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***Tourism Strategy, Draft Volume 9, Fort Good
Hope/colville Lake, Western Arctic Visitors
Association, Economic Development &
Tourism***

Date of Report: 1986

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Catalogue Number: 11-25-6

Western Arctic

Tourism Strategy

Draft Volume 9

FORT GOOD HOPE/COLVILLE LAKE

Western Arctic Visitors Association
Economic Development and Tourism

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PREFACE

In the fall of 1986, the Western Arctic Visitors Association commissioned the consortium of **Pelman Architects**, **MacLaren Planning** and Addison Travel Marketing to prepare a comprehensive tourism development and marketing **strategy**. The consultants were also asked to prepare architectural plans for a proposed WAVA Visitors Centre and a conceptual development scheme for the Dempster Highway.

The study was funded under the Economic Development Agreement and overseen by the Department of Economic Development and Tourism.

The goals of the study were to create an action oriented plan that will achieve the following:

- o increase awareness of the long term potential of the tourism industry;
- o develop a **commitment** by both individual operators and **communities** as to becoming involved in tourism; and
- o to identify the implementation requirements for the construction of much needed facilities and the implementation of new tourism opportunities (package tours, outfitters, etc.).

The objectives of the study are as follows:

- o to develop a background of information on tourism development in the Western Arctic Region for the public and private sector;
- o to detail a specific implementation strategy for tourism development;
- o to increase the community awareness of tourism opportunities and potential developments;

- o to provide a specific marketing strategy for the region **with** definite action oriented goals to be implemented prior to the completion of the study;
- o to develop tourism products and prepare **prefeasibility** studies for a number of projects during the planning process; and
- o to encourage private sector development in the Western Arctic tourism industry.

The study then was clearly meant to encourage locals to become actively involved in the travel industry as well as provide operators and government with a blueprint for future tourism development.

At the onset of the study, interest in tourism development opportunities was relatively low, and the impact of the oil and gas industry was very much in evidence. Gradually, however, as the reality of the downturn in gas exploration set in, many **'ocal** entrepreneurs became enthusiastic about the travel industry. The last half of the study process was marked by extraordinary involvement of the local people.

The study also had the ongoing support of the GNWT particularly the Department of Economic **Deve'**opment and **Tour'**sm in both **Inuvik** and **Yellowknife**.

TABLE OF CONTENTS

	<u>Page</u>
1. <u>INTRODUCTION</u>	1-1
2. <u>EXISTING TOURISM FACILITIES/ACTIVITIES</u>	2-1
3. <u>DEVELOPMENT OPPORTUNITIES</u>	3-1
4. <u>COMMUNITY TOURISM MARKETING STRATEGY</u>	4-1
5. <u>TRAINING PROGRAMS</u>	5-1

1. INTRODUCTION

The Region

"You mean you can really drive to the Arctic? Sounds like a winner. **Whats'** there to do when you get **there?**"¹

Despite his basic lack of knowledge of the Western Arctic, this gentleman succinctly summed up the region - its product (the Arctic), its potential (a winner) and yes, its problem - (what to do when you get there).

The Western Arctic has product. And while it too easily conjures up adjectives like "unique", "diverse", "world-class" and "pristine" it does offer:

- o the only public highway to the Arctic - with a short flight to **the Arctic** Ocean;
- o diversity of cultures, including all 3 native cultures as well;
- o diversity of scenery, including mountains, a major Canadian river and delta, barren lands and ocean coastline;
- o world-class adventure such as wildlife observation on Banks Island, canoeing the **Firth** River, photography on Herschel Island, contacting native culture in Fort Good Hope and **Paulatuk** and trophy fishing on Great Bear Lake; and
- o **pristine** wilderness, Richardson Mountains, Northern Banks Island and Anderson River.

It would also seem to be a winner. In recent years, and especially during the 1987 season, growth rates in most market segments achieved astonishing high levels.

Leading the increase in visitation and in revenues was the stellar performance in the recreational vehicle segment which grew by approximately 70% over 1986. Improved conditions on the Dempster Highway, the affects of the N.W.T./Yukon pavilions at Expo '86, improved maps and promotion brought unprecedented numbers of vehicles to **Inuvik**. This growth also led to phenomenal increases in flightseeing, particularly to **Tuktoyaktuk** and **Aklavik**. Although the projected "tourism crisis" did not materialize in 1987, campgrounds were frequently filled to near capacity and retail outlets benefited.

More specifically tourism came into its own as an industry. **Tuktoyaktuk** was not exposed to the normal 100 tourists but instead 1,500 and **Aklavik** which knew very little of tourism saw 800 pass through the **community**. The growth was also part of a new and powerful trend towards adventure travel. While this rapidly emerging tourism segment has been experiencing 20% growth in the south for the past 5 years these markets are only starting to discover the north where similar growth rates are evident in the Yukon, **Dawson City** and Alaska. The particular element of the adventure **traveller** that is most appropriate to the Western Arctic is the casual category and particularly those that are recreational vehicle operators. This segment will continue to drive volume growth in the Western Arctic over the next 5 to 7 years.

Finally there is the issue of "what is there to do when you get **there?**"² At this time there are not enough activities and products to meet the demands of the markets. Consequently one of the objectives of this document is to indicate what can be done to satisfy existing markets as well as continue to attract new customers. The Master Plan has also gone beyond the simple identification of development opportunities, based on perceived market demand, and provided on site, hands-on information on how to develop product.

The tourists will continue to come in great numbers despite what happens in terms of marketing and product development over the next 5 years. What this study addresses is the long term viability of a healthy tourism industry for the region based on qualified and quality tourism development.

This will require extensive:

- o private/Public capital investment;
- o realistic and targeted marketing;
- o extensive hospitality training;
- o ongoing technical assistance in terms of product development and marketing; and
- o **commitment** by the government, WAVA and the private sector.

These final five points have been described in great detail in virtually every Regional Master Plan to be produced in the Northwest Territories. There is no need to go into further detail other than to underline that where the requirements have been met, such as in the **Baffin** and the **Keewatin** regions, real growth has been realized.

If that **commitment** is shown, the economic impacts will be many times greater than those two regions (**Baffin, Keewatin**) combined.

The Western Arctic can become the number one tourism region in the Northwest Territories. Overall investment in this area will yield a greater return than in other regions and monies, particular government expenditures to defray construction and start-up costs will be paid back many times as the industry continues to grow.

THE COMMUNITIES

The development strategy is based on a community-based approach which is fully consistent with **GNWT** tourism policies and the **community** resources of the Western Arctic. Community-based

tourism focuses **tourism** activity on communities where most services are located. Tourism products will be developed in and around communities enabling visitors to experience both the northern environment and as well as the social fabric of the community.

With tourists using a **community** as a base point for tours to surrounding attractions, local tour operators can utilize existing local services, thereby enhancing the benefits of tourist expenditures for each **community**. Furthermore, by bringing tourists through the **communities**, local residents can be encouraged to participate in the planning of tourism development. The intent of a community-based approach to tourism development is to concentrate the economic and social benefits from tourism in the **communities** and to offer visitors the unique experience of participating in a **community's** culture and lifestyle.

While each community acts as a service centre, it is also part of a network of **communities** offering visitors different experiences. For balance in the region, **communities** need to establish individual themes with identifiable character and types of experience. Cooperation, not competition, is essential.

The quality of the tourist experience is closely associated with the degree of communication between the various components that make up the attractions and services. The performance of one operator affects the success of others. The quality of the tourist experience in one **community** affects the overall regional tourism experience. Communication between operators and communities allows for better industry understanding, cooperation and performance.

The **community-based** approach also recognizes that individual **communities** develop at different rates. The positive experience of the more aggressive **communities** can demonstrate to other

communities the benefits from tourism development and how tourism projects can be successfully implemented. If one **community** wishes to proceed at a faster pace than others, its travel products could be packaged with the products of communities in other regions (e.g. Arctic Coast, **Dawson City of Big River**).

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

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

The themes and subthemes proposed for each **community** are **summarized** on the following table:

COMMUNITY THEMES

COMMUNITY	THEME	SUBTHEME
<u>A. MACKENZIE RIVER AREA</u>		
a) Norman Wells	Mackenzie River Canol Trail	Oil and Gas Industry Interpretation
b) Fort Franklin	Trophy Sportfishing	Native Lifestyle
c) Fort Norman	Sport Hunting	Wilderness Tours
d) Fort Good Hope	Mackenzie River Arctic Circle	Sport Hunting/Fishing Dene Culture
e) Colville Lake	Sportfishing	Native Lifestyle
<u>B. MACKENZIE DELTA AREA</u>		
a) Inuvik	Regional Staging Area Mackenzie Delta	Destination Attractions Information Services
b) Aklavik	Richardson Mountains History	Herschel Island Sport Hunting Arts and Crafts Mackenzie Delta
c) Fort McPherson	Dempster Highway Visitor Services	Loucheux Culture Sport Hunting Dempster Patrol Peel River Interpretation
d) Arctic Red River	Dempster Highway Services	Native Culture Fish Camp
<u>C. ARCTIC OCEAN AREA</u>		
a) Paulatuk	Nature/Ocean Tours Wilderness Lodge	Sport Hunting/Fishing Inuit Culture Arts and Crafts
b) Sachs Harbour	Banks Island Nature Interpretation	Sport Hunting
c) Tuktoyaktuk	Arctic Ocean Touring Inuit Culture	Pingos Oil and Gas Sport Hunting

WESTERN ARCTIC

Tourism Strategy

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

LEGEND

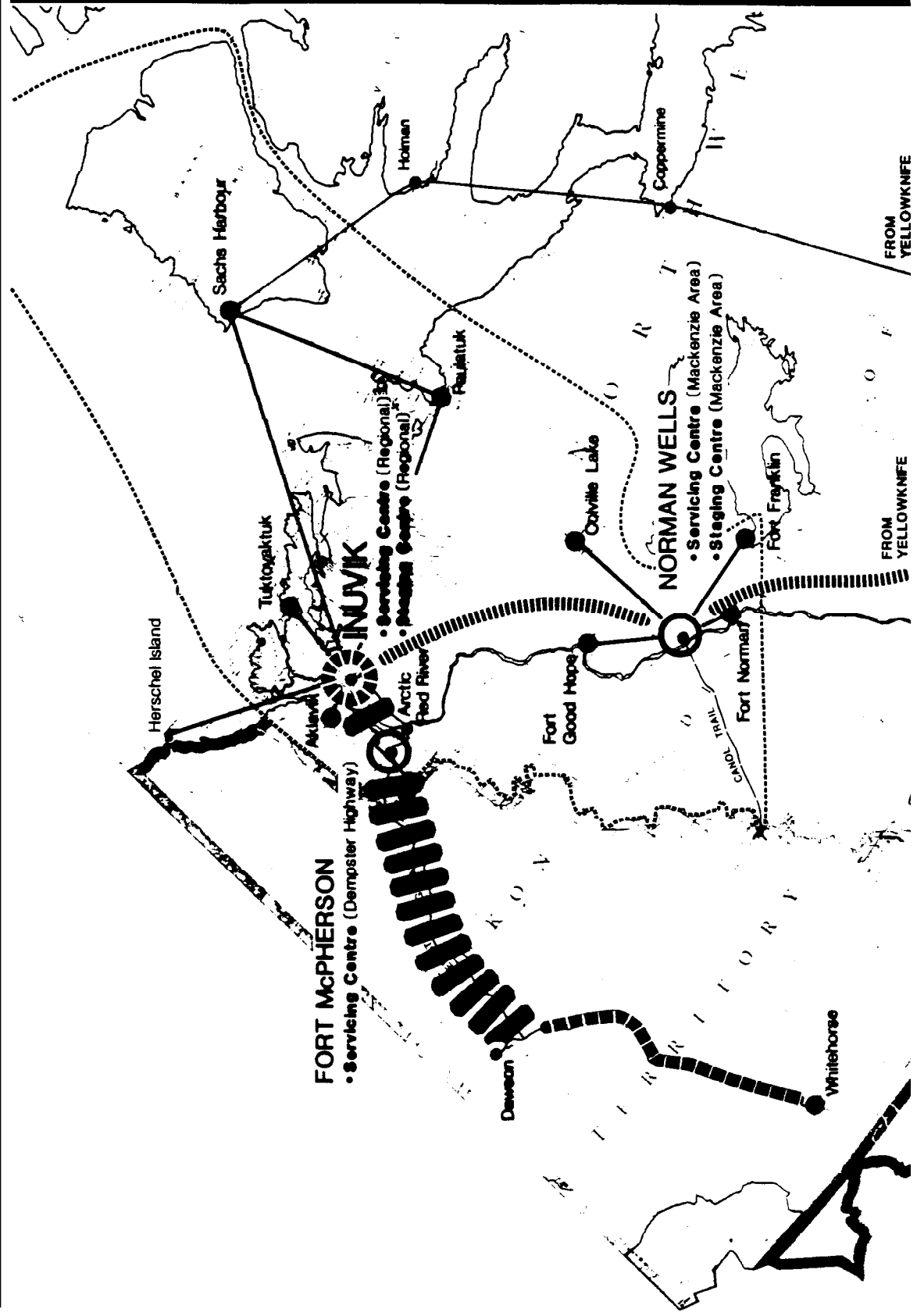
Regional Boundary

Rubber Tire Access Route

Air Access Route

Development Concept

WESTERN ARCTIC VISITORS ASSOCIATION
ECONOMIC DEVELOPMENT AND TOURISM
GOVERNMENT OF THE NORTHWEST TERRITORIES



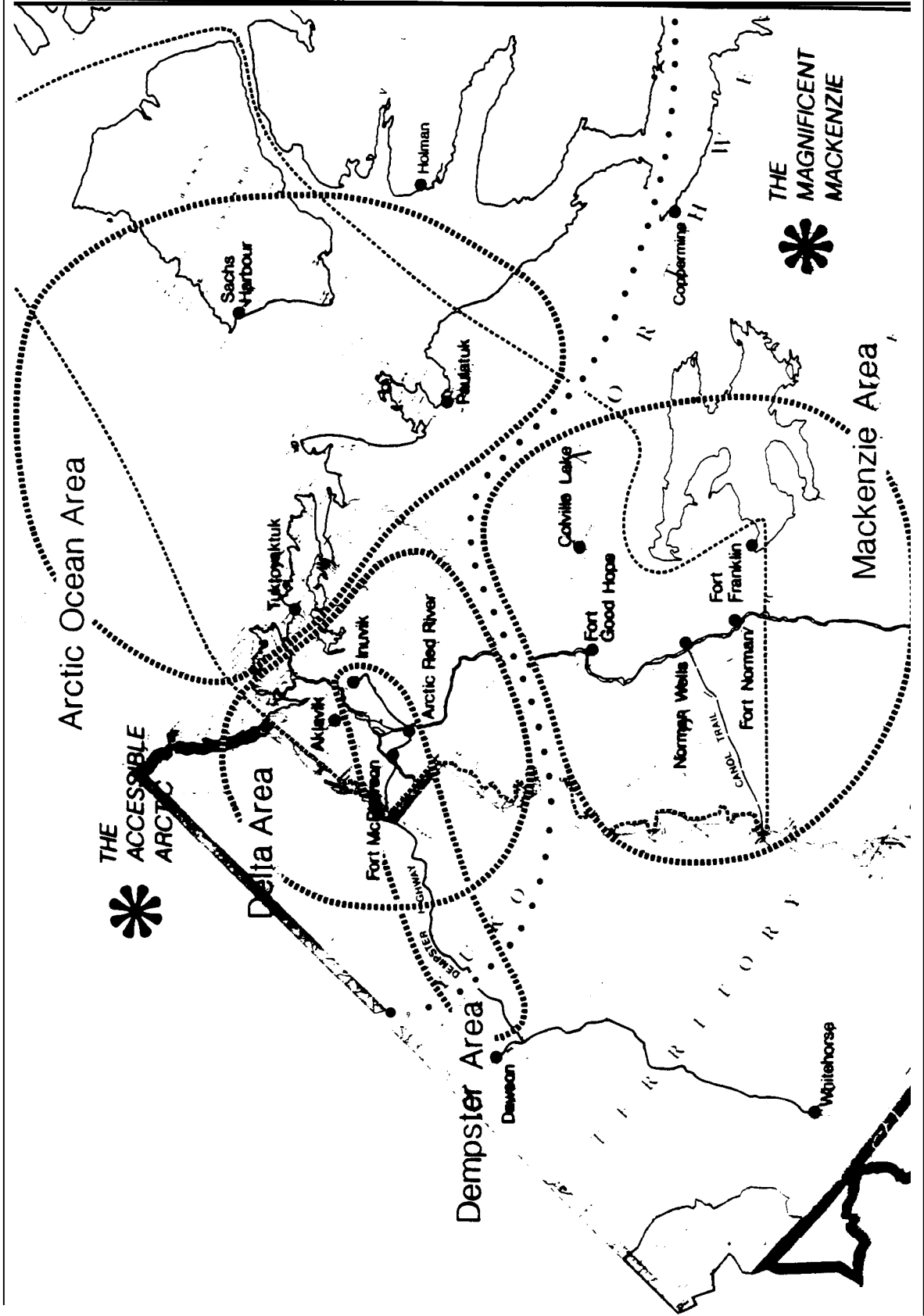
WESTERN ARCTIC

Tourism Strategy

Western Arctic Visitors Association
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Government of the Northwest Territories

- ND
- Regional Boundary
- Sub-Region
- Theme
- Area/Corridor Boundary

Attraction Concept



2. EXISTING TOURISM FACILITIES/ACTIVITIES

Fort Good Hope

There is relatively little interest in tourism throughout the community. This is in part due to the Chevron/Fort Good Hope joint venture for oil exploration and the present absence of tourists in Fort Good Hope. This lack of tourism interest is also indicated by the fact that, a 'Community **Tourism** Strategy' was prepared 4 years ago and nothing has been done to implement it. Even where there is a potential tourism-related project such as the acquisition of Arctic Red River Outfitters, there appears to be no interest to take it on. No one seems interested in working with the outfitter to get the necessary experience. Ray Woodward suggested that Barney **Masuzumi** of **Colville** Lake work as a trainee this past summer but that did not take place.

RAMPARTS HOTEL TOURS

The former manager of the Ramparts Hotel was very interested in setting up tours that would attract more revenue to the hotel operation. While community tours, river tours and even the Ramparts will not attract destination oriented visitors to Fort Good Hope they do have two attractions that are national/international in scope:

- 8 pairs of nesting Peregrine Falcons
close proximity to the Arctic Circle

Two and three day packages were prepared with Al Wilson following a meeting with Gerard Leprieur, Renewable Resource Officer to outline the itinerary and marketing of such a product.

0 Existing Facilities

See Table . Located at the end **of** this section.

o Resources

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

o Issues and Trends

- the band council has expressed interest in acquisition of Arctic Red River Outfitters;
the **community** has prepared a tourism strategy which outlines approximately 15 tourism programs and 6 tourism opportunities;
traditional involvement with **Colville** Lake suggests combined package tours; and
existing outfitter has shown interest in developing boat tours.

0 Development Opportunities

Short Term

- acquisition of Arctic Red River Outfitters pending detailed purchase cost evaluation and feasibility analysis;
- institute a guide certification program and training workshops;
 - establishment of a variety of river boat packages including trips to Ramparts, Fossil Lake, Arctic Circle, Mountain and Hare Indian Rivers. All trips could include visits to fish camps, nature interpretation hikes, photography stops, tea and bannock stops and sport fishing;
- development of **community** tour and hiking trails for those arriving by boat or travelers enroute to hunting, fishing camps. Hiking trails would be constructed to Ramparts and Old **Baldy**; and
- protection of Our Lady of Good Hope Church/Cemetery (National Historic Site) and creation of a **community** church/museum.

Long Term

- further Locke Lake Sport Fishing Lodge development in collaboration with the **community** of **Colville** Lake and their potential outpost camps at **Lac des Bois, Lac Belot** and **Lac Maunoir**; and
- Fort Good Hope Cultural **Centre** including 2 - 4 day workshops on Dene culture, lifestyle and language. Developed in collaboration with the Language **Centre**.

Component	Name	Facilities
<u>FORT GOOD HOPE</u>		
Accommodation	Rampart's Hotel	4 rooms, 12 guests, dining area
Attractions	Our Lady of Good Hope Church Mackenzie River	Father Emile Petitot murals
Activities	Several powerboats HTA Outfitters Tony Grandejambe Contemporary Hamlet Office	fish ng, hunt' ng Outfitter large public space
Services	The Bay Co-op	
Transportation	Taxi Nahanni Air Services Ltd.	scheduled flights

Colville Lake

This isolated community on the Arctic Circle, is physically dominated by the attractive architecture of **Colville** Lake Lodge. For the past 15 years this facility has attracted experienced anglers, politicians and celebrities from around the world to fish the remote waters of **Colville** Lake.

Artist Bern Brown has been the force behind this development starting first with the construction of the church and museum and then the lodge itself. **In the last few years he** has shown less interest in the lodge operation. However, in the summer of 1987 he was more active in promotion, purchased an aircraft and seems to have focused on the fishing operation.

Unfortunately there are **little** benefits to the community since he hires very few guides locally.

As demand increases for remote fishing lakes it is possible for the Fort Good **Hope/Colville** Lake band to consider the construction of their own facility which may prove more favorable than the acquisition of the existing facility.

A native run facility would of course provide training and employment opportunities to the community.

Colville Lake

o Existing **Facilities**

See Table located at the end of this section.

o Resources

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

o Issues and Trends

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

0 Development Opportunities

Short Term

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

Long Term

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

Component	Name	Facilities
<u>COLVILLE LAKE</u>		
Accommodation	Colville Lake Lodge	cabins, 12 guests outpost, 10 guests
Attractions/	Roman Catholic Church Museum Log Cabins Art Gallery Colville Lake	Bern Brown paintings
Activities	Several powerboats	
Transportation	Nahanni Air Services	scheduled flights

3. DEVELOPMENT OPPORTUNITIES

1. BACKGROUND/RATIONALE

- 0 there are three opportunities to establish Fort Good Hope as a destination community, the Ramparts and Peregrine Falcons, Dene Culture and proximity to the Arctic Circle;
- 0 the Ramparts have at least 7 pairs of nesting falcons which would be of substantial interest to birdwatchers and which are only accessible by boat. When tied in with other features such as the Arctic Circle and local lifestyle it presents an attractive package; and
- 0 assessing the Arctic Circle by boat and overnight on the site could be a desirable package.

2. DESCRIPTION

- 0 the owner of the hotel is interested in setting up this operation to complement 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.

3. OBJECTIVES

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

4. MARKETING STRATEGY

- 0 produce brochure that highlights falcons, Ramparts and Arctic Circle;
- 0 attend consumer **travel** shows in Ontario (London Free Press Show) and Sportsman **R.V.** and travel show in Anaheim; and
- 0 advertise in Up Here, Birders World, Bird Watchers.

5. RESPONSIBILITY AND IMPLEMENTATION

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

6. PERFORMANCE INDICATORS

- 0 attract up to 100 naturalists spending \$200.00/day by 1993;
- 0 generate 300 extra room-nights for Ramparts Hotel; and
- 0 create three part time jobs.

7. OPPORTUNITIES AND CONSTRAINTS

- 0 Peregrine falcons will act as strong attraction for birdwatchers;
- 0 continual viewing of falcons will have to be carefully done to avoid disturbance;
- 0 although tied to falcons at first, other package tours should be developed to (i.e. Arctic Circle) offer wider variety and larger income base; and
- 0 by using Ramparts Hotel as base, only a minor amount of development is necessary to complete package.

8. IMPLEMENTATION STEPS

- o develop proposed packages using Ramparts Hotel and Fort Good Hope Hamlet Council;
- o develop joint financing between hotel, Hamlet and EDA;
- o develop brochures for distribution to **birdwatching** association, southern travel agents and wholesalers; and
- o construct tent frame and dock at Arctic Circle.

9. COSTS

Equipment: \$65,000
 Start-up: \$35,000
 Total Costs: \$100,000

10. REVENUE AND OPERATING COSTSRevenue in 1993

15% of wildlife tours = 68

5% of canoeists = 18

Total: 86

86 x 3 days x \$225.00/day \$ 58,050.00

costsSalaries - Head Guide (6 months) \$14,000.00
Assistant (4 months) 5,000.00

Hotel 15,000.00

Food Supplies 10,000.00

Boat/Motor 4,400.00

Administration 1,000.00

Marketing 5,000.00

Commissions 1,000.00

TOTAL: \$55,400.00

The relatively small profit on this project suggests it would be in the best interest of the Ramparts Hotel to take on the project in order to increase hotel occupancy and food sales.

PRIORITY II

COMMUNITY ACTIVITIES
FORT GOOD HOPE1. BACKGROUND/RATIONALE

- o while Fort Good Hope does not presently attract many tourists, the development of River Tours and the **Dene Cultural Centre** will significantly increase visitor volume to the community by 1993; and
- o these products could be sold in packages so it will be possible to provide tourist activities such as:
 - fish bakes;
 - **community** tours/hikes;
 - native games; and
 - films.

2. 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.

3. OBJECTIVES

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

4. MARKETING STRATEGY

- o produce community brochure.

5. RESPONSIBILITY AND IMPLEMENTATION

- o Fort Good Hope Hamlet Council.

6. PERFORMANCE INDICATORS

- o add an extra day to overnight stay in Fort Good Hope;
- o provide equivalent of 2 part time positions;
- o increase sales of local goods and services especially arts and crafts; and
- o attract approximately 200 guests by 1993.

7. OPPORTUNITIES AND CONSTRAINTS

- o excellent opportunity for coordination of festivities and cultural activities with visitors;
- o **young people will** be trained in cultural activities and **hospitality** services; and
- o activities can be coordinated with tour group arrival /departures.

8. IMPLEMENTATION STEPS

- o **prepare proposal to EDA** for funding outlining programs, training etc.;
- o hire coordinator; and
- o develop program and brochures (town maps, description of cultural events, opportunities, etc.).

9. COSTS

Total Costs: \$65,000

10. REVENUE AND OPERATING COSTSRevenue in 1993

0 Community Tours 250 x \$20.00	\$5,000.00
0 Fish Bakes 100 x \$25.00	2,500.00
0 Entertainment 100 x \$10.00	<u>1,000.00</u>
TOTAL:	\$8,500.00

costs

Salaries - Coordinator	\$10,000.00
Assistant (part time)	5,000.00
Entertainment	2,500.00
Food Supplies	<u>2,500.00</u>
TOTAL:	\$20,000.00

Approximately \$10,000.00/year is required to support these community tours.

The benefits will be derived by hotel, local operators, sales of arts and crafts, etc.

1. BACKGROUND/RATIONALE

0 this operation has been for sale for several years at a cost of
0 \$300,000.00 (including two airplanes), it has been offered, by owner
0 Ray **Woodward** to the Fort Good Hope Band;
0 while the Band has a general interest in the acquisition, no
0 individual is interested in heading up the project; and
0 ideally the operation should be sold to a local outfitter and every
0 effort should be made to encourage the Fort Good Hope Hamlet Council
0 to demonstrate sincere interest.

2. DESCRIPTION

0 it is necessary to evaluate the real value of the acquisition and
0 prepare a feasibility for funding and investment, while the aircraft
0 represent an important part of the acquisition (\$50,000.00 -
0 60,000.00) it is doubtful that the guiding territory is worth
0 \$250,000.00
0 nevertheless the outfitter seemed to have a good season which would
0 tend to increase the value;
0 the operation should be purchased over two years with part of the
0 cost going to a management fee for **Woodward**, which would be
0 maintained for an additional 2 years; and
0 a lodge should be built after four years to promote the facility for
0 adventure wilderness tours.

3. OBJECTIVES

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

4. MARKETING STRATEGY

- 0 produce brochure;
- 0 attend **FNAWS** and Safari Club shows;
- 0 advertise in **FNAWS** and Safari Club; and
- 0 keep in contact with current mailing list.

5. RESPONSIBILITY AND IMPLEMENTATION

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

6. PERFORMANCE INDICATORS

- 0 provide up to 2 full time equivalent jobs or 6 seasonal jobs;
- 0 increase hotel stays in Fort Good Hope by 50 nights; and
- 0 create a total of 50 hunts/per year at \$6,000.00.

7. OPPORTUNITIES AND CONSTRAINTS

- 0 business is in place with most of necessary equipment;
- 0 demand for hunting/wilderness tours is increasing;
- 0 operation will require 6-8 trained guides; and
- 0 airplanes will require pilots/maintenance and eventual replacement.

8. IMPLEMENTATION STEPS

- 0 develop take-over plan for operation between Hamlet Council and operator;
- 0 identify local operator who can be trained to assume full responsibility in 2-3 years;
- 0 arrange acquisition financing;
- 0 define management role of existing owner; and
- 0 develop brochures/contacts with hunting wholesalers (Guided Arctic?).

9. COSTS

Acquisition: \$425,000

Start-up: \$80,000

Management: \$85,000

Total Costs: \$590,000

10. REVENUE AND OPERATING COSTSRevenue in 1992

50 hunters at \$6,000.00/hunt	\$300,000.00
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costs

Salaries - Manager (8 months)	\$ 32,000.00
Assistant (3 months)	9,000.00
Guides (4) (3 months)	30,000.00
Administration	5,000.00
Fuel and Pilots	30,000.00
Food/Supplies	37,000.00
Maintenance	5,000.00
Insurance	10,000.00
Marketing	20,000.00
Commissions	12,000.00
Expediter in Norman Wells	<u>6,000.00</u>
TOTAL:	\$196,000.00

1. BACKGROUND/RATIONALE

- o Fort Good Hope has traditionally been a **centre** for **Dene** Culture. It has a Language **Centre** and the necessary local skills to present various aspects of the **Dene** Cultural including:
 - history;
 - customs/values;
 - beliefs;
 - arts and crafts;
- o the **centre** would be used to both reinforce values for the **Dene** People as well as for workshops, conferences and training programs for tourists and non-native government workers who interact with **Dene**; and
- o improve the communities interest in participating in the travel industry.

2. 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;
- o the 4,000 to 5,000 sq. ft. building would have a workshop, classroom and administrative space and possibly be located with a view over the Mackenzie River; and
- o provide seminars and workshops for government, oil and gas industry, natural and renewable resources sector, etc.

3. 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.

4. MARKETING STRATEGY

- o produce brochure;
- o **liaise** with Arctic Hot Line;
- o develop contacts with universities/colleges with native cultural programs;
- o advertise in Up Here, Canadian Geographic, etc.; and
- o contact with conference planning based in Yellowknife and Inuvik.

5. RESPONSIBILITY AND IMPLEMENTATION

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

6. PERFORMANCE INDICATORS

- o **generate \$250,000.00** revenue for the community by 1995;
- o contribute to 3-5 day stays in Fort Good Hope for package tour visitors and conferences/cultural workshop delegates;
- o **generate** approximately 1,000 bed nights for the hotel;
- o provide 3 full time jobs and 2 seasonal jobs; and
- o provide focus for development of cultural products (arts and crafts, storytelling, music and entertainment).

7. OPPORTUNITIES AND CONSTRAINTS

- o important long term attraction in Mackenzie River area;
- o **centre** for Dene Culture **within** the region and the N.W.T.; and
- o **centre** provides focus for training, arts and crafts, cultural events, education of traditions, customs, **values, etc.**

8. IMPLEMENTATION STEPS

- o establish planning committed between Fort Good Hope Hamlet Council and Northern Heritage **Centre**;
- o Prepare **plans** that are sensitive to both cultural needs and visitor attraction;
- o arrange financial package;
- o hire coordinator;
- o develop brochures, programs, etc.;
- o train staff; and
- o construct the facility.

9. COSTS

Planning: \$50,000
 Construction: \$400,000
 Start-up: \$85,000
 Total Costs: \$535,000

10. REVENUE AND OPERATING COSTS**Revenue in 1995****a) Education/Training**

o Government Cultural Inclusion Class	
- 4 day packages - 40 students at \$950.00	\$ 38,000.00
o Arts and Crafts Courses	
- 5 day packages - 30 students at \$1,050.00	31,500.00
- 3 day packages - 20 students at \$850.00	17,000.00
o Cultural Inclusion	
- 5 day packages - 50 students at \$1,050.00	<u>52,500.00</u>
TOTAL:	\$139,000.00

costs

Salaries - Coordinator (6 months)	\$ 20,000.00
Instructor (2) (6 months)	36,000.00
Administration	2,500.00
Food/Accommodation	62,500.00
Marketing	2,500.00
Utilities	5,000.00
Insurance	800.00
Supplies	8,200.00
Maintenance	<u>2,000.00</u>
TOTAL:	\$139,500.00

b) Conferences

8 conferences/seminars at an average of 16 people
 o 4 days x \$220.00/day **\$112,640.00**

costs

Salaries - Coordinator (6 months)	\$ 20,000.00
Instructor (1) (6 months)	18,000.00
Assistant (2) (4 months)	10,000.00
Administration	2,000.00
Food/Accommodation	46,000.00
Utilities	8,000.00
Insurance	1,200.00
Supplies	2,600.00
Maintenance	2,000.00
Promotion	<u>2,000.00</u>
TOTAL:	\$111,800.00

The Education/Training and Conference Seminar operations could be breakeven by 1995. In addition the facility could create 2 full time jobs and 1,000 bed nights for the accommodation sector. Also any additional clients/delegates beyond the above projections will result in profit. Additional revenue will come from **community use and business** (oil and gas) rentals which would pay for maintenance and utilities.

PRIORITY I

**FISHING LODGE
COLVILLE LAKE**1. BACKGROUND/RATIONALE

- o Bern Brown's focus is more towards his paintings despite the high quality of his facility and the fishing;
- o no local guides were employed this season and there is speculation that within 4 to 5 years he will not be operating the fishing lodge so it may be appropriate to consider an offer of acquisition within the next 2 to 3 years; and
- o if this does not materialize, then it will be realistic to consider construction of a fishing lodge within the next 3 to 4 years to meet market demand.

2. DESCRIPTION

- o training programs should begin within the next 2 years to enable a successful operation to develop under any of the two scenarios; and
- o seven double units are projected for 1994 with an 80% occupancy anticipated in 1995.

3. OBJECTIVES

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

4. MARKETING STRATEGY

- o produce brochure;
- o advertise in Up Here, Field and Stream; and
- o attend consumer shows in Ontario, Michigan, Ohio, etc.

5. RESPONSIBILITY AND IMPLEMENTATION

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

6. PERFORMANCE INDICATORS

- 0 generate \$200,000 revenue by 1995 from 100 anglers;
- 0 generate additional \$60,000 for local airline by 1995; and
- 0 provide equivalent of 1 semi permanent and 3 seasonal jobs.

7. OPPORTUNITIES AND CONSTRAINTS

- 0 current lodge could be good basis for joint sportfishing development between **Colville** Lake Hamlet Council and Fort Good Hope Hamlet Council;
- 0 high quality fishing will provide strong attraction for local and visitor anglers; and
- 0 fishing business will provide opportunity for local guides and increased air service to **Colville** Lake.

8. IMPLEMENTATION STEPS

- 0 approach Bern Brown about selling, if he does not sell, a new lodge should be planned within the next two years;
- 0 identify a site;
- 0 develop plans for upgrading if Bern Brown sells;
- 0 implement guide training;
- 0 prepare financial package which may include private investment; and
- 0 proceed with construction for acquisition.

9. COSTS

Planning/Construction: \$435,000

Start-up: **\$110,000**

Total Costs: \$545,000

10. REVENUE AND OPERATING COSTSRevenue in 1995

0 100 anglers x \$1,950.00/package	\$195,000.00
o additional charters	6,000.00
o beverage charges	4,000.00
o tackle sales	<u>500.00</u>
TOTAL:	\$205,500.00

costs

Salaries - Manager (8 months)	\$ 32,000.00
Assistant Manager (4 months)	15,000.00
Guides (7) (2 months)	17,500.00
Administration	2,000.00
Food Supplies	42,000.00
Fuel	12,000.00
Charters	12,000.00
Insurance	4,000.00
Boat Rentals	17,500.00
Marketing	20,000.00
Commission	10,000.00
Utilities	<u>10,000.00</u>
TOTAL:	\$194,000.00

MACKENZIE RIVER AREA	1989 ('000) \$	1990 (' 0 0 0) \$	1991 ('000) \$	1992 ('000) \$	1993 ('000) \$	1994-1995 ('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 RIVER AREA	1989 ('000) \$	1990 ('000) \$	1991 ('000) \$	1992 ('000) \$	1993 ('000) \$	1994-1995 ('000) \$
COLVILLE LAKE						
1. FISHING LODGE						
Planning/Development			35	200	200	
Start-up				20	60	30
TOTAL:	\$	\$	\$ 35	\$ 220	\$ 260	\$ 30
GRAND TOTAL:	\$ 545,000					

MACKENZIE RIVER AREA (\$'000)

ECONOMIC DEVELOPMENT AND TOURISM
 EDA
 SPECIAL ARDA
 NEDP
 NATIVE DEVELOPMENT CORPORATION
 ESKIMO OAN FUND
 HAMLET/TOWN COUNCIL
 REGIONAL DEVELOPMENT CORPORATION
 NORTH RIVER HERITAGE CENTRE
 LENDING INSTITUTIONS
 SMALL BUSINESS LOAN FUND
 PRIVATE OPERATOR EQUITY

FORT GOOD HOPE

1.	RIVER TOURS										
	Equipment/Arctic										
	Circle Camp										
	Start-up	45							10		10
			35								
2.	COMMUNITY ACTIVITIES	40						25			
3.	ARCTIC RED OUTFITTERS										
	Acquisition										
	Start-up				300			25		50	50
	Management	40						40			
		85									
4.	DENE CULTURAL CENTRE										
	Planning	50									
	Construction		100	100		100		50	50		
	Start-up	30	55								
TOTAL:		120	325	135	300	100		25	115	50	60

MACKENZIE RIVER AREA (\$'000)

ECONOMIC DEVELOPMENT AND TOURISM
EDA
SPECIAL ARDA
NEDP
NATIVE DEVELOPMENT CORPORATION
ESKIMO LOAN FUND
HAMLET/TOWN COUNCIL
REGIONAL DEVELOPMENT CORPORATION
NORTHERN HERITAGE CENTRE
LENDING INSTITUTIONS
SMALL BUSINESS LOAN FUND
PRIVATE OPERATOR EQUITY

COLVILLE LAKE

1. FISHING LODGE

Planning/Development	135	200	25	25	25	25
Start-up	50	30	30			

TOTAL:	185	230	55	25	25	25
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4. COMMUNITY TOURISM MARKETING STRATEGY

The regional marketing strategy outlines marketing expenditures for the Western Arctic from 1989 to 1995. Each **community** must also participate in the overall marketing plan through;

- o expenditures by local suppliers and operators;
- o expenditures by hamlets; and
- o joint expenditures with **WAVA**.

Community based marketing will take the form of;

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

The marketing plan is tailored to reflect the general orientation of TIA an Travel Arctic, but is more target specific, focusing on identified market segments to the Western Arctic and the individual community product offerings.

OVERALL GOALS

Individual communities will participate in the regional strategy by supporting specific objectives including;

- o Focusing on the western United States and increasing their share 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.
- o Capitalizing on the **Dempster** Highway by increasing rubber tire volume to **Inuvik** by 30% per year over the first 3 years of the plan.
- o Increasing the Western Arctic market share of travel industry revenue to the **N.W.T.** by 5% in the first three years, thus solidifying the Western Arctics' position as a major **N.W.T.** destination region.
- o In Canada, focusing on southern Ontario especially in those populated areas that can deliver the volumes.
- o Promoting in high population areas and increase Western Arctic tourism 3 fold over the next 5 to 7 years (See Market Projections).

COMMUNITY MARKETING OBJECTIVES

Each **community** strategy has been designed to meet the following objectives:

- o focus on new adventure travel activities such as canoeing, hiking, fishing, cultural inclusion, etc.
- o working closely with **TIA-N.W.T.** and Travel arctic by:
 - responding rapidly (fulfillment) to 1-800 number leads
 - complementing generic travel Arctic advertising with community product specific advertising
 - maintaining a 80% level of target specific promotion within the **community** local operator budgets

o appealing for the most part to:

- hiking, canoeing, hunting and fishing, and cultural/nature interpretation tour wholesalers and consumers.

o placing a **major** emphasis on print material which reaches high numbers and supports inquiry fulfillment 1-800 requests, travel magazines, etc.

o advertising in specifically high end magazines that appeal to consumers that are:

- activity oriented
- interested in specific products and prices
- oriented toward culture and nature interpretation
- potentially interested in package tours

COMMUNITY MARKETING EXPENDITURES (1989 Dollars)

The following tables outline, on a year by year basis the marketing activities for your **community**. Responsibility for many of these expenditures are to be cost shared with WAVA as well as other funding sources. As well all displayed cost do not necessarily suggest that your **community** need participate. However the opportunity is there to be involved in such activities as trade shows, the regional directory, regional videos, etc.

MARKET PROJECTIONS FOR THE WESTERN ARCTIC

<u>MARKETS</u>	<u>ACTUAL 1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>	<u>1992</u>	<u>1993</u>
<u>Rubber Tire</u>							
R.V.	4,815	5,906	7,677	9,980	2,475	15,594	17,933
Auto	850	1,027	1,334	1,735	2,168	2,710	3,116
Coach	649	690	750	810	870	930	990
Small Vans	47	83	113	143	173	193	230
<u>Hunting</u>							
Beaufort Area	86	95	-	104	112	120	125
Bear Area	180	204	228	252	276	300	320
Aklavik/McPherson	-	5	10	20	30	40	45
<u>Fishing</u>							
Trophy	260	300	360	440	520	560	600
Wilderness	92	100	120	200	260	300	320
<u>Adventure Travel</u>							
Hiking	-	30	60	120	240	360	420
Canoe/Kayak/Zodiac	57	100	130	170	220	286	352
Boat Cruise (Package Only)	-	20	72	88	106	140	160
Wildlife/Photo/Herschel	18	60	120	180	270	351	456
Culture/Arts and Crafts Workshops	-	20	40	60	80	120	140
<u>Air</u>	<u>750</u>	<u>790</u>	<u>830</u>	<u>870</u>	<u>915</u>	<u>960</u>	<u>1,056</u>
TOTAL:	7,804	9,430	11,845	15,172	18,715	22,964	26,263

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, OPERATOR AND GENERAL WAVA	165,500	30,000	130,500	38,500	143,800	146,000
COMMUNITY FLAT SHEETS	22,000	8,700	23,500	22,400	27,500	58,800
TOUR OPERATOR, FAMILIARIZATION TOURS	12,800	8,150	8,100	2,900	5,050	-
CONSUMER TRAVEL SHOWS	33,900	37,000	40,220	31,950	27,550	40,900
TRAVEL WRITERS	8,500	11,900	0,200	10,400	3,500	8,800
YUKON CO-OP WITH WRITERS	9,000	9,900	0,900	7,000	7,800	8,200
VIDEOS	50,000	77,000	64,000	75,000	77,000	100,000
INQUIRY FULFILLMENT	2,500	6,000	23,000	30,300	36,300	85,000
MAILING LISTS	35,250	42,500	51,500	62,000	76,000	173,000
WAVA SPECIAL PROMOTIONS (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	15,000	78,000	58,500	37,000	8,000
GRAND TOTAL:	528,320	339,280	515,890	416,270	528,610	785,840

CONSUMER MAGAZINES

FORT GOOD HOPE		1989	1990	1991	1992	1993	1994/95
YEAR	ACTIVITY						
<u>HUNTING</u>							
1. E-1-1, E-1-6 OPERATORS							
	o Safari Club	720	800	860	-	910	-
	o FNAWS	430	470	510	-	550	-
	o Bow Hunter	430	470	510	550	-	-
<u>CANOEING</u>							
	o Explore	600	660	-	800	-	2,000
	o Canoe	520	570	-	650	700	-
	o Outside	450	550	550	-	660	1,600
	o Che-Mun	300	330	360	400	440	1,100
<u>CULTURE</u>							
1. ARTS AND CRAFTS WORKSHOPS							
	Tuktoyaktuk						
	AKIavik						
	Paulatuk						
	Fort Good Hope	480	520	-	590	-	1,500
	o Crafts Plus	580	620	660	-	-	1,650
	o Harrowsmith	470	510	-	580	-	1,450
	o Crafts Magazine						

BROCHURES

FORT GOOD HOPE

YEAR	ACTIVITY	1989	990	1991	1992	1993	1994/95
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1. WESTERN ARCTIC PRODUCT DIRECTORY

Design		20,000	-	10,000	-	12,000	12,000
Printing		50,000	-	55,000	00	60,000	65,000
o Dene Cultural Centre Design		-	-	-	1,500	-	0,000
Printing		-	-	-	3,500	4,000	0,000
o Fort Good Hope River Tours Design		1,000	-	1,000	-	-	-
Printing		1,500	-	2,000	-	2,500	-
o E-1-1, E-1-6 Hunting Design		2,000	-	-	-	-	-
Printing		6,000	-	7,000	-	7,800	-

COMMUNITY HANDOUTS/FLAT SHEETS

o Fort Hope	1,000	1,000	1,200	1,300	1,400	3,400
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TOUR OPERATOR FAMILIARIZATION TOURS

1. BACK FEATHER

o Transportation	1,100	-	-	-	-	-
o Accommodation	1,000	-	600	-	-	-
o Land Costs	1,500	-	1,700	-	-	-

2. MOUNTAIN TRAVEL

o Transportation	1,200	1,300	1,400	-	-	-
o Accommodation	600	700	700	-	-	-
o Land Costs	1,200	1,400	1,200	-	-	-

TOUR OPERATOR FAMILIARIZATION TOURS

FORT GOOD HOPE	1989	1990	1991	1992	1993	1994/95
YEAR						
ACTIVITY						

2. MOUNTAIN TRAVEL						
o Transportation	1,200	1,300	1,400	-	-	-
o Accommodation	600	700	700	-	-	-
o Land Costs	1,200	1,400	1,200	-	-	-

CONSUMER TRAVEL SHOWS

WESTERN ARCTIC (GENERAL)

1. DALLAS SPORTSMAN SHOW (2 Persons)

o Booth	1,000	1,100	1,200	-	-	-
o Travel	2,000	2,200	2,400	-	-	-
o Accommodation	1,700	2,000	2,200	-	-	-

2. ANAHEIM SPORTSMAN SHOW 3 Persons)

o Booth	1,000	1,100	1,200	1,300	-	-
o Travel	2,200	2,400	2,600	2,800	-	-
o Accommodation	2,000	2,200	2,400	2,600	-	-

3. LONDON FREE PRESS SPRING SHOW
(2 Persons)

o Booth	700	750	800	850	900	2,100
o Travel	800	850	920	1,000	1,100	2,700
o Accommodation	1,000	1,100	1,200	1,300	1,450	3,600

TRAVEL WRITERS

FORT GOOD HOPE

YEAR	1989	1990	1991	1992	1993	1994/95
<u>BY PRODUCT SEGMENTS</u>						
1. CANOE/RAFTING						
e Transportation	800	900	-	1,100	-	2,800
e Accommodation	600	700	-	900	-	2,200
e Land Costs	1,200	1,300	-	1,600	-	3,800
<u>VIDEOS (20 COPIES EACH)</u>						
e Dene Cultural Centre	-	-	-	-	-	20,000
<u>INQUIRY FULFILLMENT</u>						
1. TOUR OPERATORS	2,500	3,000	5,000	6,000	8,000	20,000
2. HUNTING OPERATORS	1,500	1,800	2,000	2,300	2,600	6,000
<u>MAILING LISTS</u>						
1. TOUR OPERATORS (5)	3,000	5,000	8,000	11,000	14,000	40,000
2. HUNTING OPERATORS (9)						
e HTA (2)						
e Guided Arctic (1)	2,500	4,000	4,000	19,000	23,000	52,000
e E-1, E-6 (6)						
3. FISHING OPERATORS (8)	8,000	9,000	0,000	11,000	2,000	25,000
4. HOTELS (11)	1,750	2,500	3,500	4,500	6,000	14,000

WAVA SPECIAL PROMOTIONS (MEDIA) EVENTS

FORD HOPE

YEAR	ACTIVITY	1989	1990	1991	1992	1993	1994/95
1. MACKENZIE RIVER DISCOVERY EVENTS							
o	Re-enactment of Mackenzie Voyage	2,000	-	-	-	-	-
IN-HOUSE PROMO/GIVE AWAYS							
1. WESTERN ARCTIC VISITORS ASSOCIATION							
o	Trailer Life Magazine Draw (Western Arctic Tour)	2,000	-	2,000	-	-	2,000
o	Milepost	-	2,000	-	-	2,000	-
o	Explorer Magazine	-	-	-	2,000	-	2,000
2. LOCAL TOUR OPERATORS/SUPPLIERS							
o	5 Mackenzie Boat Cruise	1,000	-	-	1,000	-	-
o	Inflight magazine Promo	-	-	-	-	-	-
o	Outdoor Photographer (Banks Island)	-	2,500	-	-	-	2,500
o	Equinox Magazine (Herschel Island)	-	-	2,500	0	0	2,500
o	Canadian Geographic (Tuktoyaktuk Cultural Inclusion)	-	-	-	1,500	-	-
o	Sierra Magazine (Richardson Mountains)	-	-	-	-	2,500	-
o	Backpacker (Cano Trail)	-	-	-	-	2,500	-
o	Field and Stream (Hornaday/Brock River Tour)	-	-	-	-	-	-
o	Wilderness Camps	-	-	-	-	2,500	-
3. HUNTING OPERATORS							
o	E-1 Outfitter Sheep Hunt	-	3,000	-	3,000	-	3,000

MARKETING SUPPORT

FORT GOOD HOPE

YEAR	1989	1990	1991	1992	1993	1994/95
ACTIVITY						
1. DISPLAY MATERIAL FOR W AND FUNCTIONS						
o Tour Operators	1,000	2,000	3,000	3,000	2,000	3,000
o Fishing lodges	-	1,000	2,500	2,000	1,000	2,000
o Hunting Outfitters	-	1,000	1,000	2,000	2,000	2,000

MARKETING RESEARCH

1. WESTERN ARCTIC VISITORS ASSOCIATION						
o Analysis of Industry Survey Data	0,000	5,000	5,000	5,000	5,000	0,000
2. TOUR OPERATOR SURVEYS	1,000	1,500	2,000	2,500	2,500	5,000
3. NTEL SURVEYS	500	500	1,000	1,000	1,500	3,000
4. FISHING AND HUNTING SURVEYS	-	8,000	-	-	8,000	-

BROCHURES

COLVILLE LAKE		1989	1990	1991	1992	1993	1994/95
YEAR	ACTIVITY						
1. WESTERN ARCTIC PRODUCT DIRECTORY							
	Design	20,000	-	10,000	-	12,000	12,000
	Printing	50,000	-	55,000	-	60,000	65,000
	Colville Lodge Design	1,500	-	-	-	-	-
	Printing	2,500	-	3,000	-	3,500	-
	Colville Lake	1,000	1,100	1,200	1,300	1,400	3,000
<u>COMMUNITY HANDOUTS/FLAT SHEETS</u>							
FISHING							
<u>CONSUMER TRAVEL SHOWS</u>							
1. TORONTO SPORTSMAN SHOW (3 Persons)							
	Booth	800	900	1,000	-	-	-
	Travel	1,200	1,300	1,400	-	-	-
	Accommodation	2,000	2,200	2,400	-	-	-
2. ALL CANADA FISHING SHOW							
U.S. MIDWEST (2 Persons)							
	Booth	2,000	2,200	2,000	2,600	2,800	-
	Travel	2,500	2,700	3,000	3,330	3,600	-
	Accommodation	2,500	2,700	3,000	3,300	3,600	-

TRAVEL WRITERS

COLVILL'S LAKE		1989	1990	1991	1992	1993	1994/95
YEAR	ACTIVITY						

BY PRODUCT SEGMENTS

- 1. FISHING
 - Transportation
 - Accommodation
 - Land Costs

-	900	1,000	1,100	1,200	-
-	500	600	700	800	-
-	1,000	1,200	1,300	1,500	-

VESES (20 COPIES EACH)

- Colvill's Lake

-	-	-	-	-	25,000
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INQUIRY FULFILLMENT

- 1. FISHING OPERATORS

2,500	3,000	4,500	6,000	7,500	17,000
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MAILING LISTS

- 1. FISHING OPERATORS 8)

8,000	9,000	9,000	11,000	12,000	25,000
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IN-HOUSE PROMO/GIVE AWAYS

COLVILLE LAKE		1989	1990	99	1992	1993	1994/95
YEAR	ACTIVITY						
1.	FISHING OPERATORS						
o	Colville Lake	-	-	-	-	1,000	2,000
2.	HOTELS						
o	Inflight Magazines	1,000	1,000	1,500	1,500	2,000	4,000
3.	COMMUNITY TS AND CRAFT WORKSHOPS						
o	Tuktoyaktuk	-	-	800	-	-	-
	a) Crafts Plus	-	-	-	800	-	-
	b) Harrowsmith	-	-	-	-	800	-
	c) Crafts	-	-	-	-	-	-
o	Arctic Red	700	700	700	-	-	-
o	Aklavik	-	-	700	700	700	-

M R NG R

1. DISPLAY MATERIAL FOR SHOWS AND FUNCTIONS
o Fishing Lodges

-	1,000	2,500	2,000	1,000	2,000
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MARKETING RESEARCH

1. FISHING AND HUNTING SURVEYS
2. DEVELOPMENT PLAN UPDATE

-	8,000	-	-	8,000	-
-	-	-	50,000	-	-

5. TRAINING PROGRAMS

Each **community** project will **require** some level of training. It will generally be the responsibility of Arctic College, Continuing Education and Renewable Resources to deliver these programs. Where possible, courses will be given in the various communities; however, it will frequently be necessary to conduct training in **Inuvik** or Norman Wells because of the availability of certain training services.

Courses will generally be 1 to 4 weeks long. The following number of training weeks are proposed for your **community**.

**MACKENZIE RIVER AREA
Training (Weeks)**

	MANAGEMENT	MAINTENANCE	GUIDES	COOK	MAIDS	MARKETING	BOOKKEEPING/ACCOUNTING	CRAFTS INSTRUCTOR	COMPUTER SKILLS	WAITER/WAITRESS	HOST/HOESSE
<u>FORT GOOD HOPE</u>											
1. RIVER TOURS	4	2				1	1				
2. COMMUNITY ACTIVITIES	2										1
3. ARCTIC RED Outfitters	8	2	4x4	2		2	2		2		
4. DENE CULTURAL CENTRE	8	1	2			2	1	2x2			1
TOTAL:	22	5	18	2		5	4	4	2		2

MACKENZIE RIVER AREA
Training (Weeks)

MANAGEMENT
 MAINTENANCE
 GUIDES
 COOK
 MAIDS
 MARKETING
 BOOKKEEPING/ACCOUNTING
 CRAFTS INSTRUCTOR
 COMPUTER SKILLS
 WAITER/WAITRESS
 HOST/HOESSE

COLVILLE LAKE

1. FISHING LODGE	8	22x2	2	2	2	1	1	2
TOTAL:	8	2	4	2	2	1	1	2