	1,600	1,700	1,800	4,000
● Travel	1,800	1,900	2,000	2,100	2,300	5,500
● Accommodation	2,000	2,200	2,400	2,600	2,800	6,300
<b>2. GUIDED ARCTIC/SAFARI CLUB (2 Persons)</b>						
● Booth	1,500	1,600	1,700	1,800	2,000	4,600
● Travel	1,800	1,900	2,000	2,100	2,300	5,300
● Accommodation	2,000	2,200	2,400	2,600	2,900	6,800
<b>SUBTOTAL:</b>	<b>10,500</b>	<b>11,300</b>	<b>12,100</b>	<b>12,900</b>	<b>14,100</b>	<b>32,500</b>
<b>TOTAL TRADE SHOWS:</b>	<b>33,900</b>	<b>37,000</b>	<b>40,220</b>	<b>31,950</b>	<b>27,550</b>	<b>40,900</b>

**TRAVEL WRITERS**

	1989	1990	1991	1992	1993	1994/95
<b>BY PRODUCT SEGMENTS</b>						
<b>1. CANOE/RAFTING</b>						
• Transportation	800	900	-	1,100	-	2,800
• Accommodation	600	700	-	900	-	2,200
• Land Costs	1,200	1,300	-	1,600	-	3,800
<b>2. FISHING</b>						
• Transportation	-	900	1,000	1,100	1,200	-
• Accommodation	-	500	600	700	800	-
• Land Costs	-	1,000	1,200	1,300	1,500	-
<b>3. HIKING/CANOL</b>						
• Transportation	800	900	1,000	1,100	-	-
• Accommodation	400	500	600	700	-	-
• Land Costs	1,400	1,500	1,700	1,900	-	-
<b>4. HERSCHEL ISLAND</b>						
• Transportation	1,100	1,200	1,300	-	-	-
• Accommodation	600	700	800	-	-	-
• Land Costs	1,600	1,800	2,000	-	-	-
<b>TOTAL TRAVEL WRITERS:</b>	<b>8,500</b>	<b>11,900</b>	<b>10,200</b>	<b>10,400</b>	<b>3,500</b>	<b>8,800</b>

**YUKON CO-OP**

	1989	1990	1991	1992	1993	1994/95
<b>YUKON CO-OP WITH TRAVEL WRITERS</b>						
<b>1. CO-OP WITH TOURISM YUKON ON 6 WRITERS PER YEAR ON DEMPSTER HIGHWAY</b>						
● Transportation @ \$700.00	4,200	4,600	5,100	2,800	3,100	7,200
● Accommodation @ \$300.00	1,800	2,000	2,200	1,500	1,700	4,000
● Land Costs @ \$500.00	3,000	3,300	3,600	2,800	3,000	7,000
<b>TOTAL YUKON CO-OP:</b>	<b>9,000</b>	<b>9,900</b>	<b>10,900</b>	<b>7,100</b>	<b>7,800</b>	<b>18,200</b>

**VIDEOS (20 COPIES EACH)**

	1989	1990	1991	1992	1993	1994/95
● Herschel Islands	28,000	-	-	-	25,000	-
● Banks Island	-	36,000	-	-	-	25,000
● Mackenzie Delta	22,000	-	-	-	-	-
● Inuvik/Tuktoyaktuk Tour	-	-	14,000	-	-	-
● Richardson Mountains and Firth River	-	-	30,000	-	-	-
● Fort Franklin	-	15,000	-	10,000	-	-
● Dempster Highway	-	-	20,000	-	-	-
● Canol Trail	-	26,000	-	-	-	30,000
● Hornaday/Brock River	-	-	-	-	27,000	-
● Western Arctic	-	-	-	40,000	-	-
● Arts and Crafts Workshops	-	-	-	-	25,000	-
● Sitidgi/Eskimo Lakes Fishing Lodges	-	-	-	25,000	-	-
● Dene Cultural Centre	-	-	-	-	-	20,000
● Colville Lake	-	-	-	-	-	25,000
<b>TOTAL VIDEOS:</b>	<b>50,000</b>	<b>77,000</b>	<b>64,000</b>	<b>75,000</b>	<b>77,000</b>	<b>100,000</b>

**INQUIRY FULFILLMENT**

	<b>1989</b>	<b>1990</b>	<b>1991</b>	<b>1992</b>	<b>1993</b>	<b>1994/95</b>
<b>1. WESTERN ARCTIC VISITORS ASSOCIATION</b>						
● Response and Follow-up	2,500	4,000	6,000	8,500	10,000	23,000
<b>2. TOUR OPERATORS</b>	2,500	3,000	5,000	6,000	8,000	20,000
<b>3. HUNTING OPERATORS</b>	1,500	1,800	2,000	2,300	2,600	6,000
<b>4. FISHING OPERATORS</b>	2,500	3,000	4,500	6,000	7,500	17,000
<b>5. HOTELS</b>	2,500	3,000	4,000	5,500	6,000	14,000
<b>6. AIRLINES</b>	1,000	1,300	1,600	2,000	2,200	5,000
<b>TOTAL INQUIRY FULFILLMENT:</b>	<b>12,500</b>	<b>16,100</b>	<b>23,100</b>	<b>30,300</b>	<b>36,300</b>	<b>85,000</b>

**MAILING LISTS**

	1989	1990	1991	1992	1993	1994/95
<b>1. WESTERN ARCTIC VISITORS ASSOCIATION</b>						
● Media/Writers						
● Retail Agents						
● Tour Operators	5,000	6,000	7,000	8,500	10,000	22,000
● Interline Airline Staff						
● Clubs/Associations						
<b>2. TOUR OPERATORS (15)</b>	3,000	5,000	8,000	11,000	16,000	40,000
<b>3. HUNTING OPERATORS (9)</b>						
● HTA (2)						
● Guided Arctic (1)	12,500	14,000	16,000	19,000	23,000	52,000
● E-1, E-6 (6)						
<b>4. FISHING OPERATORS (8)</b>	8,000	9,000	10,000	11,000	12,000	25,000
<b>5. HOTELS (11)</b>	1,750	2,500	3,500	4,500	6,000	14,000
<b>6. AIRLINES/HELICOPTERS (7)</b>						
● Special Charters	5,000	6,000	7,000	8,000	9,000	20,000
<b>TOTAL MAILING LISTS:</b>	<b>35,250</b>	<b>42,500</b>	<b>51,500</b>	<b>62,000</b>	<b>76,000</b>	<b>173,000</b>



**WAVA SPECIAL PROMOTION (MEDIA) EVENTS**

	1989	1990	1991	1992	1993	1994/95
<b>1. MACKENZIE RIVER DISCOVERY EVENTS</b>						
● Re-enactment of Mackenzie Voyage	20,000	-	-	-	-	-
<b>2. DEMPSTER HIGHWAY</b>						
● R.V. Wilderness Rally	-	8,000	-	-	-	10,000
<b>3. TOP OF THE WORLD SKI MEET</b>	-	-	8,000	-	-	10,000
<b>4. AKLAVIK-HERSCHEL ISLAND</b>						
● Inuvik Boat/Canoe/Kayak Race	-	-	-	10,000	-	10,000
<b>5. THOMPSON RIVER BANKS ISLAND</b>						
● National Park Designation and/or Canol Trail International Heritage Way Designation (50th Anniversary)	-	-	-	-	15,000	-
<b>TOTAL WAVA SPECIAL PROMOTION (MEDIA) EVENTS:</b>	<b>20,000</b>	<b>8,000</b>	<b>8,000</b>	<b>10,000</b>	<b>15,000</b>	<b>30,000</b>

**IN-HOUSE PROMO/GIVE AWAYS**

	1989	1990	1991	1992	1993	1994/95
<b>1. WESTERN ARCTIC VISITORS ASSOCIATION</b>						
● Trailer Life Magazine Draw (Western Arctic Tour)	2,000	-	2,000	-	-	2,000
● Milepost	-	2,000	-	-	2,000	-
● Explorer Magazines	-	-	-	2,000	-	2,000
<b>SUBTOTAL:</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>2,000</b>	<b>4,000</b>
<b>2. TOUR OPERATORS</b>						
● 5 Mackenzie Boat Cruise Inflight Magazine Promo	1,000	-	-	1,000	-	-
● Outdoor Photographer (Banks Island)	-	2,500	-	-	-	2,500
● Equinox Magazine (Herschel Island)	-	-	2,500	-	-	2,500
● Canadian Geographic (Tuktoyak Cultural/Inclusion)	-	-	-	1,500	-	-
● Sierra Magazine (Richardson Mountains)	-	-	-	-	2,500	-
● Backpacker (Canol Trail)	-	-	-	-	2,500	-
● Field and Stream (Hornaday/Brock Rivers) Wilderness Camp	-	-	-	-	2,500	-
<b>SUBTOTAL:</b>	<b>1,000</b>	<b>2,500</b>	<b>2,500</b>	<b>2,500</b>	<b>7,500</b>	<b>5,000</b>
<b>3. HUNTING OPERATORS</b>						
● Sachs Harbour HTA	4,000	-	-	-	4,000	-
● Muskox/Caribou Hunt	-	3,000	-	3,000	-	3,000
● E-1 Outfitter Sheep Hunt	-	-	3,000	-	3,000	3,000
● Aklavik HTA Sheep Hunt	-	-	-	-	-	-
● Tuktoyaktuk HTA Polar Bear Hunt	-	-	-	5,000	-	-
<b>SUBTOTAL:</b>	<b>4,000</b>	<b>3,000</b>	<b>3,000</b>	<b>8,000</b>	<b>7,000</b>	<b>6,000</b>

**IN-HOUSE PROMO/GIVE AWAYS Cont'd**

	1989	1990	1991	1992	1993	1994/95
<b>4. FISHING OPERATORS</b>						
● Great Bear Trophy	1,000	1,000	1,000	-	-	-
● Fort Franklin	-	-	2,000	1,000	1,000	-
● Drum Lake	-	1,000	-	1,000	-	1,000
● Colville Lake	-	-	-	-	1,000	2,000
● Eskimo Lake	-	-	-	1,000	-	-
● Sitidgi Lake	-	-	-	-	1,000	-
<b>SUBTOTAL:</b>	<b>1,000</b>	<b>2,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>
<b>5. HOTELS</b>						
● Inflight Magazines	1,000	1,000	1,500	1,500	2,000	4,000
<b>6. COMMUNITY ARTS AND CRAFT WORKSHOPS</b>						
● Tuktoyaktuk						
(a) Crafts Plus	-	-	800	-	-	-
(b) Harrowsmith	-	-	-	800	-	-
(c) Crafts	-	-	-	-	800	-
● Arctic Red	700	700	700	-	-	-
● Aklavik	-	-	700	700	700	-
<b>SUBTOTAL:</b>	<b>1,700</b>	<b>1,700</b>	<b>3,700</b>	<b>3,000</b>	<b>3,500</b>	<b>4,000</b>
<b>TOTAL IN-HOUSE PROMO/GIVE AWAYS:</b>	<b>9,700</b>	<b>11,200</b>	<b>14,200</b>	<b>18,500</b>	<b>23,000</b>	<b>22,000</b>

**MARKETING SUPPORT**

	1989	1990	1991	1992	1993	1994/95
<b>1. DISPLAY MATERIAL FOR TRADE FUNCTIONS</b>						
● Western Arctic Visitors Association	5,000	-	3,000	-	3,000	3,000
● Tour Operators	1,000	2,000	3,000	3,000	2,000	3,000
● Fishing Lodges	-	1,000	2,500	2,000	1,000	2,000
● Hunting Outfitters	-	1,000	1,000	2,000	2,000	2,000
<b>2. PHOTO LIBRARY</b>						
● Western Arctic Visitors Association	1,000	1,500	2,000	2,500	3,000	6,000
<b>3. RESOURCE LIBRARY</b>	10,000	4,000	1,000	1,000	1,000	1,000
<b>4. EQUIPMENT</b>						
● Audio-Visual/Slide Projector	-	2,000	-	2,000	-	2,000
<b>TOTAL MARKETING SUPPORT:</b>	<b>17,000</b>	<b>11,500</b>	<b>12,500</b>	<b>12,500</b>	<b>12,000</b>	<b>19,000</b>

**MARKETING RESEARCH**

	<b>1989</b>	<b>1990</b>	<b>1991</b>	<b>1992</b>	<b>1993</b>	<b>1994/95</b>
<b>1. WESTERN ARCTIC VISITORS ASSOCIATION</b>						
● Western Arctic Dempster Exit Survey and Updates	80,000	-	40,000	-	20,000	-
● Analysis of Industry Survey Data	10,000	5,000	5,000	5,000	5,000	10,000
<b>2. TOUR OPERATOR SURVEYS</b>	1,000	1,500	2,000	2,500	2,500	5,000
<b>3. HOTEL SURVEYS</b>	500	500	1,000	1,000	1,500	3,000
<b>4. MARKET STRATEGY UPDATE</b>	-	-	30,000	-	-	-
<b>5. DEVELOPMENT PLAN UPDATE</b>	-	-	-	50,000	-	-
<b>TOTAL MARKETING RESEARCH:</b>	<b>91,500</b>	<b>7,000</b>	<b>78,000</b>	<b>58,500</b>	<b>29,000</b>	<b>18,000</b>