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Western Arctic Visitors Association,
Economic Development & Tourism
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Western Arctic

Tourism Strategy

Draft Volume 11

AK LAVIK

Western Arctic Visitors Association
Economic Development and Tourism

MacLAREN PLANSEARCH
PELMAN ASSOCIATES ARCHITECTS
ADDISON TRAVEL MARKETING
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Lavalin

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 local 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 Development and Tourism in both **Inuvik** and **Yellowknife**.

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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	SUBTHEE
<u>A. MCKENZIE 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

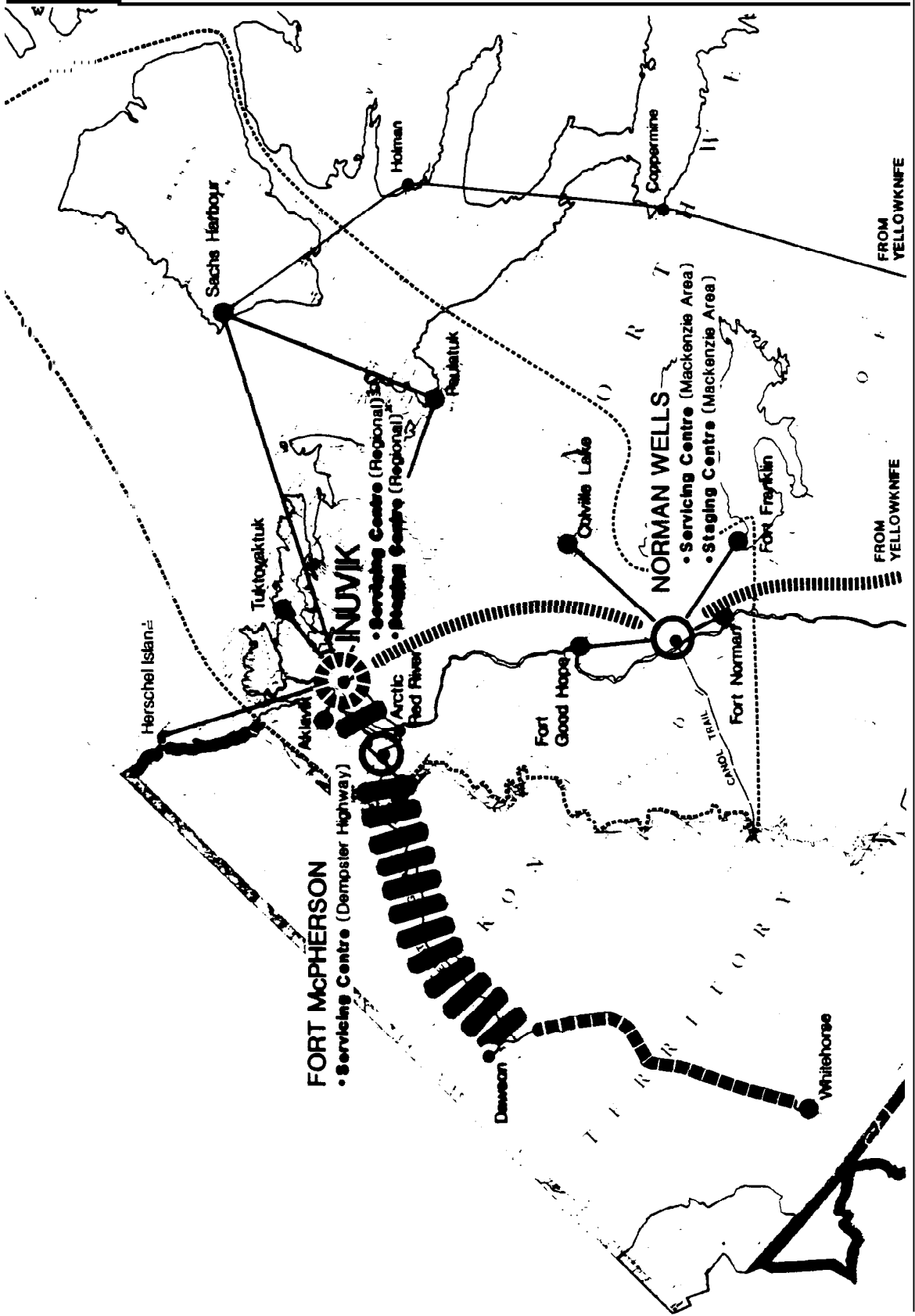
Regional Boundary

Rubber Tire Access Route **|||||**

Air Access Route **|||||||**

Development Concept

McLAREN & ANSHE LIMITED
PELMAN ASSOCIATES ARCHITECTS
ADDISON TRAVEL MARKETING



2. EXISTING TOURISM FACILITIES/ACTIVITIES

Aklavik

Aklavik received in excess of **600** tourists during the summer of 1987, largely due to the efforts of the Band, the local taxi operator and Antler Aviation and **Aklak** Air. This has greatly increased their interest in tourism.

A number of opportunities were discussed with the Band Council.

Richardson Mountain Package Trips

The council and economic planner were interested in renovating Knute Lange Camp.

However a closer location to the foot of the Richardson, i.e. Eddie McLeods Camp would be more appropriate. Packages could include:

- hiking to the Richardson Mountains, 1 day;
- fishing and smoking fish;
- local entertainment, story telling, music; and
- native food preparation.

These packages could be marketed and organized by the Band. Its proximity to **Inuvik** makes the \$300.00 - \$400.00 package very attractive and could readily generate \$150,000 if less than 10% of existing tourists to **Aklavik** were attracted to the package.

Archie's Fish Camp

Billie **Archies'** parents/grandparents camp is located 20 minutes from the town. It is available for ½ day trips and again would be popular with back to back charters out of **Inuvik**.

Spothunting

Spothunting offers one of the most profitable tourism ventures for **Aklavik**. They have 5 polar bear and 6 Dan Sheep tags. Presently 6 Band members are going through a guide training course and, according to their instructor, they are doing very well. The Polar Bear and Dan Sheep alone potentially represent \$150,000 of annual revenue, while additional combinations of grizzly bear, **cariboo** and moose hunts could add another \$50,000 to the community.

Guided Arctic Expeditions would be able to start selling these **spothunting** packages immediately. The Dan Sheep tags are actually split with Fort McPherson but they have no trained guides. In order for Fort McPherson to use its six tags it may be advisable to use assistant guides from their HTA. These assistants would eventually be encouraged to take the guide training, thus establishing a **spothunting** base in Fort McPherson as well.

Herschel Island

As interest in this magnificent corner of the Arctic grows, it will be necessary to offer overnight accommodation. This would ideally be of interest to the people of **Aklavik** who have the greatest historic link to this area (as well as existing guides on the island).

Billie **Archie** is very interested in setting up tent frames either on the island or on the mouth of the **Firth River**, a hour boat ride away from the island.

The ideal location of course would be on the island with day trips to the **Firth** and along the coastline. The variety of aquatic, terrestrial and cultural interpretation opportunities, the

mystical quality of the island and the high cost of getting there suggests that visitors are going to want to stay overnight and in some cases several days. Accommodation could be in tent frames and perhaps eventually in some of the restored buildings (or sod houses). This would also enable the airlines to either have scheduled flights or to offer regular back to back charters.

While this island is designated as an heritage/historical site with major nature interpretation values, there is also a precedent for human habitation (i.e. tourist accommodation) as it was once home to over 2000 people.

Arts and Crafts

As in most communities there has been a slowdown in the production of quality arts and crafts and the supply does not meet the demand. While the **Aklavik** Band opened an outlet in their offices there certainly was not enough to respond to the expectations of the 600 plus visitors. Within a few years there will be at least 1000 visitors a year to **Aklavik**, (some of them for more than a day) and they will want to buy local crafts. If 20% were to spend **\$50.00** each and 50% of the remaining spent a conservative \$25.00 then that would account for \$20,000 in sales by, say, 1990. Of course the incentive has to be there which means that the Band may need to buy the crafts during the winter and sell at a mark up. Eventually a sales outlet could be established in the museum or possibly the new Trappers restaurant.

Museum/Community History

Tourists could stay longer in the community if there was more to do. The **small** museum would greatly enhance the community tour. The community **is** one of the more historic in the Western Arctic and should reflect its once national reputation.

Many artifacts still exist in the community and if safeguarded could be displayed in the museum. The building site is adequate for outdoor displays (log cabin, tents, sleds, etc.) and it is conveniently linked to the cemetery and the grave of the Mad Trapper. A Mad Trapper cabin could be built with panels discussing the international recognition of this event.

Aklavik

o Existing Facilities

See Table located at the end of this section.

o Resources

close proximity to **Inuvik** and Herschel Island;
 tranquil delta location;
 abundant surrounding wildlife in Delta and nearby Richardson Mountains;
 HBC trading post at Old **Aklavik**;
 archaeological sites and Peel Channel and Willow River;
 several existing fish camps and summer camps;
 exceptional big game resources in Richardson Mountains;
 proposed IBP site around Canoe Lake;
Dene/Inuit cultural mix;
 several qualified crafts people and a history (fur shop) of production; and
 Mad Trappers Grave.

o Issues and Trends

- proximity to **Inuvik** makes it a relatively inexpensive destination for flightseeing, day tours and overnight cruise packages;

- provides visitors with a much greater sense of delta and native community than **Inuvik**;
- existing lodge is usually full all summer, proximity to Richardson Mountains and Herschel Island suggest opportunities for outfitters;
- several groups/individuals are attempting to establish big game outfitting into the Richardson Mountains. It seems that the present stalemate will continue for the immediate future; and
- several people **would** like to see the reconstruction and opening of the fur shop to rejuvenate craft production.

o Development Opportunities

Short Term

- reconstruction of craft shop for production sales in **Aklavik** and **Inuvik**, as an attraction for day packages and 2 - 3 day craft workshops;
- establishment of a big game outfitting operation in the Richardson Mountains under qualified management to include only experienced Dene, **Inuit** and Metis guides;
- community day tours including country food-style lunch, boat trip and entertainment;
- fly-in 2 - 3 day native fish camp packages at Walking River;
- 3 - 5 day wildlife/cultural packages to Herschel Island; and
- expansion of museum and visitors information centre.

Long Term

- construction of a naturalist lodge on Peel River (**MacLeods**) with hikes to Richardson Mountains;
- expansion of existing motel (46 units) to include serviced restaurants;
- reconstruction of HBC trading post at Old **Aklavik** for trips from **Aklavik**; and
- Black Mountain Territorial Park Development.

Component	Name	Facilities
<u>AKLAVIK</u>		
Accommodation	Motel Arey's Cafe Bed and Breakfast	lodge, 6 guests restaurant 3 rooms
Attractions	Historic Church Museum proximity to Richardson Mountains Herschel Island	
Activities	HTA several power boats	
Services	The Bay	
Transportation	Aklavik Taxi Arey's Taxi 12 passenger van 6 passenger ATV Kenn Borek Air Ram Air	scheduled flights scheduled flights

3. DEVELOPMENT OPPORTUNITIES

PRIORITY I**RICHARDSON MOUNTAIN NATURALIST LODGE
AKLAVIK**

1. BACKGROUND/RATIONALE

- o two existing camps were considered as a staging area for hikes to the Richardson Mountains;
- o the Knute Lange camp has seven cabins that have been kept in good shape, they have never been used for tourists but in 1987 were operated for Drug and Alcohol Rehabilitation; and
- o Eddie McLeods camp and its closer proximity to the Richardson Mountains make it a more ideal staging area for 1 and 2 day hikes, it is also close enough to **Inuvik/Aklavik** to provide relatively accessible northern nature experiences.

2. DESCRIPTION

- o to accommodate tourists, the camp needs additional cabin construction and upgrading as well as the acquisition of bedding, stoves, lamps, utensils and showers;
- o can be used **immediately** for small, tour packages; water access is by rented local boat; and
- o 6 cabins to be constructed by 1991. Packages include:
 - 2 day; 1 night at lodge, 1 outdoor overnight
 - 3 day; **1** night at lodge, 2 outdoor overnight
 - 3 day; 2 nights at lodge, 1 outdoor overnight

3. OBJECTIVES

- o increase overnight stays for **Aklavik**;
- o maximize value of existing facilities;
- o generate employment for **local** nature/wilderness trained guides; and
- o provide **low** cost packages for **Inuvik** visitors.

4. MARKETING STRATEGY

- o produce brochure;
- o target nature oriented **R.V.** operators;
- o sell post conference tours through Yellowknife and **Inuvik** operators;
and
- o advertise in Up Here, Explorer Guide, Explore, **Real** Travel, etc.

5. RESPONSIBILITY AND IMPLEMENTATION

- o Aklavik Band and Development Corporation.

6. PERFORMANCE INDICATORS

- o generate 80% occupancy for 3 months; and
- o create employment.

7. OPPORTUNITIES AND CONSTRAINTS

- o **proximity** to Inuvik;
- o good source of employment for **local** operators and guides; maintenance and off-season security required;
- o excellent location for staging hikes to Richardson Mountains; and
- o existing facility is potentially available.

9. COSTS

Upgrading: \$110,000
 Start-up: \$30,000
 Total Costs: \$140,000

10. REVENUE AND OPERATING COSTS**Revenue in 1993**

Available accommodation

- o 6 cabins (\$50.00/night based on double occupancy)
 - o existing cabin/lodge (4 beds) - \$40.00/night
 - o facility accommodates 16 x 12 week = 1,344 bed nights
 - o facility will attract 4% of R.V./auto = 840
- o 50% will stay 2 nights = 840
 o **50% will** stay 1 night= 420

Total: 1,260 visitor days

o 1,260 visitor	- 75% @ \$50.00	\$ 47,250.00
	25% @ \$40.00	12,600.00
o Meals at \$60.00/day		75,650.00
o tours (25% take 3 days)		47,500.00
	(75% take 2 days)	<u>70,875.00</u>
TOTAL:		\$253,875.00

costs

Salaries - Manager (6 months)	\$ 24,000.00
Staff (4) (4 months)	48,000.00
Guides (4) (4 months)	48,000.00
Administration	3,000.00
Insurance	4,000.00
Food/Supplies	100,000.00
Marketing	6,000.00
Commission	<u>6,000.00</u>
TOTAL:	\$239,000.00

Note: Prices do not include transportation from **Inuvik**.

PRIORITY I

**WILDERNESS TOUR OUTFITTER
AKLAVIK**

1. **BACKGROUND/RATIONALE**

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

2. **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.

3. **OBJECTIVES**

- o increase length of stay in **Aklavik**;
- o tap into large tourist volume in **Inuvik**; and
- o maximize **Aklavik's** Delta Location, Richardson Mountains, fish and whaling camps and traditional use of Herschel Island.

4. **MARKETING STRATEGY**

- o produce brochure;
- o target birdwatching groups with ads in Birders World, Up Here, etc.; and
- o advertise in Explorers Guide, Real Travel, Canadian Geographic, etc.

5. **RESPONSIBILITY AND IMPLEMENTATION**

- o Private **operator/Aklavik Band joint** venture.

6. PERFORMANCE INDICATORS

- o attract 50% of the visitors to Aklavik; and
- o generate additional expenditures of \$165,000.00 by 1993.

7. OPPORTUNITIES AND CONSTRAINTS

- o most equipment is already available (e.g. boats, motors) but standards **will** have to be set regarding safety equipment and training, etc.;
- o revenues allow purchase of high grade equipment by guides; and
- o knowledgeable guides already exist.

8. IMPLEMENTATION STEPS

- o identify coordinating agency;
- o identify private outfitters and guides;
- o plan packages - cost out and prepare brochures, etc.; and
- o train guides for specific packages.

9. COSTS

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

10. REVENUE AND OPERATING COSTS**Revenue in 1993**

0 10% of hiking and wildlife trips to Western Arctic =	42	
0 10% of Herschel Island trips =	<u>90</u>	
Total:	132 people	
o average 5 days at \$250.00/day		<u>\$165,000.00</u>
TOTAL:		\$165,000.00

costs

Salaries - Manager (6 months)	\$ 18,000.00
Assistant	9,000.00
Guides (2) (4 months)	20,000.00
Suppliers	40,000.00
Insurance	5,000.00
Maintenance	12,000.00
Marketing	10,000.00
Commissions	<u>4,000.00</u>
TOTAL:	\$118,000.00

PRIORITY II

**HERSCHEL ISLAND ACCOMMODATION
AKLAVIK**

1. BACKGROUND/RATIONALE

- 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.

2. 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, access to Herschel Island is by tundra-tired airplane/float plane.

3. 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.

4. MARKETING STRATEGY

- o produce brochure;
- o advertise in Milepost, Wheelers Guide, etc. for R.V.'s; and
- o target southern tour operators.

5. RESPONSIBILITY AND IMPLEMENTATION

- o Private **operator/Aklavik** Band and Yukon/N.W.T. Governments,

6. PERFORMANCE INDICATORS

- o attract 25% of visitors to Herschel Island to stay overnight;
- o increase stay in **Inuvik** by 1 day; and
- o increase expenditures in **Inuvik** and **Aklavik**.

7. OPPORTUNITIES AND CONSTRAINTS

- o site is prepared and investment to have seasonal, portable camp is small; and
- o air strip is in place.

8. IMPLEMENTATION STEPS

- o approach Yukon/N.W.T. governments for permission;
- o identify **Aklavik** operator, boats, etc.;
- o prepare **plan** for campsite operations/tours;
- o develop preliminary promotional package;
- o test product on wholesalers, in-bound operators; and
- o develop brochures.

9. COSTS

Equipment: \$80,000

Start-up: \$30,000

Total Costs: \$110,000

10. REVENUE AND OPERATING COSTSRevenue in 1993

If 200 people go to **Hers**chel Island and 25% stay overnight for 3 nights and a reasonable \$50.00/night is charged, then additional revenues to an operator would be:

o Accommodation	\$ 7,500.00
o Food	<u>11,250.00</u>
TOTAL:	\$18,750.00

costs

Marketing	\$ 4,000.00
Camp Maintenance Contract	5,000.00
Food	<u>7,500.00</u>
TOTAL:	\$16,500.00

1. BACKGROUND/RATIONALE

- o the Mad Trapper has an international reputation, **Aklavik** was also an important community in Northern and Mackenzie Delta Development; and
- o there are many artifacts in **Aklavik** and at the existing museum building.

2. 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.

3. OBJECTIVES

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

4. MARKETING STRATEGY

- o produce flat sheet or community brochure;
- o target **R.V.** operators in Inuvik, interested in a package trip to the communities; and
- o advertise in Up Here and Explorer Guide.

5. RESPONSIBILITY AND IMPLEMENTATION

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

6. PERFORMANCE INDICATORS

- o increase length of stay of 85% of visitors to **Aklavik** by 1/2 day.

7. OPPORTUNITIES AND CONSTRAINTS

- o there is an existing building;
- o Potential for **very** attractive displays in museum; and
- o Mad Trapper is an international draw.

8. IMPLEMENTATION STEPS

- o WAVA should work with **Aklavik** Band Council and Northern Heritage Centre to develop plans for exhibits.

9. COSTS

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

10. REVENUE AND OPERATING COSTS

Revenue in 1993

If day trippers to **Aklavik** triple by 1993, it will represent 10% of rubber tire traffic to **Inuvik**, i.e. 2,227

o 85% of 2,227 x \$10.00/person	\$18,900.00
o package tours, air, etc. 200 x \$10.00/person	<u>2,000.00</u>
TOTAL:	\$20,900.00

costs

1 staff person (3 months)	\$ 7,500.00
Supplies	2,000.00
Promotion	3,000.00
Maintenance	5,000.00
Utilities	2,000.00
Insurance	<u>500.00</u>
TOTAL:	\$20,000.00

1. BACKGROUND/RATIONALE

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

2. DESCRIPTION

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

3. OBJECTIVES

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

4. MARKETING STRATEGY

- 0 develop linkage with Guided Arctic Expeditions; and
- 0 keep mailing lists.

5. RESPONSIBILITY AND IMPLEMENTATION

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

6. PERFORMANCE INDICATORS

- 0 attract 11 hunters/year initially expanding to 16 hunters at approximately \$6,000.00/hunter (Dan Sheep) and **\$18,000.00/hunter** (polar bear); and
- 0 generate additional 20-40 nights to accommodation base in **Aklavik**.

7. OPPORTUNITIES AND CONSTRAINTS

- 0 Aklavik/Fort McPherson have sufficient tags to support 11-16 hunts/year;
- 0 trained guides are available;
- 0 Guided Arctic has a well developed infrastructure and marketing approach for hunts;
- 0 number of tags may vary in future and
- 0 big game hunting image may conflict with arts and crafts and/or naturalist attractions.

8. IMPLEMENTATION STEPS

- 0 HTA/Aklavik Band Council and Fort McPherson Council to meet with Guided Arctic to establish hunt packages;
- 0 prepare proposal and identify Aklavik equity;
- 0 apply to GNWT and development and start-up for funds;
- 0 prepare brochures; and
- 0 market hunts with Guided Arctic.

9. COSTS

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

10. REVENUE AND OPERATING COSTS

Revenue in 1993

Based on 15% of hunts to Beaufort Area

o 5 polar bear hunts at \$18,000.00	\$ 90,000.00
o 9 Dan Sheep hunts at \$7,000.00	63,000.00
o 5 caribou/bear hunts at \$5,500.00	<u>27,500.00</u>

TOTAL:	\$180,500.00
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costs

Salaries - Head Guide (6 months) at \$3,000.00/month	\$ 18,000.00
Guides (6) (10 weeks) at \$700.00/week)	42,000.00
Food and Supplies	15,000.00
Charters	20,000.00
Transportation	14,000.00
Administration	4,000.00
Maintenance	8,000.00
Marketing	12,000.00
Commissons	<u>6,000.00</u>

TOTAL:	\$139,000.00
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1. BACKGROUND/RATIONALE

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

2. DESCRIPTION

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

3. OBJECTIVES

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

4. MARKETING STRATEGY

- o produce flat sheet and posters;
- o target day visitors to **Aklavik**;
- o target package trippers to Richardson Mountain Camp and Herschel Island; and
- o sell to arts and crafts outlets.

5. RESPONSIBILITY AND IMPLEMENTATION

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

6. PERFORMANCE INDICATORS

- o increase demand for quality arts and crafts; and
- o create equivalent of 2-3 full time jobs.

7* OPPORTUNITIES AND CONSTRAINTS

- o day visitors/package tour visitors to **Aklavik** will more than double by 1993 representing a larger market for **Aklavik** arts and crafts;
- o available skills can be developed and used;
- o new artists can be trained as production of arts and crafts will become an important employment opportunity; and
- o capability for marketing is inadequate.

8. IMPLEMENTATION STEPS

- o establish arts and crafts marketing associated between **Aklavik** Band Council and Local Craft Association; and
- o establish marketing network with operators and current wholesalers, shops.

9. COSTS

Materials: \$30,000
 Workshops: \$40,000
 Total Costs: \$70,000

10. REVENUE AND OPERATING COSTSRevenue in 1993

Aklavik arts and crafts can be sold to some very special markets including:

o R.V./auto (15%) 3,100 x \$15.00	\$46,500.00
o motorcoach/van (15%) 35 x \$20.00	700.00
o Beaufort/Richardson Hunters (20%) 25 x \$100.00	2,500.00
o canoeists 10 x \$30.00	300.00
o Herschel Island visitors	<u>2,000.00</u>

Total: **\$52,000.00**

costs

3 crafts people (4 months)	\$30,000.00
Materials	16,000.00
Marketing	<u>2,000.00</u>

TOTAL: **\$48,000.00**

MACKENZIE DELTA AREA	1989 ('000) \$	1990 ('000) \$	1991 ('000) \$	1992 ('000) \$	1993 ('000) \$	1994-1995 ('000) \$
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AKLAVIK

1.	RICHARDSON MOUNTAINS NATURALIST LODGE					
	Construct on	30	40	40		
	Start-up	15	10	5		
2.	WILDERNESS TOUR OUTFITTER					
	Traini ng	20				
	Equi pment	20	10			
	Start-up	15	10			
3.	HERSCHEL ISLAND ACCOMMODATION					
	Equi pment	30	20	30		
	Start-up	10	15	5		
4.	ARTS AND CRAFTS PRODUCTION					
	Materi al s	10	10	10		
	Workshops			20	20	
5.	MUSEUM/MAD TRAPPER EXHIBIT					
	Upgrade	5	5	75	50	20
	Start-up	5	10	10	10	
6.	SPORT HUNTS					
	Equi pment		75	20	20	
	Start-up	10	20	5		
7.	DOCK AREA			25	25	
<hr/>						
TOTAL:	\$ 170	\$ 225	\$ 245	\$ 125	\$ 60	\$ 20
GRAND TOTAL:	\$ 845,000					

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</u> <u>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	37,100	≤6,400
BROCHURES, OPERATOR AND GENERAL WAVA	165,500	30,000	130,500	38,500	143,800	16,000
COMMUNITY FLAT SHEETS	22,000	18,700	23,500	22,400	27,500	58,800
OUR OPERATOR, FAMILIARIZATION TOURS	12,800	8,150	8,000	2,900	5,050	-
CONSUMER TRAVEL SHOWS	33,900	37,000	40,220	31,950	27,550	40,900
TRAVEL WRITERS	8,500	1,900	0,200	0,400	3,500	8,800
YUKON CO-OP WITH WRITERS	9,000	9,900	10,900	7,000	7,800	8,200
VIDEOS	50,000	77,000	84,000	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	0,000	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	5,000	78,000	58,500	37,000	8,000
GRAND TOTAL:	528,320	339,280	515,890	416,270	528,610	785,840

CONSUMER MAGAZINES

AKLAVIK

8

9

ACTIVITY

RUBBER TIRE (WAVA)

o Milepost	800	920	970	1,020	1,070	2,400
o B.C./Alaska/Yukon Guide	230	250	-	300	330	-
o Trailer Life	500	530	570	-	620	-
o Woodalls R.V. Directory	460	-	500	-	540	-
o Rand-McNally	520	560	-	610	-	1,450
o Wheelers Guide	480	-	520	560	-	1,340
o West World (BCAA, AMA)	2,600	1,200	1,500	-	3,000	-
o Co-op with Yukon	1,000	1,100	1,200	1,350	-	-
o Herschel	1,400	1,600	1,800	2,000	-	-
o Dempster						

RUBBER TIRE/LOCAL OPERATORS

o Advertise in:						
o a) Milepost						
o b) Automobile Assoc.						
o c) B.C./Alaska/Yukon Guide						
o d) Up Here/Sunset						
o e) Canadian						
o f) N.W.T. Explorer						
o Antler	8,500	9,300	10,200	11,200	2,400	2,000
o Aklak Air						
o Sunrise Helicopter						
o Inuvik Campground						
o Delta Boat Cruise						
o Fishing Lodge						

CONSUMER MAGAZINES (Continued)

AKLAVIK	1989	1990	1991	1992	1993	1994/95
YEAR ACTIVITY						
<u>NATURE INTERPRETATION</u>						
1. RICHARDSON MOUNTAINS AKLAVIK)						
o Backpacker	320	360	400	-	880	-
o Explore	300	330	-	400	-	1,100
o Sierra	540	-	640	-	1,200	-
o Canadian Geographic	490	530	-	610	-	1,600
o Equinox	580	630	-	-	-	-
2. HERSCHEL ISLAND (AKLAVIK OUTFITTER)						
o Birdwatcher	30	340	370	-	430	-
o Seasons (Federation of Ontario Naturalists)	370	410	450	490	-	1,300
o Sierra	540	590	640	-	-	1,700
o Equinox	580	630	670	-	-	-
o Canadian Geographic	490	530	570	610	-	-
<u>CULTURE</u>						
1. ARTS AND CRAFTS WORKSHOPS						
Tuktoyaktuk						
Akluvik						
Paulatuk						
o Crafts Plus	480	520	-	590	-	1,500
o Harrowsmith	580	620	660	-	-	1,650
o Crafts Magazine	470	510	-	580	-	1,450

CONSUMER MAGAZINES (Cont. nued)

AKLAVIK	1989	1990	1991	1992	1993	1994/95
YEAR ACTIVITY						
2. CULTURAL INCLUSION						
Tuktoyaktuk						
Paulatuk						
Aklavik						
o University of Edmonton	≈∞	≈5 [∞]	7 [∞]	760	-	-
o University of Toronto						
o University of Montreal						
o Alumni Newsletters						
o Canadian Review of Sociology and Antropology	52 [∞]	5≈ [∞]	610	-	670	-
<u>BROCHURES</u>						
1. WESTERN ARCTIC PRODUCT DIRECTORY						
Design	2 [∞] ,000	-	10,000	-	12,∞∞	12.∞∞
Printing	5∞,000	-	55,000	-	60,∞∞	65,∞∞
2. DEMPSTER HIGHWAY						
Design	4,∞∞	-	1,500	-	2.∞∞	-
Printing	12,∞∞	-	13,500	-	15,∞∞	-

BROCHURES (Continued)

AKLAVIK	1989	1990	1991	1992	1993	1994/95
YEAR						
ACTIVITY						
3. INDIVIDUAL PRODUCTIONS:						
o Boat Cruise Design Printing	1,0 ⁰⁰	-	-	-	-	-
	4,0 ⁰⁰	-	5,000	-	6,000	-
o Boat Tours Design Printing	1,5 ⁰⁰	-	-	-	-	-
	3,0 ⁰⁰	-	3,500	-	4,000	-
o Inbound Operation Design Printing	1,5 ⁰⁰	-	-	-	-	-
	3,0 ⁰⁰	-	3,500	-	4,000	-
o Richardson Mountain Camp Design Printing	-	1,000	-	-	-	-
	-	2,000	-	2,500	-	400
o Hersche' Island Design Printing	1,500	-	-	-	-	-
	3,000	-	3,500	-	4,000	-
<u>COMMUNITY HANDOUTS/FLAT SHEETS</u>						
COMMUNITY HAND OUTS AT VISITOR CENTRES OR MAIL OUTS						
o Aklavik	1.5 ⁰⁰	1,65 ⁰⁰	1.8 ⁰⁰	2.0 ⁰⁰	2,2 ⁰⁰	5,2 ⁰⁰
<u>TOUR OPERATOR FAMILIARIZATION TOURS</u>						
1. FIESTA WAYFARER HOLIDAYS						
o Transportation	4 ⁰⁰	450	-	-	-	-
o Accommodation	6 ⁰⁰	700	800	-	-	-
o Land Cost	1,5 ⁰⁰	1,500	1,700	-	-	-
2. HORIZON HOLIDAYS						
o Transportation	400	-	-	5 ⁰⁰	-	-
o Accommodation	300	-	-	4 ⁰⁰	-	-
o Land Costs	1,500	-	-	2,0 ⁰⁰	-	-

TOUR OPERATOR FAMILIARIZATION TOURS Continued)

AKLAVIK

YEAR	ACTIVITY	1989	1990	1991	1992	1993	1994/95
3.	NAGEL TOURS						
o	Transportation	400	-	-	-	500	-
o	Accommodation	500	-	-	-	650	-
o	Land Costs	1,200	-	-	-	,400	-
4.	RAINBOW ADVENTURE TOURS						
o	Transportation	-	300	-	-	500	-
o	Accommodation	-	300	-	-	500	-
o	Land Costs	-	1,500	-	-	1,500	-

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	1,000	2,000	2,200	-	-	-
2.	ANAHEIM SPORTSMAN SHOW (3 Persons)						
o	Booth	1,000	1,100	1,200	1,300	-	-
o	Travel	2,000	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

CONSUMER TRAVEL SHOWS (Continued)

AKLAVIK	8	9	99	9	99
ACTIVITY					

HUNTING

1. GUIDED TIC/FNAWS (2 Persons)

o Booth	1,4 00	1,5 00	1,6 00	1,7 00	1,800	4,0 00
o Travel	1,8 00	1,9 00	2,0 00	2,1 00	2,300	5,5 00
o Accommodation	2,0 00	2,2 00	2,4 00	2,6 00	2,800	6,3 00

2. GUIDED ARCTIC/SAFARI CLUB
(2 Persons)

o Booth	1,5 00	1,600	1,7 00	1,8 00	2,0 00	4,600
o Travel	1,8 00	1,900	2,0 00	2,1 00	2,3 00	5,300
o Accommodation	2,0 00	2,200	2,4 00	2,6 00	2,9 00	6,800

TRAVEL WRITERS

BY PRODUCT SEGMENTS

1. CANOE/RAFT NG

o Transportation	8 00	900	-	1,1 00	-	2,8 00
o Accommodation	6 00	700	-	9 00	-	2,2 00
o Land Costs	1,2 00	1,300	-	1,6 00	-	3,8 00

TRAVEL WRITERS (Continued)

AKLAVIK

R	ACTIVITY	989	990	99	9	99	9
	2. FISHING						
o	Transportation	-	9 ⁰⁰	1,00	1,2 ⁰⁰		-
o	Accommodation	-	5 ⁰⁰	600	7 ⁰⁰		-
o	Land Costs	-	1,0 ⁰⁰	1,200	1,3 ⁰⁰		-
	3. HERSCHEL ISLAND						
o	Transportation	1,100	1,200	1,300	-		-
o	Accommodation	600	700	800	-		-
o	Land Costs	1,600	1,800	2,000	-		-

YUKON TRAVEL WRITERS CO-OP

	1. CO-OP WITH TOURISM YUKON ON 6 WRITERS PER YEAR ON DEMPSTER HIGHWAY						
o	Transportation @ \$700.00	4,2 ⁰⁰	4,600	5,1 ⁰⁰	2,8 ⁰⁰	3,100	7,2 ⁰⁰
o	Accommodation @ \$300.00	1,8 ⁰⁰	2,000	2,2 ⁰⁰	1,5 ⁰⁰	1,700	4,0 ⁰⁰
o	Land Costs @ \$500.00	3,0 ⁰⁰	3,300	3,6 ⁰⁰	2,8 ⁰⁰	3,000	7,0 ⁰⁰

WAVA SPECIAL PROMOTIONS (MEDIA) EVENTS

AKLAVIK

YEAR	ACTIVITY	989	990	991	992	993	1994/95
1.	MACKENZIE RIVER DISCOVERY EVENTS						
o	Re-enactment of Mackenzie Voyage	20,000	-	-	-	-	-
2.	DEMPSTER HIGHWAY						
o	R.V. Wilderness Rally	-	8,000	-	-	-	10,000
3.	TOP OF THE WORLD SKI MEET						
		-	-	8,000	-	-	10,000
4.	AKLAVIK-HERSCHEL ISLAND						
o	Inuvik Boat/Canoe/Kayak Race	-	-	-	10,000	-	10,000

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	Mackenzie Boat Cruise	1,000	-	-	1,000	-	-
o	Inflight Magazine Promo	-	-	-	-	-	2,500
o	Equinox Magazine (Herschel Island)	-	-	2,500	-	-	-
o	Sierra Magazine (Richardson Mountains)	-	-	-	-	2,500	-

MARKETING RESEARCH

AKLAVIK

YEAR	1989	1990	1991	1992	1993	1994/95
ACTIVITY						
1. WESTERN ARCTIC VISITORS ASSOCIATION						
o Western Arctic and Dempster Highway Exist Survey and Updates	80,000	-	40,000	-	20,000	-
0 Analysts of Industry survey Data	10,000	5,000	5,000	5,000	5,000	10,000
2. TOUR OPERATOR SURVEYS	1,000	1,500	2,000	2,500	2,500	5,000

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 DELTA AREA
Training (Weeks)

	MANAGEMENT	MAINTENANCE	GUIDES	COOK	MAIDS	MARKETING	BOOKKEEPING/ACCOUNTING	CRAFTS INSTRUCTOR	COMPUTER SKILLS	WAITER/WAITRESS	HOST/HOUSTESS
AKLAVIK											
1. RICHARDSON MOUNTAINS NATURALISTS CAMP	4		2	1		1					
2. WILDERNESS TOUR OUTFITTER	8		2x2	2		2	1				
3. HERSCHEL ISLAND ACCOMMODATION						2					
4. ARTS AND CRAFTS PRODUCTION	4					1	1	2x2			
5. MUSEUM/MAD TRAPPER EXHIBIT	4	2				1					
6. SPORT HUNTS	8		6x2	2			2	2		1	
7. DOCK AREA											
TOTAL :	28	2	18	5		9	4	4	1		2