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***Lower Mackenzie Region Tourism
Opportunities***

Type of Study: Plans/strategies

Date of Report: 1978

***Author: Arctec Resource Management
Services***

Catalogue Number: 11-26-8

11-26-8 CS

LOWER MACKENZIE REGION

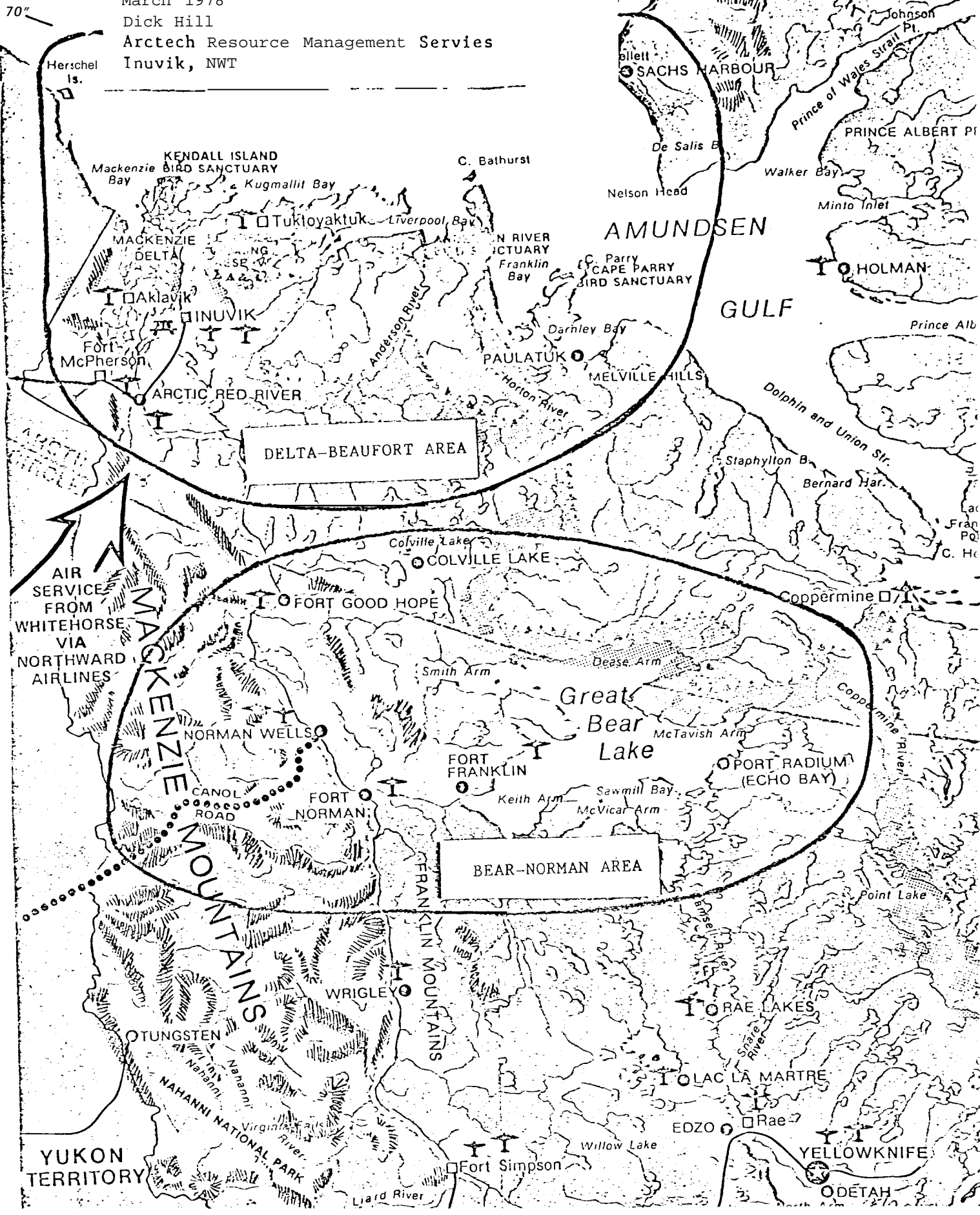
TOURISM OPPORTUNITIES

March 1978

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Inuvik, NWT



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1. Overview

The Lower Mackenzie region stretches from Fort Norman on the Mackenzie River north to Sachs Harbour on Banks Island, a distance of around 600 miles. The area of the region is about 250,000 square miles and is nearly the size of Alberta (see Figure 1). The 12 main Lower Mackenzie communities are the administrative responsibility of the Northwest Territories regional office in Inuvik. There is a natural geographic division of the region into a Delta-Beaufort area and a Bear-Norman area (see Figure 2).

There are some tourism activities in the Lower Mackenzie region but they are generally underdeveloped and have little effect on the region's residents. However, with planning and cooperation it appears that tourism developments could provide meaningful and profitable activities for many residents. Appropriate tourism programs could provide economic opportunity and local involvement on a more dependable basis than the petroleum exploration and pipeline construction activities which have been greatly reduced or have departed.

Tourism development can provide direct local employment and involvement for regional businesses. Indirect benefits of a social, cultural, and environmental nature can also be achieved. To obtain optimum benefits from tourism opportunities both short term and long range programs are required to provide local involvement, the construction of accommodation and recreation facilities, the organization of transportation services, promotion of tourist attractions, financing of the programs and regional tourism cooperation.

Tourism is the business of transport, care, feeding, entertainment, and recreation of tourists. It is inseparable from and dependent on travel. Economics, business, ecology, geography, facilities, and government are all part of tourism. Local residents are the most important aspect of tourism in a region as they are hosts sharing the same cultural and recreational activities which attracts the visitors.

Figure 1

Location and Comparative Size of the Lower Mackenzie Region

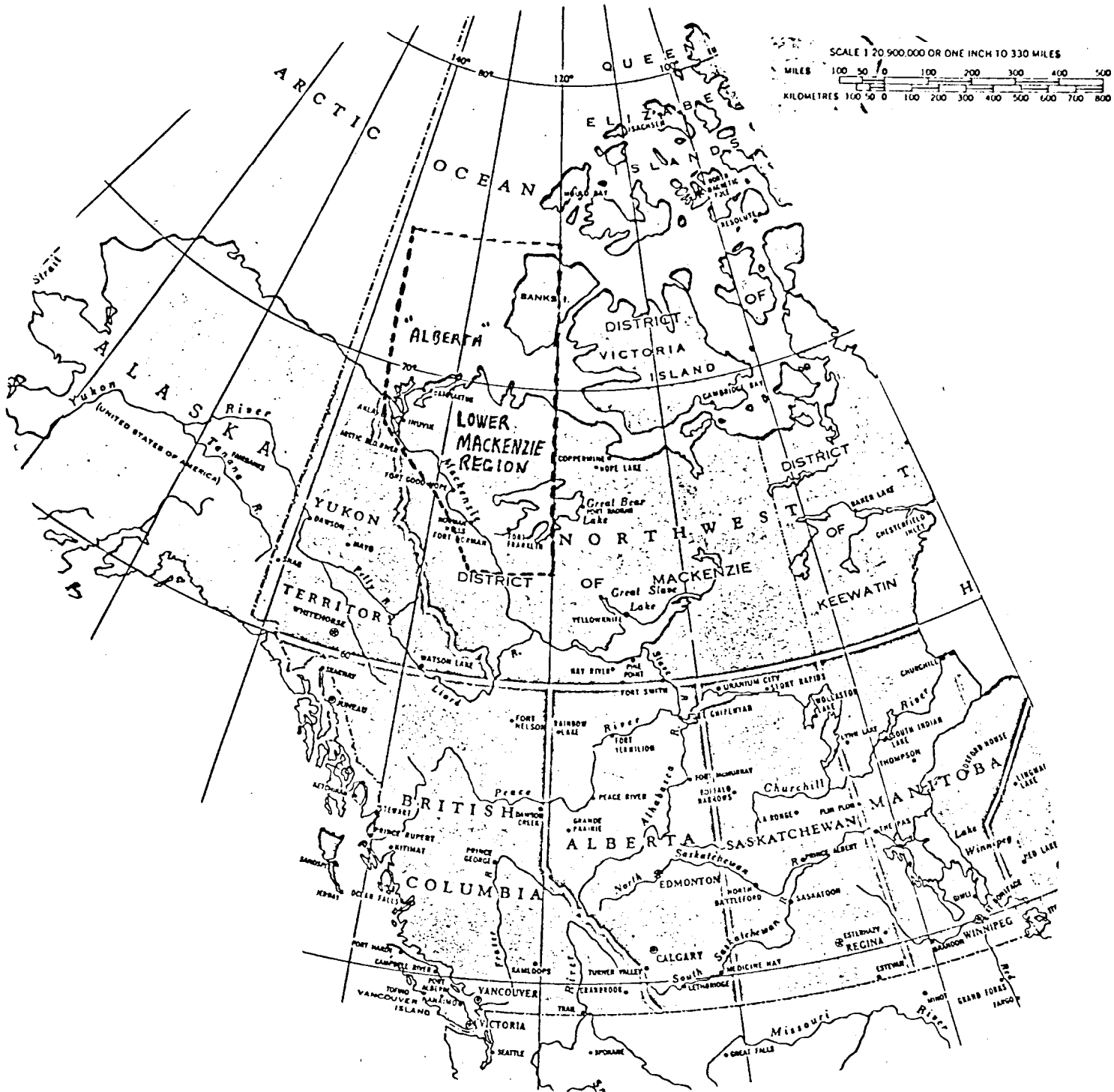
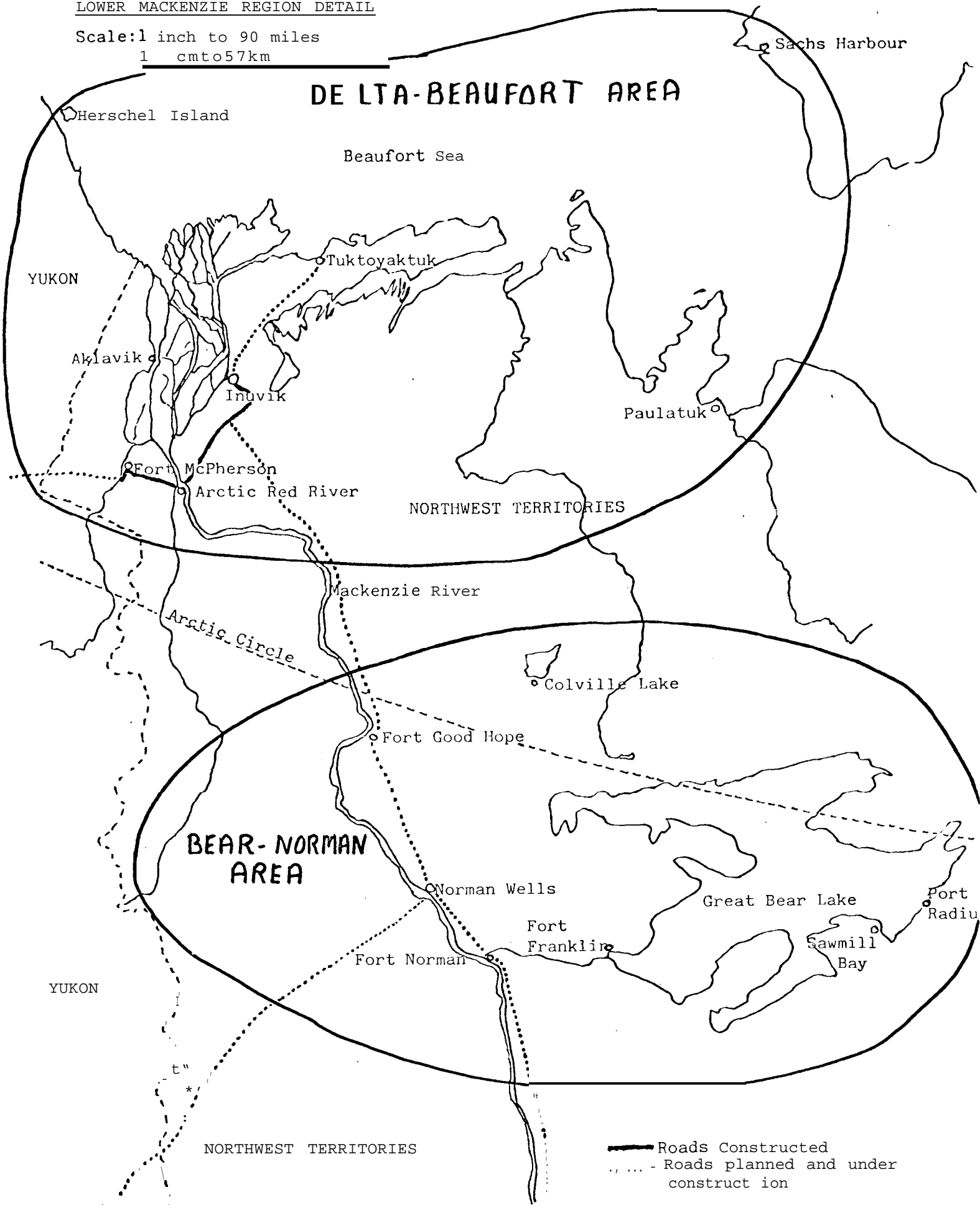


Figure 2

LOWER MACKENZIE REGION DETAIL

Scale: 1 inch to 90 miles
1 cm to 57 km



Although the Great' Bear Lake fishing lodges have been operating for several years catering mainly to United States sportsmen, most of the present tourism activity in the Lower Mackenzie region has evolved recently in response to major northern **industrial** projects, such as the northern gas pipeline construction, rather than as an organized tourism program. Now, for successful tourism developments, an overall plan is essential to obtain effective resident interest and participation. Unless the new tourism developments are directed to the benefit of local people, there should not be any government encouragement or direction. Without full involvement and creative planning, tourism developments in the Lower Mackenzie region could do more harm than good. To be effective, tourism activities should be combined with and made an integral part of the region's overall planning process.

In this review of the Lower Mackenzie **tourism** opportunities an effort has been made to include only activities which directly relate to the region. However, as there are many Territorial and Federal tourism development programs and as the private travel industry activities cross all boundaries, there are many out-of-region programs which are included when they effect the Lower Mackenzie region.

Several suggestions and recommendations are made for improving tourism development programs in the Lower Mackenzie region. These have been proposed by many local residents directly involved in tourism or interested in the overall aspects of regional development. Most of the recommendations are interdependent with other recommendations, with community attitudes, and with the reality of current economics. They are presented only as ideas requiring further refinement and consideration by the residents concerned.

Hopefully, this review can serve as a starting point for a regional tourism program. There now appears to be a receptive attitude by many residents towards tourists coming into the region and there is a challenge for local residents to become directly involved in providing tourist services and facilities. At present, tourism in the region is barely organized and there is an opportunity for community participation with considerable social and economic benefits.

2. Tourism Today

Tourism today in the Lower Mackenzie region makes up a relatively small part of the region's overall economy and affects few residents. Compared with similar areas in the Yukon and Alaska, the region's tourist facilities are underdeveloped and the residents are not aware of the tourism potentials.

Based on the increasing number of tourists who do come to the Lower Mackenzie region each year in spite of minimal promotion, facilities, and services, there appears to be good possibilities for expanding and improving the region's tourist industry with positive benefits for northern residents. Reliable data on the number of tourists coming into the Lower Mackenzie region is not available because of the difficulty in separating tourists from the regular business and government travelers. A very rough estimate as shown in Figure 3 indicates that 5,000 tourists came into the region in 1976 and that 5,500 are expected in 1977. In comparison, at least 25,000 tourists visited the Dawson City area in the Yukon during 1977 (14) and over 300,000 tourists came to Alaska in 1977 (8).

Figure 3

Estimated Numbers of Tourists Coming To The Lower Mackenzie Region 1977 and 1978

	<u>1977</u>	<u>1978</u>
Guests at Great Bear Lake fishing lodges	2000	2000
Tourists to Inuvik on vacation air tours	2500	3000
Unorganized tourists-Bear-Norman area	200	200
Delta-Beaufort area	<u>300</u>	<u>300</u>
Total	5000	5500

The most developed tourism activities in the Lower Mackenzie region are the fishing lodges located on Great Bear Lake. These were mainly built during the late sixties to serve customers from the Midwestern United States who are usually flown directly into the camps and back out again without spending time or money in other areas. Some local employment is provided for Fort Good Hope, Fort Franklin, and Fort Norman residents who are hired primarily as guides. There are local resident concerns that the Great Bear Lake

lodges are overfishing the lake, providing inferior accommodation for guides, and paying guides less than other employees.

The Lower Mackenzie region tourist facilities and attractions are listed for the Delta-Beaufort area and for the Bear-Norman area. Tourism inventories are presented for each area and the advantages and disadvantages for tourists in the region are reviewed.

2A. Tourist Interests In Delta-Beaufort Area Communities

Aklavik: Aklavik is the original Mackenzie Delta community dating back to 1915. It now has a population of around 850, primarily Indians and Inuit. The economic activity is related to hunting and trapping as well as petroleum exploration. Local attractions for tourists are:

- close access to Mackenzie Delta and Richardson Mountains
- old cemetery with grave of the Mad Trapper Albert Johnson
- Aklavik Fur Garment Cooperative for northern coats
- old fur trapper buildings
- Delta flora and fauna for naturalists

Travel services include a hotel, cafe, and taxi. There is scheduled air service via Northward Airlines from Inuvik.

Arctic Red River: Located where the Arctic Red River flows into the Mackenzie River, the community is mainly Loucheux Indian with a population around 150. Arctic Red River depends mainly on the harvesting of wildlife and fish. It is the site of the car ferry crossing for the Dempster Highway. Local attractions for tourists are:

- vantage point with excellent view of the Mackenzie River and Valley
- old R.C. Mission church and Hudsons Bay Company store
- access to river touring on the Mackenzie and Arctic Red Rivers
- Mackenzie Valley flora and fauna for the naturalist
- good fishing in the surrounding area
- small ferry service across the Mackenzie River

Arctic Red River has no scheduled airline service, tourist accommodation, or restaurant.

Fort McPherson: Located on the Peel River 70 miles southwest of Inuvik, Fort McPherson has a population of 850 who are mainly Loucheux Indians. The economy is based on local hunting and trapping. The Dempster Highway now connects to Inuvik via Arctic Red River and will connect to the Yukon via Dawson in 1979.

Local attractions for tourists are:

- northern Indian population
- access to Richardson Mountains via Peel River and Dempster Highway
- Indian handicrafts
- hunting for Dan sheep, grizzly bear, moose, and caribou
- local museum and old fur trade buildings

A small motel with restaurant is now open. Scheduled air service is provided by Northward Airlines from Inuvik.

Inuvik: With a population of approximately 3200 Inuvik is the largest community in the region and offers the most tourist service facilities. As the transportation, communication, and government centre for the Western Arctic, Inuvik is a natural base for area tourism activities. Local attractions for tourists are:

- mixed Indian and Inuit population living in a modern setting
- permafrost construction with pile foundations and above ground utilities
- frontier boom town atmosphere with friendly residents
- unique R.C. Igloo Church architecture
- access to the myriad of Mackenzie Delta channels
- riverfront pleasure boating and marine freighting activities
- home of the world famous Inuvik cross country skiers
- handicraft sales outlets and Inuit clothing manufacture
- ready access to surround communities and sports fishing lakes
- frequent educational and cultural activities
- availability of charter aircraft and boats
- scheduled air connections with the South via Yellowknife and Whitehorse
- accessible tree line flora and fauna for naturalists
- local lounges provide drinking and dancing with friendly gusto

Visitor accommodation in Inuvik can handle over 300 visitors at a time. There are good restaurants and interesting entertainment spots. Several taxis and a bus service can effectively move visitors from the airport and around the community on tours.

Paulatuk: Paulatuk is a remote Inuit community of around 125 on the Arctic Coast 256 miles to the northeast of Inuvik. Its economic base is hunting, fishing, and sealing. The local Hunters and Trappers Association operates a tourist camp for char fishing at nearby Hornaday River and takes sportsmen on polar bear hunts. Attractions for tourists are:

- Inuit population and small community lifestyle
- interesting R.C. mission church
- opportunities for sports fishing
- some polar bear hunting available for sportsmen
- tundra vegetation on the Precambrian shield

There is no scheduled air service to Paulatuk, nor is there tourist accommodation or restaurants other than at the Hornaday River camp.

Sachs Harbour: Located on the south end of Banks Island 320 miles northeast of Inuvik, Sachs Harbour has a primarily Inuit population of around 175. Sachs Harbour is Canada's white fox capital. There are also seal, caribou, polar bears, and muskox. Local tourist attractions are:

- Inuit population and small community lifestyle
- opportunity for sports hunting of polar bear and muskox
- Arctic Islands flora and fauna for naturalists
- interesting museum of ancient Inuit archaeology
- stone cairn monument to the ship Mary Sachs
- long period of continuous daylight from May to August
- White Fox Jamboree in late April or early May

Tuktoyaktuk: "Tuk" is on the Arctic Ocean 80 miles to the north of Inuvik. It is primarily an Inuit community with a population of about 725. It has the only developed harbour along the Arctic Coast that serves as a trans-shipping point for Mackenzie river barges and as the supply base for offshore petroleum exploration in the Beaufort Sea. Local attractions for tourists are:

- Inuit population and northern lifestyle
- location on Arctic Coast with a chance for swimming on a warm day
- close to beluga whale observation and hunting
- location of world's largest permafrost mounds called "pingos"
- location of the Tuk golf course
- Canada's only reindeer herd is close by
- fur garment centre and antler carving handicrafts

Tourist accommodation at Tuk is limited but there are good taxis, restaurant, and bus tours for visitors.

Figure 4 Delta-Beaufort Area Tourism Inventory

		No. Rooms	No. Beds
I	<u>Visitor Accommodation Facilities</u>		
	Inuvik		
	Eskimo Inn	79	158
	Finto Motel	31	49
	Mackenzie Hotel	48	99
	Tuktoyaktuk		
	Beaufort Motel	6	12
	Tuktoyaktuk Lodge (summer only)	7	15
	Aklavik		
	Term Building	6	12
	Fort McPherson		
	Robert's Motel	10	20
		Total	181 365 ,
II	<u>Camps and Outfitters</u>		
	Hornaday River Fishing Camp, Paulatuk		8
	Mackenzie Delta Outfitting, Inuvik		6
	Week End Boat Tours, Tuktoyaktuk		6
III	<u>Ground Transportation</u>		
	Charlie's Taxi Service, Fort McPherson	Gruben's Transport, Tuktoyaktuk	
	Delta Taxi, Inuvik	Steen's Taxi, Tuktoyaktuk	
	Hertz Rent-A-Car, Inuvik	Tilden Rent-A-Car, Inuvik	
	Inuvik Charter Bus Service, Inuvik	Wade's Taxi, Tuktoyaktuk	
	J & J Taxi, Tuktoyaktuk		
IV	<u>Local Air Services</u>		
	Aklavik Flying Services, Inuvik	Kenn Borek Air, Inuvik	
	Associated Helicopters, Inuvik	Ram Air Ltd, Inuvik and Tuktoyaktuk	
	Aklak Air Ltd., Inuvik	Shirley Helicopters, Inuvik	
	Bow Helicopters, Inuvik	Okanagan Helicopters, Inuvik	
	Gateway Aviation, Inuvik		
V	<u>Scheduled Air Services</u>		
	Northward Airlines , Inuvik, Tuktoyaktuk, Sachs Harbour, Aklavik, Fort McPherson		
	Pacific Western Airlines, Inuvik		
VI	<u>Special Events</u>		
	Inuvik		
	International Curling Bonspiel	3rd week March	
	Top of the World Ski Meet	Easter	
	Legion Sports Day	1st week August	
	Lion's Delta Daze	1st week September	
	Tuktoyaktuk		
	Beluga Jamboree	Mid April	
	Tuk Cup-Annual Golf Tournament	3rd week July	
	Tuk Curling Bonspiel	1st week April	
	Sachs Harbour		
	White Fix Jamboree	Late April or May	
	Aklavik		
	Mad Trapper's Rendezvous	Easter	
	Fort McPherson		
	Peel River Jamboree	April	
	Arctic Red River		
	Easter Festivities	Easter	
VII	<u>Arts and Crafts</u>		
	Northern Images, Inuvik		
	Northern Parka Sewing Centre, Inuvik		
	Nanook Cooperative Association, Tuktoyaktuk		
	Aklavik Fur Garment Cooperative, Aklavik		
	Craft Store, Aklavik		
	Tetlit Cooperative, Fort McPherson		
	Arts and Crafts Centre, Fort McPherson		

2B. Tourist Interests In Bear-Norman Area Communities

Colville Lake: Colville Lake is a relatively new community located 88 miles to the northeast of Fort Good Hope. The local economy is based on hunting, trapping, and fishing. Local tourist attractions are:

- picturesque location on Colville Lake
- church and community buildings made of logs
- good fishing on Colville Lake and surrounding lakes
- small Indian community orientated to life on the land

There are no airline connections to Colville Lake. Charter air service is available for Norman Wells, Fort Good Hope, and Inuvik. Accommodation and meals are available in the summer at the Colville Lake Lodge.

Fort Good Hope: Situated on the Mackenzie River approximately 20 miles south of the Arctic Circle, Fort Good Hope is a Hare Indian community of around 475. The present economy is based on hunting, trapping, and fishing. Local attractions for tourists are:

- interesting Indian population and native lifestyle
- oldest Catholic church in region dating from 1859 with folk art interior
- access to Mackenzie River "Ramparts" area, a dramatic canyon formation
- good sports fishing in surrounding lakes
- access to river touring on Mackenzie and rivers running into it

Scheduled air services are provided by Northward Airlines to Inuvik and Norman Wells. There are no tourist accommodation or restaurant facilities in the community.

Fort Franklin: Located on the shore of Great Bear Lake 100 miles southeast of Norman Wells, Fort Franklin has a primarily Indian population of around 450. The local economy is based on fishing, trapping, and hunting. Local attractions for tourists are:

- good sports fishing in Great Bear Lake and Great Bear River
- interesting Indian community
- historical site of old Fort Franklin from 1825 to 1827
- tee-pee shaped R.C. Church

Served by Northward Airlines from Norman Wells. Limited visitor accommodation available in Sah-Tew Lodge operated by the Great Bear Cooperative Association.

Fort Norman: Located on a terrace bank of the Mackenzie River near the junction of the Great Bear River. Hunting, fishing and trapping provide the main economy. Local tourist attractions are:

- original Indian village and historic Anglican church
- Bear Rock across the mouth of the Bear River rises to 1500 feet
- local Indian handicrafts
- access to Great Bear River boating and fishing
- big game hunting in the Mackenzie Mountains
- starting point for river touring through the Brackett River system
- pleasant picnic site along the Mackenzie River

Served by Northward Airlines from Norman Wells, Accommodation and meals available at Bear Rock Lodge.

Norman Wells: With a population of approximately 400, Norman Wells is the distribution and communication centre for the Bear-Norman area. Oil was discovered here in 1919 and the community's main economic activity is the operation of an oil refinery that supplies fuel to the Lower Mackenzie region. Local attractions for tourists are:

- oil production facilities and refinery
- access to the Mackenzie Mountains to the West
- access to the Franklin Mountains to the East
- start of the Canol hiking trail to Ross River, Yukon
- campground and picnic site along the Mackenzie River
- availability of charter aircraft and boats
- jump off point for big game hunting in the mountains

Visitor accommodation in Norman Wells can handle 75 people. There are good restaurants and taxi service. There is scheduled air services by Pacific Western connecting to Inuvik and Yellowknife, and by Northward Airlines to the surrounding communities.

Figure 5

Bear-Norman Area Tourism Inventory

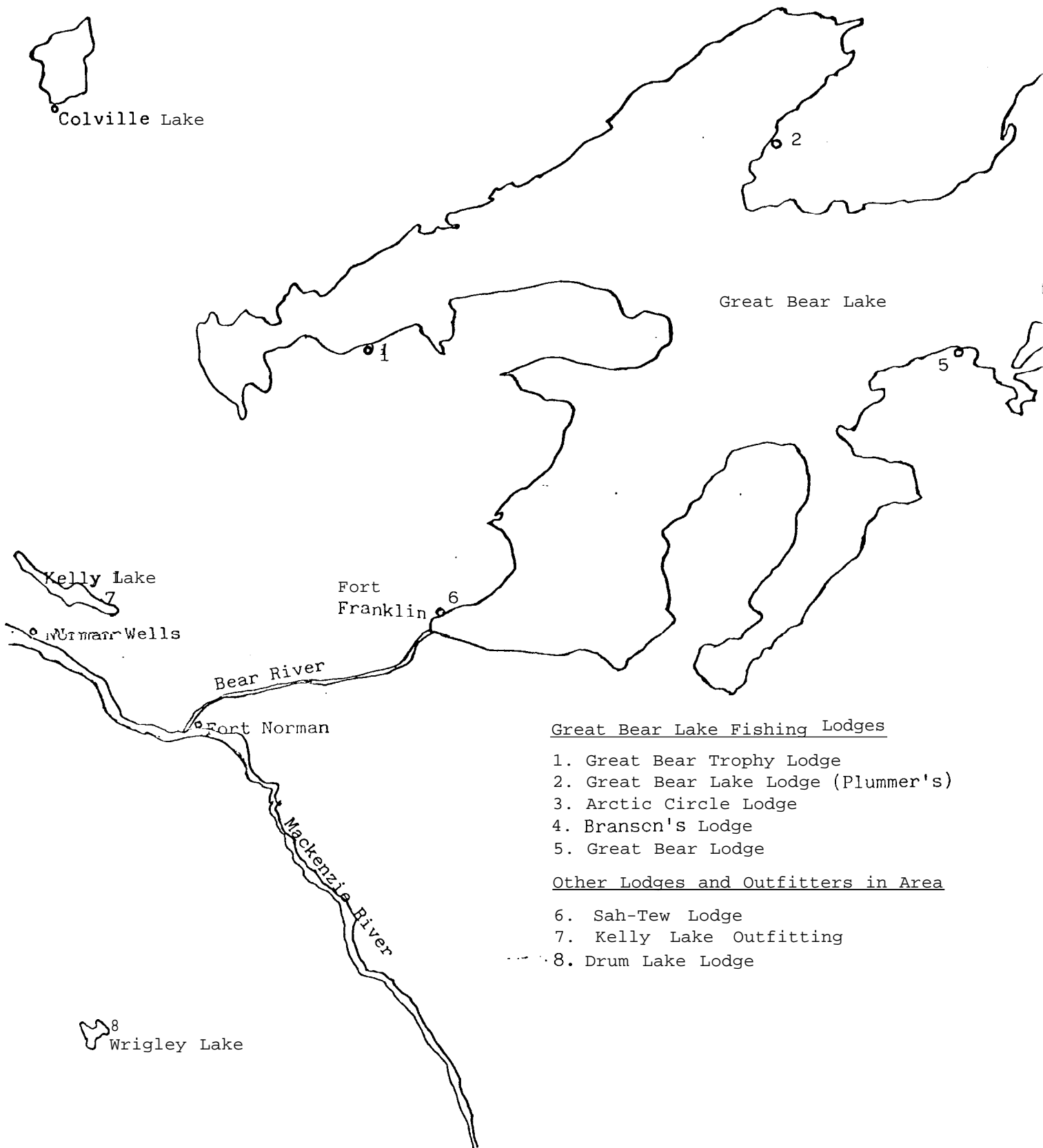
		No. <u>Rooms</u>	No. <u>Beds</u>
I	<u>Visitor Accommodation Facilities</u>		
	Norman Wells	29	55
	Mackenzie Mountain Lodge		
	Norwel Inn	10	20
	Fort Norman	6	12
	Bear Rock Lodge		
	Total	45	87
II	<u>Camps and Outfitters</u> (for location see Figure 6)		
	Arctic Circle Lodge, McTavish Arm, Great Bear Lake		34
	Branson's Lodge, Cameron Bay, Great Bear Lake		40
	Great Bear Lake Lodge (Plumber's), Dease Arm, Great Bear Lake		54
	Great Bear Trophy Lodge, Smith Arm, Great Bear Lake		40
	Saw-Tew Lodge, Fort Franklin, Great Bear Lake		4
	Total capacity Great Bear Lake Fishing Lodges		<u>226</u>
	Colville Lake Lodge, Colville Lake		15
	Drum Lake Lodge, Wrigley Lake		6
	Kelly Lake Outfitting, Kelly Lake		6
III	<u>Ground Transportation</u>		
	Jay's Taxi, Norman Wells		
	Norman Wells Transportation Ltd., Norman Wells		
	Wells Taxi, Norman Wells		
IV	<u>Local Air Services</u>		
	Gateway Aviation Ltd., Norman Wells		
	Huskey Air Services Ltd., Fort Good Hope and Fort Norman		
	Nahanni Air Service Ltd., Norman Wells		
	Okanagan Helicopters, Norman Wells		
V	<u>Scheduled Air Services</u>		
	Northward Airlines, Norman Wells, Fort Good Hope, Fort Franklin, Fort Norman		
VI	<u>Special Events</u>		
	Norman Wells	Spring Jamboree	1st week April
	Fort Norman	Spring Rendezvous	April
vII	<u>Arts and Crafts</u>		
	Great Bear Cooperative Association, Fort Franklin		
	Kapami Cooperative, Colville Lake		
	Norwel Teepee Craft Shop, Norman Wells		
	Tulita Tserequi Handicraft Group, Fort Norman		

Figure 6

GREAT BEAR LAKE AREA FISHING LODGES

Scale 1:2,000,000

One inch = 32 miles



Great Bear Lake Fishing Lodges

- 1. Great Bear Trophy Lodge
- 2. Great Bear Lake Lodge (Plummer's)
- 3. Arctic Circle Lodge
- 4. Branson's Lodge
- 5. Great Bear Lodge

Other Lodges and Outfitters in Area

- 6. Sah-Tew Lodge
- 7. Kelly Lake Outfitting
- 8. Drum Lake Lodge

2C. Attractions For Tourists

The Lower Mackenzie region offers many attractions for tourists. Several of these regional features are listed here to demonstrate the range of the attractions. However, as each tourist will have special interests, it is not possible to record every feature in the region that will be an attraction.

Arctic Location: The Arctic areas hold a fascination for most people who generally think of the North%- perpetual ice, howling blizzards, and barren tundra but find they are attracted to visit the area to see for themselves how people really live in the Arctic survive. It is the uniqueness of the Arctic location, vegetation, wildlife, and people that most tourists want to see.

Midnight Sunshine: The phenomenon of continuous 24 hours daylight above the Arctic Circle for several days in the summer attracts many visitors. With the extra long twilight periods of high latitudes, the period of continuous daylight extends through June, July, and August for the Lower Mackenzie region although technically the sun might be slightly below the horizon during part of the night in the southern sections.

Indian and Inuit Cultures: Most people throughout the world are attracted by the concept of Indians and Inuit living off the land in the Arctic under difficult conditions. The Lower Mackenzie region does contain some Indian and Inuit groups who live a relatively traditional way of life. Also, as Indians and Inuits make up a majority of the Lower Mackenzie region population, their present lifestyle has a definite influence on all the communities in the region.

Last Frontier: Opening up the frontier is a theme which attracts many visitors. The Lower Mackenzie region is a significant part of Canada's, and even the world's, "last frontier" where local residents are moving from the hunting age to the space age in a few years. Many tourists want to see the area before changes take place as well as see any changes that have occurred.

Wilderness Areas: With an area of 250,000 square miles and a population of only 7,200, giving an average of one person in 35 square miles, the Lower Mackenzie region has vast areas of wilderness where people can be **alone**. Except for a few relatively small sections where communities are located or where industrial activity has taken place, the entire region is essentially unspoiled from a naturalist's viewpoint. This opportunity to be alone with nature has a special attraction for many potential tourists to the region.

Sports Hunting and Fishing: Due to the pressures of population and ecological protection elsewhere in Canada and throughout the world, the excellent sports hunting and fishing still available in the Lower Mackenzie region is becoming more attractive for outdoor enthusiasts. Since there are effective game and fish management programs in the region, the high quality of the sports hunting and fishing should continue as a renewable resource to attract tourists to the region. The region is one of the few places in the world offering Polar Bear and Muskox hunting.

Energy Exploration Projects: Since much of the Lower Mackenzie region publicity seen by potential tourists in the South has featured energy exploration projects, such as pipeline investigations, land drilling, and offshore drilling, many visitors want to see the actual projects when they come into the region. Most of these industrial projects are accessible to visit or at least fly over and they form a definite tourist attraction.

Interesting Communities: The 12 communities of the Lower Mackenzie region each offer an interesting and novel experience for a visiting tourist. The local residents, community layout, and geographic setting provide a natural attraction. In the Bear-Norman area the communities have an Indian-forest atmosphere while in the Delta-Beaufort area there is the same Indian-forest atmosphere for the southern section but an Inuit-tundra atmosphere for the northern section. Due to the economics and time constraints of air travel, most of the tourists to the region will be spending their time only in the communities.

Good Weather: It appears that **'only** the local residents of the Lower Mackenzie region are aware of its good weather situation. The region's generally dry continental weather pattern provides an Arctic Dessert climate with clean dry air and a sunny sky. Although the average regional temperatures are lower than almost anywhere else, the dryness makes it a "pleasant" cold. In context, the region's good weather patterns could be considered as a tourist attraction for certain activities.

Natural Beauty: The Lower Mackenzie region offers natural beauty scenes that match anything else in the world. There are mountains, great rivers, the Mackenzie Delta, the Arctic Coast, the Great Bear Lake, and rolling tundra which provide broad scenic vistas. The region's wildlife, birds, vegetation, rock formations, lakes, and streams provide dramatic displays. The spectacular and beautiful scenery throughout the Lower Mackenzie region will attract many tourists.

Reindeer Herd: Canada's only commercial reindeer herd is located in the Lower Mackenzie region near Tuktoyaktuk. Most visitors are interested in the reindeer program, its history, and its present operations. Reindeer meat is usually available in restaurants and the herd can often be seen from the air.

Recent Tourism Exposure: Up to the present, relatively few tourists have had the opportunity of visiting the Lower Mackenzie region since it has only recently become accessible with modern jet aircraft. Thus, for the tourist who has already been most everywhere, a visit to the Lower Mackenzie region offers a chance for a "unique" experience. This "new" destination attraction for tourists can only be turned to advantage, if the initial tourists have a good time and feel that they received good value for their money.

2D. Problems For Tourists

All is not perfect for tourists coming to the Lower Mackenzie region. To date there has been no particular effort to cater to tourists and many aspects can be considered as undesirable by a visitor. With an organized tourism development program some of the problems can be eliminated and some can be minimized. A few of the obvious problems are noted below with comments to assist in understanding them and suggestions for corrective measures. The problems are presented as generalities with the full knowledge that there are **always** some exceptions where **the** difficulties do not apply.

High Prices: Compared to other vacation areas, the price for almost everything in the Lower Mackenzie region is considerably higher. These high prices can be explained but, to assist a potential tourist to decide on coming to the North at high prices or elsewhere at lower prices, **every** effort has to be made to reduce the costs of travel and tourist services in the Lower Mackenzie region. A potential tourist living in Toronto can choose two weeks in the sun of the West Indies, Florida, California, or Hawaii for around \$400 which includes air travel and hotel room (20). For the same person to **visit** the Lower Mackenzie region, the price would be nearly \$700 just for the air fare. If charter class bookings were available, the air fare alone would still be \$411. There are similar high prices in the region for hotel rooms, restaurant meals, and local transportation which will have to be modified before large numbers of tourists will decide to come North.

Lack of Feature Attractions: As there are no equivalents to the Dawson City gold rush development, Banff National Park, or Disneyland feature attractions in the Lower Mackenzie region, it will be difficult to **lure** the great numbers of tourists that are necessary to provide a base for economical visitor services. There are some possibilities for moderate tourist attractions in the region such as a new National Park in the Mackenzie Delta or Richardson Mountains area, historical recreations based on whalers, traders, and missionaries or aboriginal communities of Indians and Inuit. A new northern feature attraction supported by improved transportation, accommodation, and entertainment could serve to attract many tourists.

Accommodation Shortages: At present in the **Delta-Beaufort** area communities there are only 7 private establishments with 365 beds to accommodate visitors. In the Bear-Norman area communities there are only 3 establishments with 87 beds for visitors. Unfortunately for tourism development, much of this accommodation is regularly occupied by business and government travelers and, even at the peak tourist season, only half of **the** beds could be available for tourists. The accommodation provided by camps and lodges is not included here as their customers generally book in advance and travel directly to the camps. The region's tourist accommodation shortage can only be overcome **by** the construction of new facilities or modifying the operation of existing buildings.

Great Travel Distances: For some of the Lower Mackenzie region's potential tourists the great travel distance is a deterrent for them to even think of coming. However, with jet air travel, the ease of traveling long distances makes the Lower Mackenzie region accessible to a vast potential market in Canada, the United States, Europe, and Asia. For a potential tourist living in Toronto, the approximate 3000 mile trip to Inuvik is comparable to the 2100 mile distance to Vancouver, 3000 miles to Los Angeles, or 3500 miles to London. Once the potential tourist has taken to the air, the actual length of the trip is not a significant factor.

Insufficient Information: Many tourists don't come to the Lower Mackenzie region because they are not aware of the attractions or because they have better information on another vacation area. This situation could be somewhat corrected with an intensive promotion program, but it is questionable if monies and effort should be put into regional promotion ahead of other programs such as the construction of additional tourist accommodation. The Travel Arctic information program. seems to be as effective as is needed at the present time since the number of tourists coming into the Lower Mackenzie region is limited by an accommodation shortage and it would be difficult to handle additional visitors until more facilities are available.

Insect Nuisance: Although insects can still cause difficulties for tourists in some Lower Mackenzie region situations, the severity of the problem has been greatly reduced by insecticides, screened windows, and personal repellents. When compared to the insect problems further South and in **the** Provinces, the insects of the Lower Mackenzie region are relatively tame, few in number,

and are not around for long. The northern parts of the region are generally free of biting insects all summer and in other parts it is not difficult to avoid them. Promotion efforts might be initiated to demonstrate that the Lower Mackenzie insect situation is not a deterrent to travel.

Spread Apart Communities: With only 12 relatively small communities in a 250,000 square miles, the great distances between the Lower Mackenzie communities makes it difficult for a tourist to focus on any particular area for a visit. For example, it might sound exciting to visit Sachs Harbour on Banks Island from Inuvik but the distance is 330 miles which is further than the distance between Toronto and Montreal and costs twice as much for an air ticket. Flying is the only way to get there. The air distances between the Lower Mackenzie communities is shown later in Figure along with a comparison of the Toronto-Ottawa-Montreal region drawn to the same scale.

3. Major Influences - Short Term

Tourism opportunities in the Lower Mackenzie region will be greatly influenced by many government and industry programs. Local residents through their businesses, local councils, and territorial government usually do not have much control over these programs but must be aware of their effect on all local activities. The more significant short term influences on regional tourism are listed below:

3'A. Dempster Highway Opening

The Dempster Highway extending for 425 miles between Dawson City and Inuvik is scheduled for completion in December 1978 with some traffic moving on it as early as September 1978. There will not be an official opening until the ferry service across the Peel River near Fort McPherson is provided in the summer of 1979. By special arrangement some vehicles travel led south from Inuvik on the Dempster in March 1978.

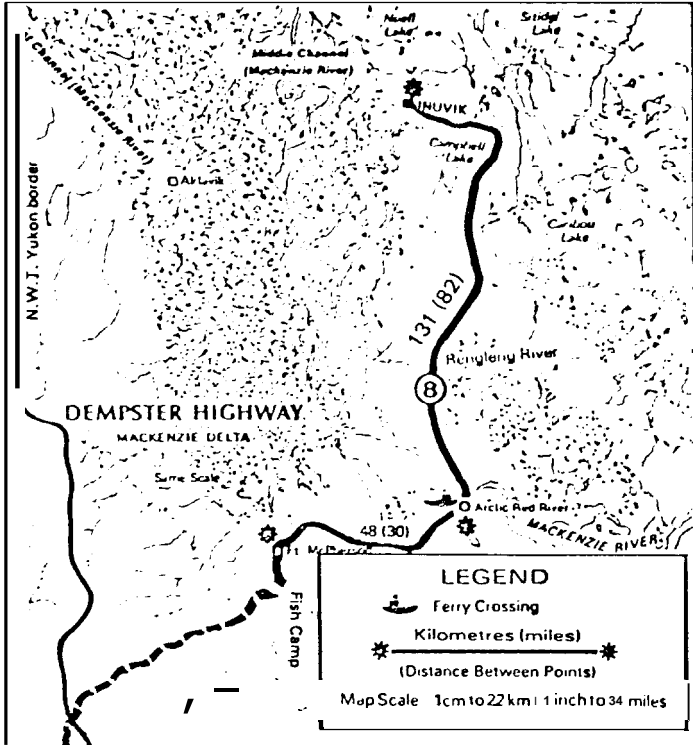
The Dempster Highway will be the first road connection into the Lower Mackenzie region from the South and it will have a significant effects, particularly on the small communities of Fort McPherson and Arctic Red River. The Lysyk Inquiry (1) and a Yukon Government report on the Dempster Highway have estimated that there will be 2,000 tourist vehicles per year using the Dempster (12). If this estimate is accurate and there is an average of 4 persons in each vehicle, then there will be 8,000 new tourists coming into Inuvik each year, primarily in the summer. Inuvik, Arctic Red River, and Fort McPherson are not now prepared for this tourist influx but it will be very difficult to obtain agreement on how the communities should prepare. However, as most tourists on frontier roads usually sleep in their vehicles or in tents and as they spend relatively little money or time in communities, the Dempster visitor influx will not have as much effect as could be expected. The Dempster Highway route is shown in Figure 7.

The opening of the Dempster Highway presents a tourism development challenge to the local residents along the route which must be managed for overall local benefit. The highway visitors should contribute more to the local

Figure 7 Dempster Highway Route

the Dempster Route

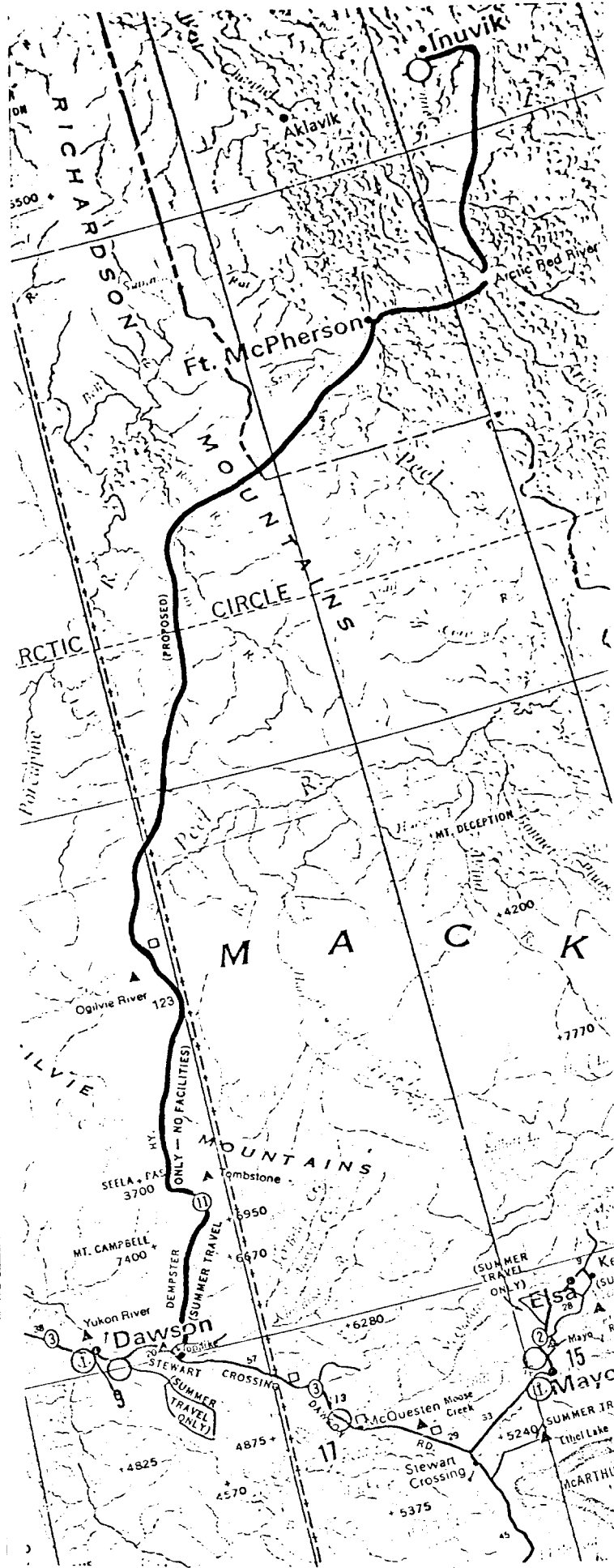
Opening Date... 1 979



When this northernmost of all highways is completed in 1979 it will connect Inuvik near the Arctic Ocean to the rest of North America via Dawson City in the Yukon. But even now this frontier route opens up vast areas of unpopulated terrain in the N.W.T. where all sections are now complete. There is still a 100 km section of this road to be finished in the Northern Yukon, so remember that you can't drive from southern Canada to the Mackenzie Delta until 1979.

Points of Interest

- (I) **Inuvik** a bustling, modern town built in 1955 by the federal government. It is now a centre for communications and the oil exploration industry. Full tourist facilities.
- (C) **Campbell Creek** 19 km (12 miles) outside of Inuvik, this picnic site offers a boat launch and fine scenery. Adjacent to Campbell lake, connected by a river to the vast Mackenzie Delta.
- (C) **Rengleg River** - about 96 km (60 miles) from Inuvik, this is a good scenic spot to stop for a rest or a picnic.
- (C) **Arctic Red River** - this picturesque little community is located on a high bluff at the confluence of the Arctic Red and Mackenzie rivers. There is fine scenery and fishing in this area and it is also the crossing point for the Dempster ferry. It is 131 km (82 miles) from Inuvik.
- (F) **Fort McPherson** - this Loucheux community on the bank of the Peel River has long been an important fur trapping centre. A small motel and restaurant are located here, and gasoline can be purchased. 187 km (117 miles) from Inuvik.
- (n) **Peel River Crossing** there is a Dene fishing camp here used by people from Fort McPherson. Ferry service across the Peel River is scheduled for 1979.



economy in the way of gasoline taxes and local purchases than the cost of looking after them with police services, environmental cleanup, highway maintenance, and other social costs. Service centres offering fuel, repairs, accommodation, and meals are required along the Dempster Highway. For the Northwest Territories section these might be located at the Yukon-NWT border, the Peel River crossing, at Fort McPherson, at Arctic Red River, and at Inuvik. Camp sites and rest stops should also be provided at appropriate locations along the route. Check points for visitor information, wildlife control, and traveller safety should also be considered.

To facilitate local involvement and participation in the Dempster related activities, the formation of a Dempster Highway Authority for the Northwest Territories section should be considered. This Authority would be composed of representatives from the communities along the route, the NWT Government, and the federal government. It would operate along the lines of the Liard Highway Authority and be responsible for the development management of a 5 or 10 mile wide corridor along the highway route. The authority might handle locations for highway service centres, opening up of tourist facilities, wildlife control, and any mineral developments using the highway. A comparable Highway Authority would operate on the Yukon side with provision for joint operation with the NWT Authority when appropriate.

In addition to bringing auto tourists into the Lower Mackenzie region the Dempster Highway will open other tourism opportunities such as:

- bus tours for tourists comparable to those operating along the Alaska Highway
- fly one way and bus or drive the other way tour combinations
- auto access from Inuvik to the Richardson Mountains and the North Yukon
- lower cost supplies with delivery throughout the year for tourist operators and all businesses in the region

3B. Air Tour Activity Increase

Probably the most significant aspect of present and future tourism in the Lower Mackenzie region is the introduction of vacation air tours. These group tours are particularly suited to the region as it is distant from large potential tourist markets, has very few roads, and where distance between communities within the region is considerable. Most of the air tour developments have been in the Delta-Beaufort area with visits primarily to Inuvik and Tuktoyaktuk where there is adequate hotel accommodation and tour bus capability. In 1978 over 3,000 air tour visitors are expected at Inuvik as shown in Figure 8.

Figure 8

Anticipated Air Tour Activity To Inuvik 1978

<u>Regular Tours</u>	<u>No. Tours</u>	<u>Participants Per Tour</u>	<u>Total Participants</u>
Consolidated Arctic Circler Tours	11	115	1265
Horizon Holiday Tours	20	24	480
Questers Tours	10	12	120
UTL Holiday Tours	5	36	180
Wardair Dash 7 Tours	20	40	800
Total	66		2845
<u>Special Tours</u>			
Alberta Wheat Pool			30
petro Canada			24
Soil Science Congress			24
National Research Council			20
DBR German Tour			55
Total			163
Total Tour Activity Scheduled			3008

Air tours have the advantages of volume economics and high speed travel. They are orientated to the general tourist who wants an interesting vacation seeing new sights with all the comforts. There are two main air tour operations: one uses scheduled air services to communities at group rates and the other uses chartered aircraft. Both types have good potential for tourism development in the Lower Mackenzie region. Even with the complete Dempster and Mackenzie

Highway systems are open, the bulk of the tourists to the Lower Mackenzie region will probably utilize vacation air tours since they offer a faster, more economical, and more sociable time for the tourists.

With the introduction of Wardair's new Dash 7 aircraft in July 1978, the communities in the Bear-Norman area will be involved with air tour stops at Fort Norman and Norman Wells (see Figure 9). It appears that Wardair's Dash 7 tours for 40 people have the best potential for moving tourists throughout the Lower Mackenzie region with participation and benefit to the region's residents. The Dash 7 carries a manageable tour size that could be handled in all of the communities.

With the Canadian Government's present emphasis on ABC (Advance Booking Charter) travel within Canada, there is a possibility that the program could be used to encourage tourist travel into the Lower Mackenzie region. Pacific Western Airlines are already offering the ABC charters in the South (28). The usual return fares for scheduled ABC flights are based on the regular one way fare plus \$31. Thus, for Pacific Western's one way fare of \$189 between Edmonton and Inuvik, the ABC return fare would be an additional \$31, totalling \$220. Compared to the regular return fare of \$378, there would be a saving of \$158 or 42%. If this type of ABC fare to the North were promoted and made part of air tours, there could be many additional tourists coming into the Lower Mackenzie region.

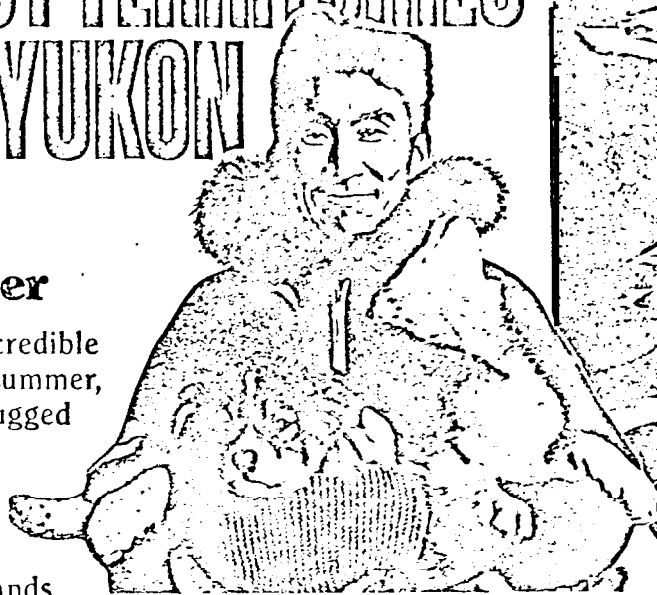
There are also air tour development possibilities with the Canadian Government Office of Tourism "Vacation In Canada" program where special tours are organized throughout Canada to encourage Canadians to vacation in Canada. The Lower Mackenzie region could benefit from this tour program if arrangements are made for parts of tours to come into the region.

Figure 9 Wardair's Dash 7 Air Tour Into the North

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Come with Intervac for 10 incredible days in Canada's North this summer, and discover a land of vast, rugged beauty. Commencing in Yellowknife and ending in Whitehorse, your Northern Adventure takes you through the splendour of the Barrenlands, to isolated communities like Holman, Coppermine and Fort Norman. You'll fly along the mighty Mackenzie River and Delta, then into the Yukon, getting to know the natives of the land. Your adventure continues along the craggy seascape of the Arctic Ocean to settlements like Tuktoyaktuk, then on to Inuvik and legendary Gold Rush Dawson City, where you can pan for gold. Then you'll cross the old Klondike Trail, finally arriving in Whitehorse, capital of the Yukon. This summer, come with us on a 'Northern Adventure'.



**10 days
in the north \$1,375***

INCLUDES: airfare on the "Arctic Circle" portion of tour via Wardair Dash 7 (Yellowknife to Dawson City) • "Gold City" coach tour on the Klondike Trail (Dawson City to Whitehorse) • 9 nights hotel accommodation • 5 full breakfasts and lunches, plus 4 dinners (including a get-together buffet in Yellowknife) • transportation between airports and hotels • sightseeing tours and admission fees • Wardair flight bag • \$8.00 Canadian Transportation Tax.

DOES NOT INCLUDE: airfares to Yellowknife and from Whitehorse • meals other than indicated • gratuities.

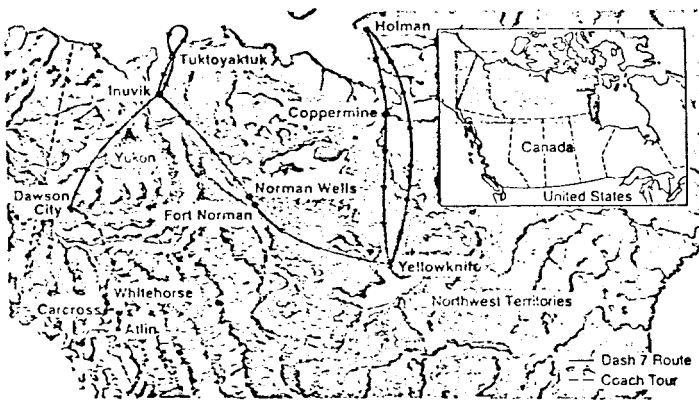
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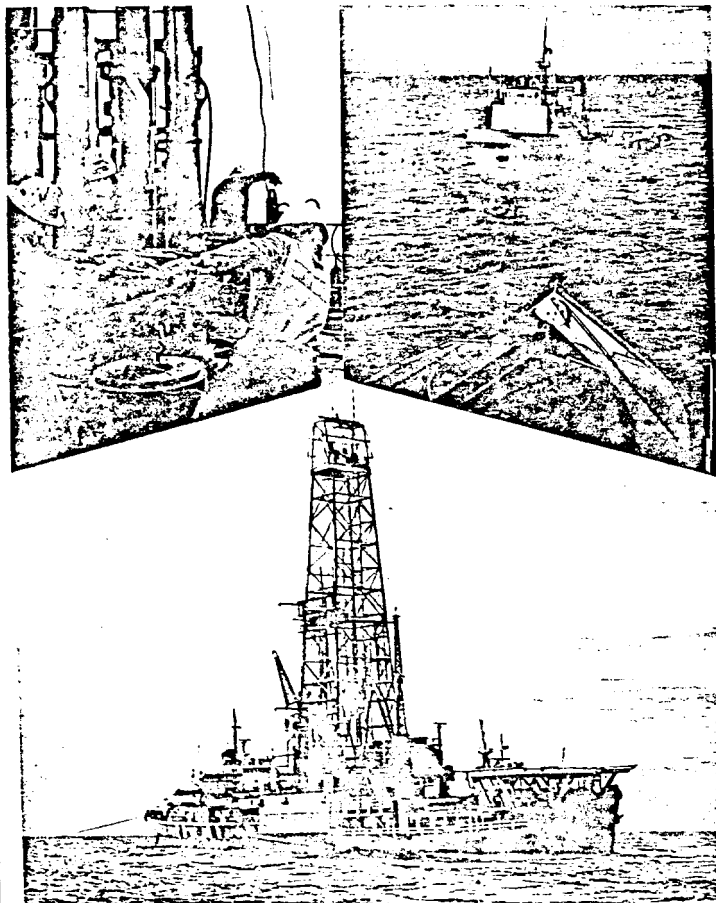
3C. Beaufort Sea Offshore Drilling

The new thrust for petroleum exploration offshore in the Beaufort Sea has a positive benefit for Lower Mackenzie region tourism as it generates considerable publicity. The exploration program involves three Canadian drill ships with numerous support vessels operating out of Tuktoyaktuk Harbour. The program is operated for Dome Petroleum by its subsidiary, Canadian Marine Drilling Ltd. (see Figure 10).

The challenge of drilling amongst the moving pack ice of the Arctic Ocean, difficulties of supply under Arctic weather conditions, possible threats to the environment, and government concern for Arctic energy supplies, all make exciting media copy for the Lower Mackenzie region. The Beaufort Sea drilling activities also generate business and government travel which assists tourist accommodation in the area and tends to keep scheduled aircraft operating more frequently for the benefit of all. Having heard about the Beaufort Sea drilling operations, many tourists want to see them directly and observe any effects they might have on the northern environment or the local residents.

Figure 10

Beaufort Sea Offshore Drilling Activities

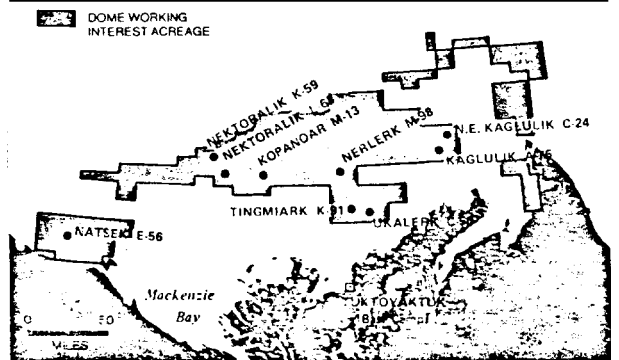


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3D. Petroleum Land Exploration Decline

The recent decline in petroleum land exploration activities has left many residents of the Lower Mackenzie region unemployed and there is now an urgent need to provide alternate work for them. In many of the Lower Mackenzie communities the cash flow is smaller and welfare payments have increased. There is a 35% unemployment rate reported for Inuvik and even higher rates in the surrounding communities (22).

With the loss of the Mackenzie Valley gas pipeline proposal, the petroleum land exploration in the region has come to a near standstill. During the early 70's there were as many as 25 geophysical crews and 15 drilling rigs working. Now, there are only a few part time geophysical crews and 3 rigs drilling. This present low rate could decline even further unless there are significant discoveries, changes in government regulations, or the renewed possibility of a pipeline connection.

Local residents have always had a high degree of participation in the petroleum exploration. In 1975 there were at least 750 local residents employed in the "oil patch" (2). Most of these people are now looking for alternate work as it is unlikely that the petroleum land exploration activity will be improving in the future. The Beaufort Sea exploration program has provided some employment for several Lower Mackenzie region communities but, with only 3 drillships, the total number of work opportunities is relatively small.

An organized tourism development program with the initiation of small service businesses, construction of new facilities, and tourism employment training appears to provide the best opportunity for long term economic activity and dependable employment throughout the Lower Mackenzie region.

3E. Local Population Increase

Over the past 15 years there have been dramatic population increases in the Lower Mackenzie communities as shown in Figure 11. The 1961 census recorded

a regional population of 4001. In the last census of 1976 there was a total increase of 3203 since 1961 or 80% for the 12 communities. Much of this increase took place in Inuvik with people coming in from the other communities and from the South. But there were significant increases in the mainly Native populations of the other communities as well.

Data from another study shows that nearly half (46.5%) of the population in Aklavik, Paulatuk, Sachs Harbour, and Tuktoyaktuk is under the age of 15 years (25). Similar data can be expected for the other Lower Mackenzie region communities with the exception of Inuvik and Norman Wells which have a higher transient population and older people coming in from the other communities.

The rapid local population increase throughout the region is the main reason why it is difficult, if not impossible, for the present population to live off the land without massive government support funds. Also, with such a young population, the situation will become more difficult in the future rather than self correcting.

The organization of a Lower Mackenzie region tourism development program to provide more local employment and community cash flow appears to be one answer to the difficult problem of providing meaningful participation programs.

Figure 11

Lower Mackenzie Region Community Populations

Source: Dominion Bureau of Statistics

	1961	1966	1971	1976
<u>Delta-Beaufort Area-Inuvik</u>	1248	2040	2672	3116
Tuktoyaktuk	409	512	596	590
Paulatuk	--	40	95	127
Sachs Harbour	76	132	143	162
Aklavik	599	611	677	781
Fort McPherson	509	654	679	704
Arctic Red River	87	8	108	126
Total Area	2928	4075	4970	5600
<u>Bear-Norman Area</u>				
-Fort Good Hope	292	335	327	410
Colville Lake	57	67	65	83
Norman Wells	297	199	301	378
Fort Franklin	238	311	339	422
Fort Norman	189	216	248	311
Total Area	1073	1128	1280	1604
Total Lower Mackenzie Region	4001	5203	6250	7204
Percentage increase over 1961	--	30%	56%	80%

4. Major Influence - Long Range

There are several major activities being planned or considered that will have a significant effect on tourism developments in the Lower Mackenzie region if and when they occur. As these activities are mainly controlled by out-of-region forces, it is difficult to predict their exact influence at this time. Some of these programs that could have a major long range influence on regional tourism are now considered:

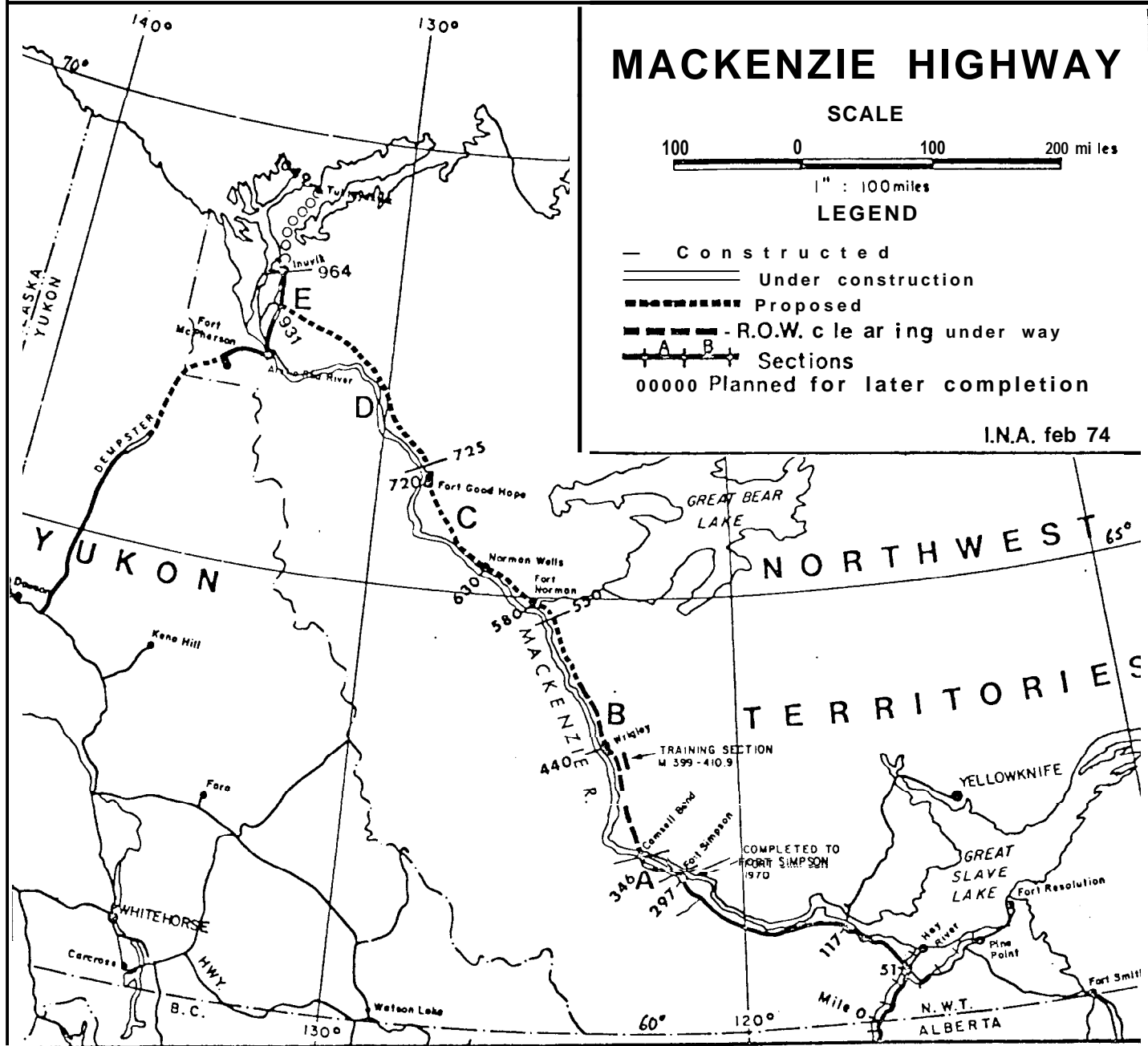
4A. Mackenzie Highway Completion

There are no sections of the Mackenzie Highway completed in the Bear-Norman area and only a brief stretch outside of Inuvik connecting with the Dempster Highway is completed in the Delta-Beaufort area (see Figure 12). Presently the Mackenzie Highway construction program is stalled at Camsell Bend just North of Fort Simpson and there are not indications when construction will resume. Many of the Mackenzie Highway sections are already surveyed and construction could proceed rapidly if financing were approved. However, if the Mackenzie Valley petroleum exploration and pipeline construction activities remain quiet, it is not likely that the Mackenzie Highway will be completed to Inuvik for another 10 to 25 years.

The construction of any proposed sections of the Mackenzie Highway will assist local tourism whether it is the section from Camsell Bend to Fort Norman, the Fort Norman to Fort Good Hope section, or the Fort Good Hope to Inuvik section. Highway access to any of the Lower Mackenzie region communities will open up many tourism opportunities. When the Mackenzie Highway is completed through to Inuvik, it will have a great tourism significance for the Delta-Beaufort area as, in combination with the Dempster Highway, it will be possible to take a triangular tour in or out of the region. Many new auto tourists will be attracted by this possibility.

Long range tourism planning for the Lower Mackenzie region should provide support for the completion of the Mackenzie Highway construction program.

Figure 12
Mackenzie Highway Construction Program



4B. Inuvik Highway Construction

The Inuvik Highway is the local designation for the northernmost section of the Mackenzie Highway running between Inuvik and Tuktoyaktuk. Its construction was initially proposed for second 10 year plan (1976-1985) of the federal government's Northern Road Program (27). In 1970 the Inuvik Highway

was budgeted to cost \$4 million but the cost now is probably five times this amount (29)

The Inutuk Highway is presently being promoted by a local committee with representation from the Inuvik and Tuktoyaktuk community Councils, Chambers of Commerce, and Hunters and Trappers Associations (see Figure 13).

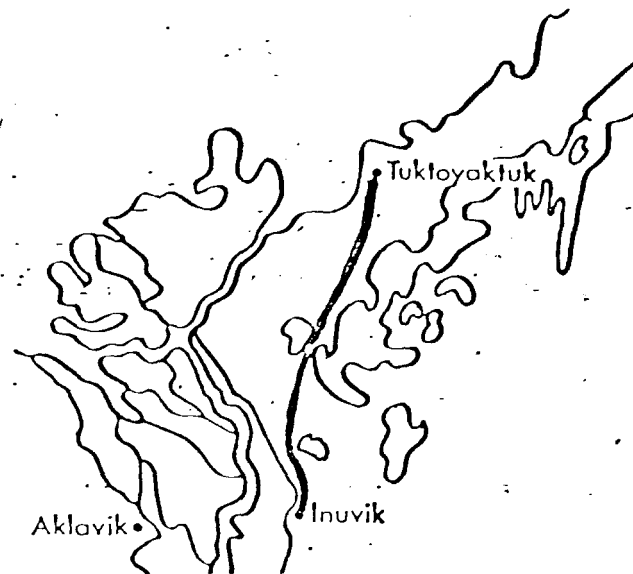
The opening of the Inutuk Highway will have a significant effect on tourism in the Delta-Beaufort area as it will provide improved access between Inuvik and Tuktoyaktuk and will facilitate intercommunity tourism developments. The Inutuk Highway will also provide access to several good summer recreational areas including Noel Lake, the Huskey Lakes, and Parsons Lake. The route of the Inutuk Highway follows the high voltage electrical power line between Inuvik and Tuktoyaktuk. As there are several gravel ridges along the route, the construction would be relatively economical and would have minimum effect on the environment. With the Inutuk Highway in place the construction of large gas plant facilities at Parsons Lake would be assisted.

Figure 13

Inutuk Highway Location

INUTUK HIGHWAY

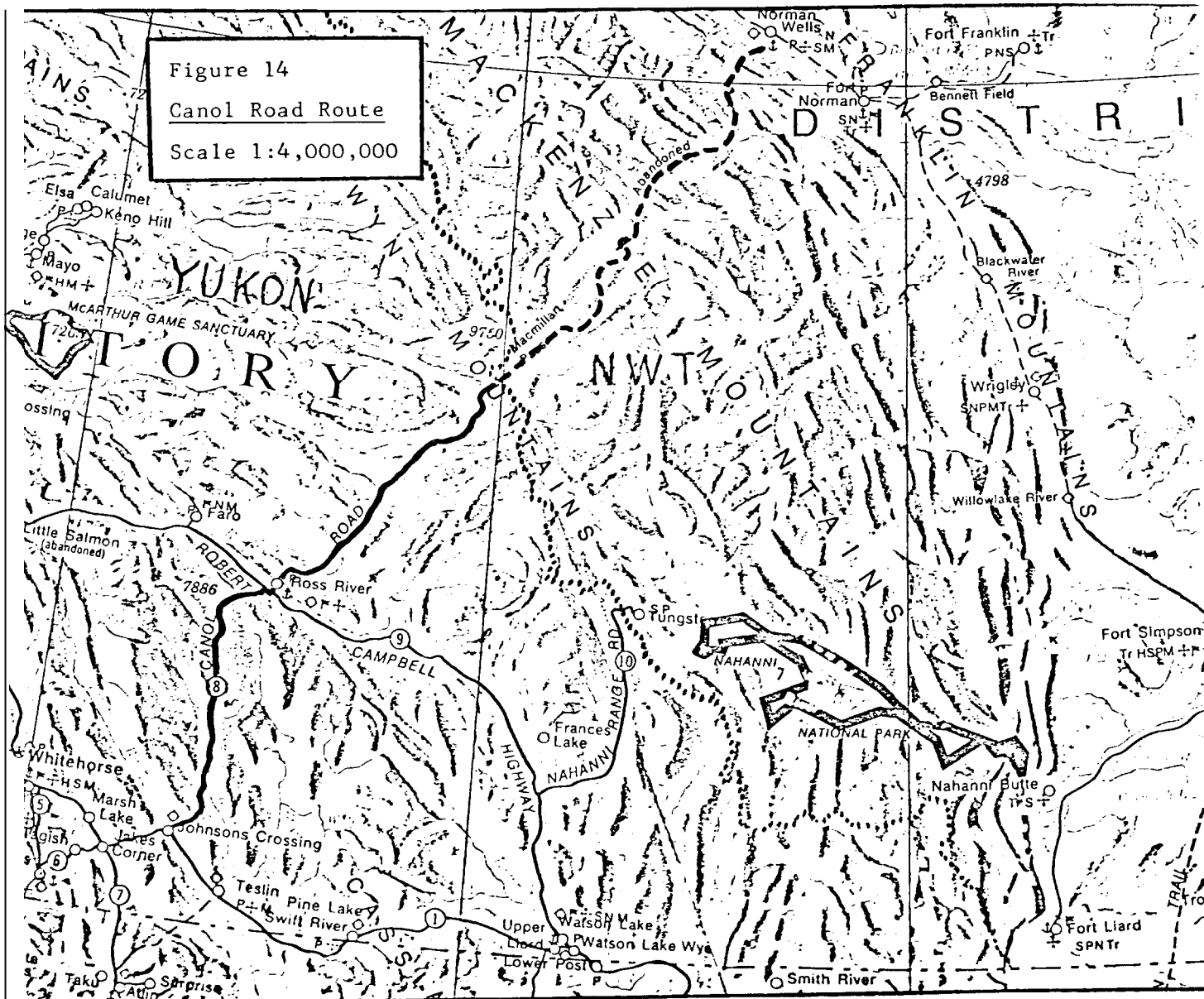
INUTUK HIGHWAY COMMITTEE
P.O.Box 1978
Inuvik, NWT



4C. Canol Road Reopening

The federal government's Northern Road Program of the mid 60's initiated the reconstruction of the Canol Road from Ross River to the Northwest Territories border and proposed construction of the 195 mile Northwest Territories section to Norman Wells under the first 10 year plan (1966-1975) (27). The Yukon portion of the Canol Road is completed and in use but there has been no start on the Northwest Territories section (see Figure 14).

When the Northwest Territories section of the Canol Road is completed, it will further open up the dynamic Mackenzie Mountain area for big game hunting, sports fishing, river touring, and hiking. The completed Canol Road will also provide a triangular route for tourists connecting with the Mackenzie Highway north to Inuvik or south to the Alberta border.



4D Federal and Territorial Parks Opening

On January 23, 1978 the Minister of Indian and Northern Affairs announced to the Northwest Territories Legislative Assembly that 6 new reserves for future National Parks were being set up (30). Three of these park reserves could have a significant effect on Lower Mackenzie region tourism when they become operating National Parks. These areas are the Pingo Park near Tuktoyaktuk, northern Banks Island, the Northwest Yukon including Herschel Island as shown in Figure 15. Although the Northwest Yukon location is outside of the Lower Mackenzie region, the area is most accessible for tourists from the Mackenzie Delta communities. Any one of these potential National Parks could be come a major attraction for tourists.

There are several Northern Ecological Sites in the Lower Mackenzie region that are proposed as federal science reserves. Depending on whether these sites are open or closed to visitors, they could assist or hinder regional tourism developments. There are 40 of these Northern Ecological Sites in the Lower Mackenzie region occupying a total of 12,412 square miles. Sometimes these sites are referred to as "IBP" sites after the International Biological Program which initiated them.

There are already 5 migratory bird sanctuaries in the Beaufort-Delta area occupying a total of 8,630 squar miles. These are located at Kendall Island, Anderson River, Cape Parry, Southwest Banks Island, and Northern Banks Island. These sanctuaries maintain an interesting bird population for the region but they have limited tourism appeal since visitors are not welcome during the summer when the birds are nesting.

Territorial Parks could be utilized in the future to assist in attracting tourists. So far, the Territorial Park activities have been directed towards campground and picnic sites along highways. In the future, large Territorial Parks around scenic areas could compliment and assist the Lower Mackenzie region tourism development program.

Figure 15

Proposed New Federal Parks

Areas of Interest for National Park Reserves



4E. Large Scale Industrial Projects

There are several large scale industrial projects considered for the Lower Mackenzie region which could effect tourism development by stimulating public interest and by providing economic spinoffs with additional accommodation and transportation facilities. The timing and extent of the projects depends on national energy policies and the world market for minerals. Possible large scale industrial projects in the region are:

- Canadian connection gas pipeline running south along the Dempster Highway or Mackenzie River from the gas reserves of the Mackenzie Delta and Beaufort Sea areas.
- Canadian connection oil pipeline south from the discoveries in the Mackenzie Delta and Beaufort Sea area with a possible lateral to Prudhoe Bay.
- large scale gas processing plants on Richards Island, Parsons Lake, and other locations to serve the Mackenzie Delta and Beaufort Sea gas reserves.
- harbour development at Tuktoyaktuk or elsewhere along the Arctic Coast to service the offshore petroleum exploration developments and possibly the transport of liquid natural gas or oil by tankers.
- hydro electric power developments at the Mackenzie River Ramparts near Fort Good Hope or along the Bear River leading from Great Bear Lake.

-iron ore mining developments along the Snake River to the West of **Fort** Good Hope.

-mining developments **in** the Macmillan Pass area of the Mackenzie Mountains to the West of Norman Wells.

-mining developments to the Northeast of Dease Arm in the Great Bear Lake.

-coal production in the area Southwest of Keith Arm in the Great Bear Lake.

4F. Native Land Claims Settlements

A native land claim settlement in the Mackenzie Valley and the Arctic Coast could have a significant influence on tourism developments in the Lower Mackenzie region. Claims settlements would bring clarification of land ownership, an enhanced desire for local economic participation, and new locally controlled financing for community projects. All of these social ingredients can provide benefits to regional tourism as they would facilitate Native participation in the tourism industry, wildlife resources managed for Native benefit, and ownership and management of local tourism facilities.

The Native claim settlement in Alaska provides a nearby illustration where the Native residents are participating in tourism developments on a large scale with the **purchase** of several hotels and lodges. Even the prestigious Anchorage Westward Hotel was recently purchased by the Bristol Bay Native Corporation for a reputed \$20 million.

Using the action of the Native claims settlement and the Native Development Corporation structure, an organized tourism development program could be initiated in many of the Lower Mackenzie region communities to provide meaningful employment and community cash flow. An efficiently organized tourism program would involve an entire community, young and old, in the construction and operation of local tourist facilities. Already some Native **organizations** in the region are negotiating for the purchase of visitor accommodation facilities. This process could be expanded and improved with funds coming from a land claims settlement.

5. Regional Tourism Development

Having reviewed the present tourism activities in the Lower Mackenzie region, the attractions and problems for tourists, and the possible influences on tourism, it is possible to look at regional tourism developments. This consideration of future tourism directions involves an analysis of visitor industry principles and experiences elsewhere, consideration of tourism's social aspects, and examination of tourist transport.

The purpose is to find tourism development concepts that are applicable to the Lower Mackenzie region which can be brought together as a co-ordinated tourism development program. As each community is different and as groups within a community have varied ideas on tourism development, the concepts are presented in a way that an individual or group can utilize only the parts that are valuable to them without having to take the entire presentation. The stimulation of several tourism development activities throughout the region will, in totality, form an effective regional tourism development program that can adapt to the needs of the local residents and the visiting tourists.

5A. General Aspects

Tourism is the business of feeding, sleeping, transporting, and entertaining visitors. As with every business, there is a need for good management to insure that the tourist customers receive good value for their money spent and that the business provides a net benefit to the community.

Good tourism organization requires an understanding of local culture, regional economics, and environmental sensitivities. In the Lower Mackenzie region there is a unique northern lifestyle, interesting habitat, and appealing landscape that attracts tourists. There must be continuing concern that the tourist's presence does not adversely modify the original environment so that it is no longer attractive for other tourists or the permanent residents. In addition to the organization of facilities and services, tourist development in the region must include efforts to

preserve the quality of living. Good tourism development is more than just filling airplane seats and hotel rooms.

Tourism development effects **local** residents in many different ways. Some people like it, some do not. Sometimes tourism helps an area, **sometimes it** does not. Often tourism can be good for some residents while it is bad for others. What **can** be a tourism benefit to one **group** can be a cost to another group in the same community. For positive tourism development there is a need to understand the economic and social aspects so that the advantages can be encouraged and any problems minimized.

Tourism can help a community by encouraging additional stores, restaurants, entertainment, and transportation facilities that would otherwise be unavailable for local residents. Also, tourism can assist in maintaining a high standard of living. For example, with the decline in petroleum exploration activity in the Mackenzie Delta area, negative spinoffs can be expected with cut backs on scheduled air services and higher costs for groceries. To offset these problems, an increase in tourism activities can help to maintain services and keep prices in line for the benefit of all residents.

Tourism development in the Lower Mackenzie region is best mixed with other economic activities so that a community is not dependent **on** any single program. For the smaller communities in the region, tourism can be a planned and balanced part of hunting, trapping, and wage employment. For the larger communities tourism, although seasonal, can be a moderating factor relative to the volatile and uneven programs of petroleum exploration and mining.

All proposed tourism developments should be evaluated through a calculation of the benefits expected and the costs of providing the **services**. Community, social, and environmental costs will have to be included along with the direct costs. Unless the benefits of tourism are obvious to a majority of local residents, the tourists will find themselves as unwanted and unhappy guests. If the tourism facilities are owned **by** out-of-region people and most of the goods and services for the tourists are supplied from the South, there will be minimal spinoff benefits and little community

support can be expected. Experience in developing regions throughout the world shows that net tourism advantages are dependent on locally managed programs (30). Unless direct community benefits are planned and provided for, a tourist development can cause more problems than it might solve.

Tourism can be a valuable source of income and employment in a region that is short on marketable skills and resources. Compared to other economic activities such as mining, forestry, and commercial fishing, tourism developments in the Lower Mackenzie region appear to have the most potential for providing commercial activities in the communities where the need is greatest. Relatively little financial capital is required for each tourism related job that is created. Also, there is a good spinoff or "multiplier" effect on a small community for each tourist dollar that is spent there. Tourism planning can insure that there will be maximum community benefits. In many areas a new tourism development has been managed so that there is a two or three times local benefit for each new tourist dollar that is spent.

Lower Mackenzie region tourism developments will be more attractive for potential visitors if there is a maximum utilization of local foods, materials, staff, services, and management without sacrificing cost, quality, or efficiency. As most tourist travel to enjoy a new and different experience, the utilization of local staff and country foods such as caribou, fish, and berries will please the visitors and provide a commercial return to the community. Most of the potential tourists are now living in cities and will only feel at ease if they are visiting a community which offers the basic life elements that they are accustomed to such as warm rooms, regular meals, and telephone services. The larger Lower Mackenzie communities effectively provide this tourist "comfort" now and, with new facilities development programs, the appropriate local and "comfort" atmosphere can be provided in the smaller communities.

Tourism is an appropriate economic activity for Lower Mackenzie residents. It involves many aspects of northern living including business, economics, ecology, land use, education, geography, law, and government. Presently the Northwest Territories government is considering tourism programs to provide employment for young people coming out of school and for those who no longer have the opportunity of pipeline or petroleum exploration work(15).

If properly organized, tourism can provide dependable income for residents especially where the alternate is mere subsistence living. Another advantage is that tourism is not ecologically depleting; it is a renewable resource that can provide continuing benefits for the Lower Mackenzie region.

5B. Social Aspects

For any tourism developments in the Lower Mackenzie region there are many social aspects, both positive and negative, which require consideration. Experience in other developing countries indicates that the overall social situation for residents can be improved with a tourism development program that is respected and understood (31). In several situations cultural traditions have been enhanced by tourists who sincerely want to see and comprehend a local culture. The Inuit drum dancing and northern games activities in the Mackenzie Delta area are examples where cultural activities are mutually supported by both visitors and residents.

Pride in the northern way of life is favourable to tourism development. Since ethnic distinctiveness is a significant attraction for visitors, local residents should be "themselves" rather than dress and act just the same as the tourists. The availability of handicrafts, paintings, carvings, and fashions for sale to tourists provides a local cash income but also helps to maintain cultural traditions.

However, cultural differences between visitors and local residents can cause unpleasant misunderstandings for both parties. If there is a wide gap between the expensive lifestyle of the visitors and subsistence living of residents, there will be a natural animosity between them. There will also be social difficulties if the benefits and costs of new tourism developments are not evenly distributed in a community. If the hotels and restaurants make all the money and the remaining residents are crowded by the tourists, problems can be expected. There must be community wide advantages for tourist programs to be successful.

The social enrichment aspects of each tourism development should always be stressed when new facilities are being organized. In most cases this will

be directly related to the improvement or maintenance of community services such as airline frequency, taxi or bus transportation, good restaurants, and a wider range of merchandise in the stores.

5C. Tourist Transport

As tourism is inseparable from and dependent on travel, any Lower Mackenzie region tourism developments will have to be aware of present and future tourist transport capabilities. To illustrate the region's difficult travel situation, the air distances between communities are shown on Figure 16. The air routes between Toronto, Montreal, and Ottawa are shown at the bottom with the same scale to provide comparative perspective on the great distances between communities in the region.

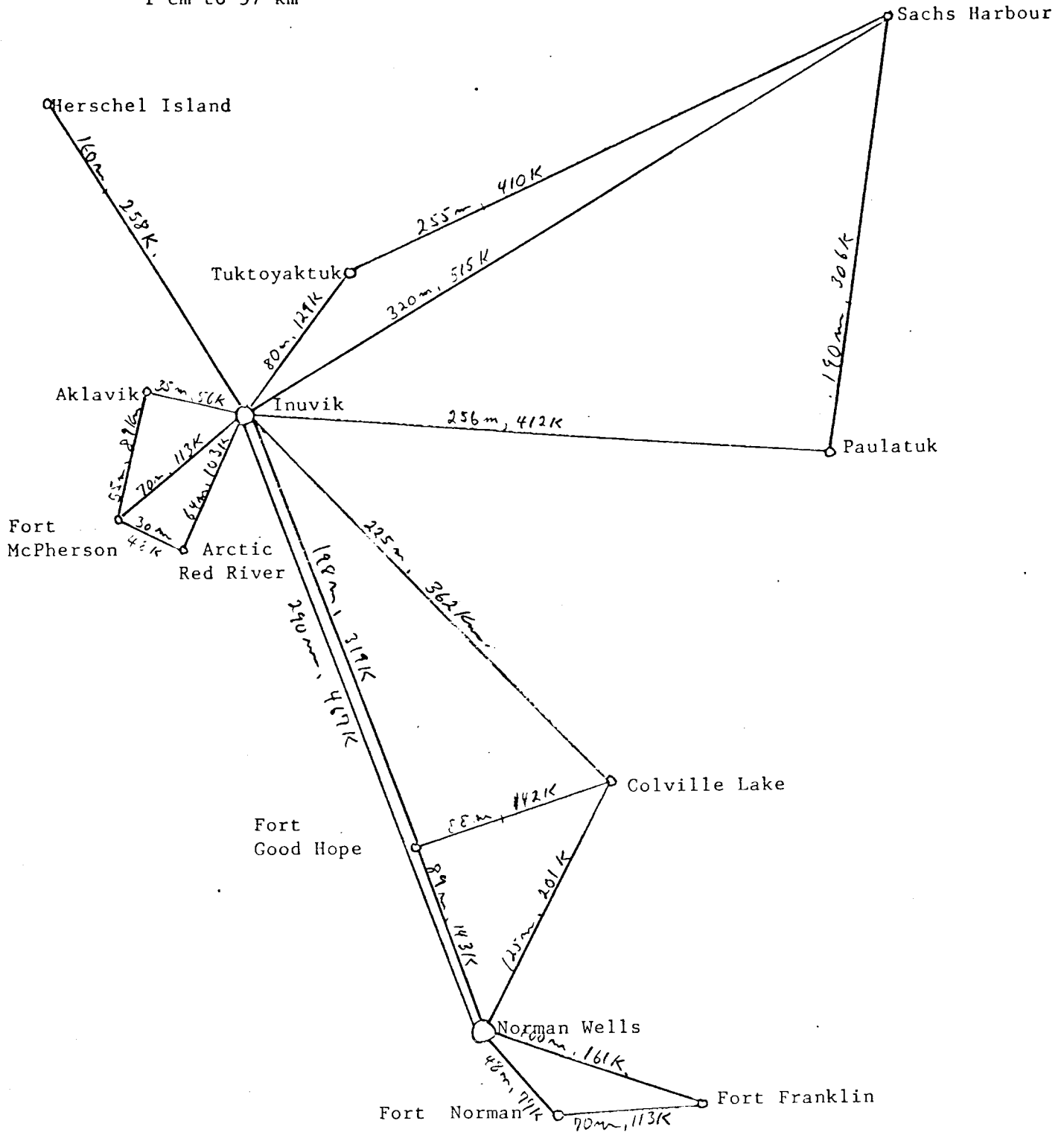
The Lower Mackenzie region is serviced by two scheduled airlines. Pacific Western Airlines flies Boeing 737 jet service into Norman Wells and Inuvik through Edmonton and Yellowknife. Northward Airlines provides Fairchild F27 service into Inuvik from Whitehorse with some trips to Tuktoyaktuk and Sachs Harbour. Northward also provides intercommunity services with a Twin Otter from Inuvik to Tuktoyaktuk, Aklavik, Fort McPherson, Fort Good Hope, Norman Wells, Fort Norman, and Fort Franklin. Both of the airlines carry a considerable number of tourists and are prepared to expand their services as required to carry any increase in the tourist traffic. There are a wide range of charter aircraft based at Norman Wells and Inuvik which can provide good service to tourists interested in flightseeing and small community visits. There is a single charter aircraft based at Fort Norman and at Fort Good Hope.

As the only road connection to the Lower Mackenzie region is the Dempster Highway which is scheduled to open in 1979, air services provide the only practical means of moving tourists into and around the region. There are good airstrips at all the Lower Mackenzie communities with the exception of Arctic Red River (see Figure 17). The paved strips at Inuvik and Norman Wells can handle large jet aircraft while the other community airstrips are adequate for medium sized DC3 and F27 type aircraft or smaller.

Lower Mackenzie Tourism Opportunities Figure 16

Air Distances—Lower Mackenzie Region

Scale: 1 inch to 90 miles
1 cm to 57 km



Toronto-Ottawa-Montreal Region

same scale

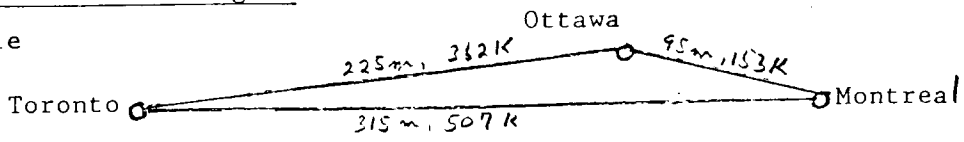


Figure 17

Lower Mackenzie Region Community Airstrips

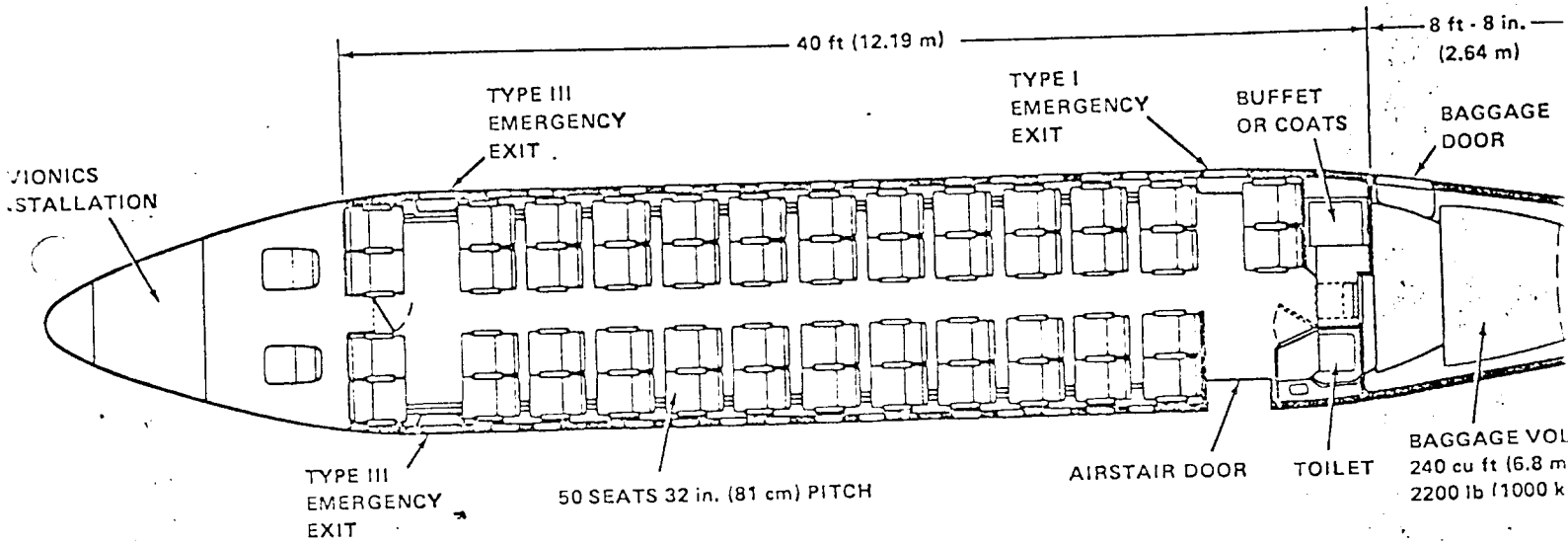
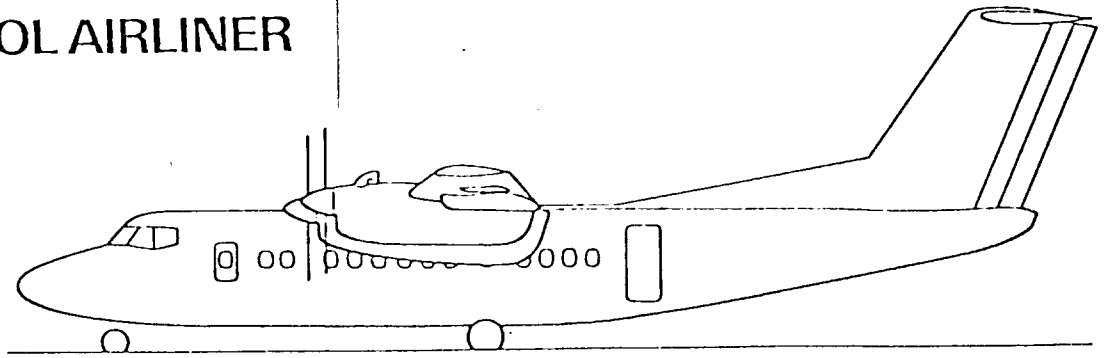
<u>Community</u>	<u>Airstrip Length X Width</u>	<u>Surface</u>	<u>Operator</u>
Inuvik	6000 X 150	paved	MOT
Tuktoyaktuk	5000 X 150	gravel	MOT completion 1978
Paulatuk	3300 X 150	gravel	Govt NWT
Sachs Harbour	4000 X 150	gravel	MOT
Aklavik	3000 X 100	gravel	Govt NWT
Fort McPherson	3000 X 100	gravel	Govt NWT
Norman Wells	6000 X 100	paved	MOT
Fort Good Hope	3100 X 100	gravel	Govt NWT
Colville Lake	2500 X 200	sand	Govt NWT
Fort Franklin	3000 X 200	dirt	Govt NWT
Fort Norman	3000 X 75	sand	Govt NWT

The introduction of the DeHavilland Dash 7 aircraft into the North during the summer of 1978 is expected to have a significant effect on tourist transport patterns in the Lower Mackenzie region. The Dash 7 is a high performance aircraft with an average block speed of 250 mph that is capable of operating into all community airstrips carrying up to 50 passengers (see Figure 18). The initial utilization of this aircraft will be for air tours carrying 40 passengers with stops at Fort Norman, Norman Wells, Inuvik, and Tuktoyaktuk (see Figure 9). The Dash 7's potential for stopping at each community with 40 passengers opens up a new era for tourism development programs. Previously a tour group for small community travel had to use the 19 passenger Twin Otter which is relatively slow and has a high seat mile operating cost. An other alternate for air tours is the Boeing 737 aircraft carrying 115 passengers which provides good speed and seat mile economics but is limited to the Inuvik and Norman Wells airstrips. Now, the Dash 7 aircraft provides an opportunity for 40 person tours with apparently good seat mile economics that can operate into small communities.

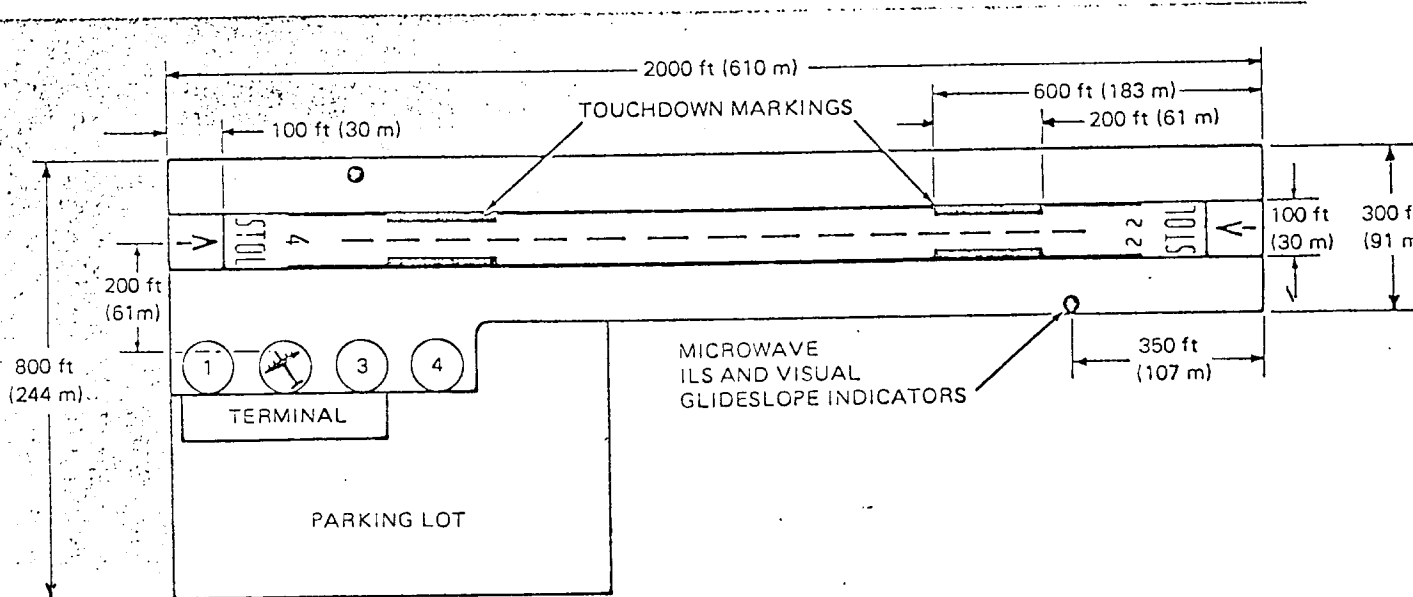
In the future, when the Dempster and Mackenzie Highways are opened up, other forms of tourist transport can be expected, particularly the tour buses as are now operated on the Alaska Highway. Bus tours will be particularly attractive for tourists when the Mackenzie Highway is opened to Inuvik and a triangular route can be taken through the Yukon. Mackenzie River tours, such as carried on the "Norweta", are another form of tourist transport requiring consideration.

Dash 7 Aircraft Description

THE DE HAVILLAND
DASH 7
QUIET STOL AIRLINER



SHORT RUNWAY ADVANTAGE



6. Regional Tourism Activities

Activities to attract tourists to the Lower Mackenzie region are not developed to any extent and, so far, the visitors take things pretty well as they come. However, for the support of tourism developments with more visitors travelling throughout the region, the tourism activities will have to become more organized, extensive, and dependable. The following listing of Lower Mackenzie tourism activities is not meant to include everything but is presented to open up ideas and concepts which might be developed.

6A. Community Touring

Most of the present tourist activity in the Lower Mackenzie region can be considered as community touring where organizers, such as Horizon Holiday Tours and Consolidated Tours, bring groups of visitors to a community for one or two nights and then take them on to the next community. Most of these organized tours have been visiting only Inuvik and Tuktoyaktuk. Other special purpose tours have visited other communities but the numbers are relatively small.

Community touring has advantages for the tour operators in that little preparation is required and there are few expenses other than transport, hotel accommodation, and meals. Community touring could be extended to all the communities in the region that are interested. Tour preparations would vary for each community but each tour group would have a definite itinerary for seeing the local attractions and visiting with residents. The community visits could be for only a few hours, for a day, or for overnight. Sleeping accommodation, if required, could be organized for the 40 passenger DASH 7 type of tourist transport.

Suggested routes for Lower Mackenzie community tours using Dash 7 aircraft are shown in Figures 19 and 20. Flying times between the communities are based on an average 250 mph airspeed. The first tour would run for 4 days and 3 nights starting from Yellowknife and returning to Yellowknife. Overnight accommodation is scheduled for Norman Wells and Inuvik which can readily

Figure 19

Suggested Dash 7 Tour of the Lower Mackenzie Region - 4 days and three nights

Scale: 1 inch to 90 miles
1 cm to 57 km

-----alternate routes

Air distances in miles with time to fly
at average block speed of 250 mph

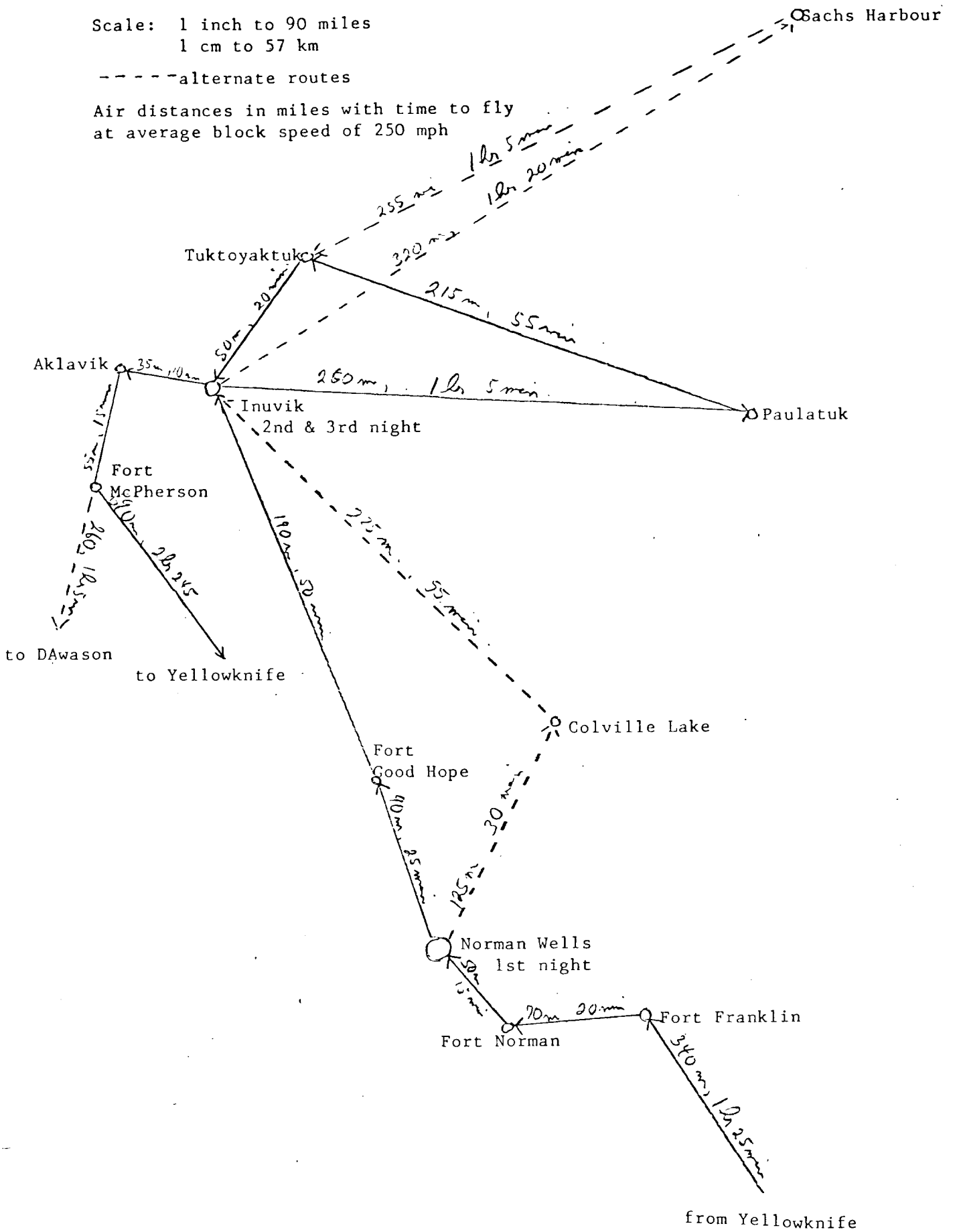
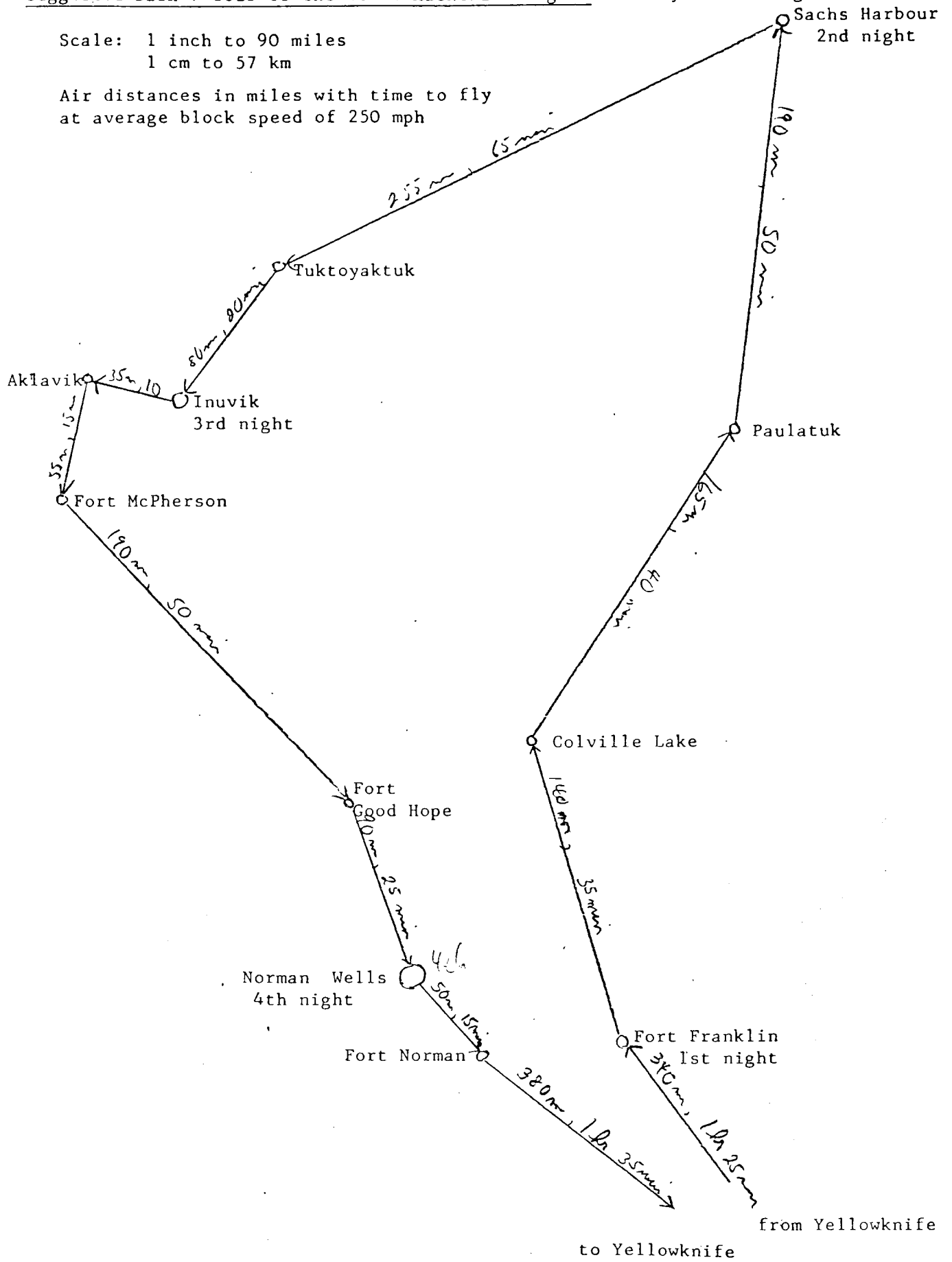


Figure 20

Suggested Dash 7 Tour of the Lower Mackenzie Region - 5 days and 4 nights.

Scale: 1 inch to 90 miles
1 cm to 57 km

Air distances in miles with time to fly
at average block speed of 250 mph



40 passenger tours in present accommodation. The second tour for 5 days and 4 nights would stop at all of the Lower Mackenzie communities except Arctic Red River and would require new accommodation at two of the communities. These tours are shown to illustrate the tourist transportation capabilities of the Dash 7 or other similar aircraft as a means to open up tourism developments in the smaller communities of the Lower Mackenzie region.

Another interesting concept would involve the Dash 7 aircraft in a tourist shuttle service to participating communities on a daily basis as illustrated in Figure 21. The aircraft would start off each morning from a Yellowknife tour centre, make a programmed series of community stops, and return in the evening to Yellowknife. At each community stop, 40 passengers would deplane and the 40 passengers left from the previous day would board the aircraft for travel to the next stop where the process could be repeated. The tourists would be in each community overnight with adequate time to visit around and see the local attractions. There are several tourist shuttle variations possible such as fewer community stops, some community stops for only a short visit, and tour departures only five days a week or on every second day.

A special "Midnight Sun" community tour to Inuvik was initiated in the summer of 1977 when chartered Boeing 737 aircraft carrying 115 tourists flew into Inuvik around midnight directly from Calgary or Vancouver. The tours spent around 6 hours in Inuvik with busses taking them around to the local attractions as shown in Figure 22. Three of these "Midnight Sun" tours operated successfully in 1977 and another 11 are scheduled for 1978.

To enhance community touring a series of brochures might be prepared for each participating community. Each brochure would have the same format and would be a guide for visitors to the local attractions, provide a brief history, and present the overall community situation.

When community touring is being promoted, careful consideration is required to insure that there are visible net benefits to each community as some tour operators can be more concerned with moving masses of tourists than with the cultural sensitivity of local residents. Community tours can bring indirect advantages to local residents if the tours use the regularly scheduled flights since they help to provide the volume for maintaining flight schedules and keeping air fares from increasing.

Figure 21

Suggested Dash 7 Tourist Shuttle Service Through the Lower Mackenzie Region

Scale: 1 inch to 90 miles
1 cm to 57 km

○ Sachs Harbour

Air distances in miles with time to fly
at average block speed of 250 mph

Aircraft departs each morning at 9:00 am from Yellowknife,
stops at the communities indicated, and returns to
Yellowknife at about 7:00 pm each evening.

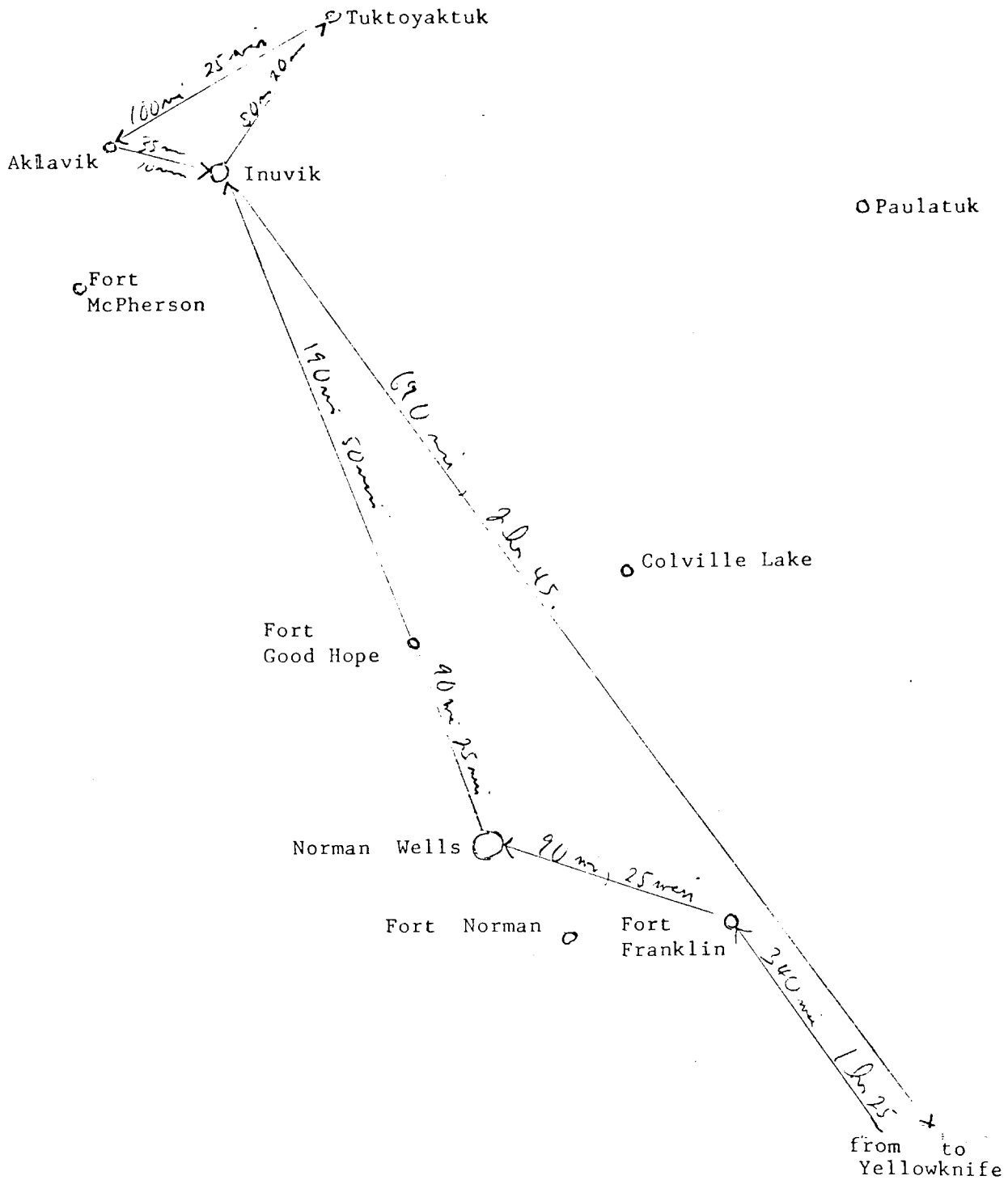


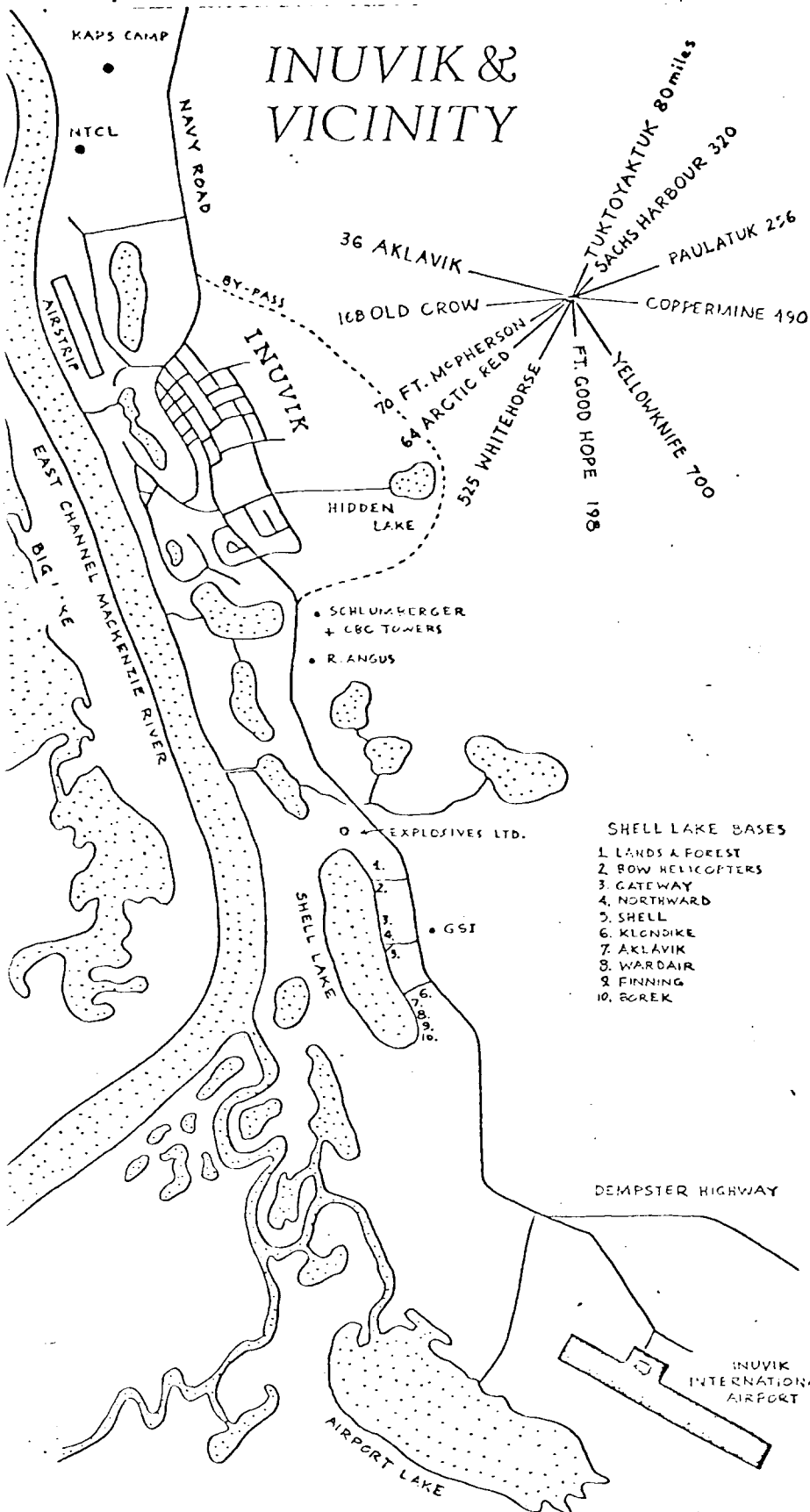
Figure 22

Arrive Inuvik MOT airport	12:20	am MDT
Town Welcome	12:30	
Depart airport on buses	12:45	
Arrive Inuvik downtown	1:10	
Depart Inuvik downtown	2:30	
Rest Stop	2:35	
Town and area tour	2:45	
Arrive Inuvik MOT airport	5:00	
Depart Inuvik for South	5:40	

Stores Open from 1:00 am to 2:30 am

from West to East:

- Northern Images-coop handicrafts
- Rexall Drugs-drugs, film, handicrafts
- Aurora Jewelry-northern knickknacks
- Place of Man-clothing, Tuk-U "T" shirts
- The Bakery-bread, snacks, and drinks
- Family Hall-northern paintings



Items of Interest

- Midnight sun pictures from top of Igloo Church
- Native paintings in Igloo Church and in adjoining Family Hall
- Brother's vegetable garden behind Igloo Church
- Houses on piles to allow winter cold air to preserve the permafrost
- Sewer and water and central heating in above ground 'utilidors'
- Exotic wildflowers seen in the surrounding areas
- Mackenzie Delta with wide expanses of water and land
- Richardson Mountains on West side of Mackenzie Delta
- Geodesic dome house that the locals call a 'crazy white man's igloo'
- Tugs and barges carrying freight on Mackenzie River
- Swimming and water skiing at midnight if the weather is warm
- Children playing baseball at midnight and other games
- Aluminum foil on the bedroom windows to foil the children to sleep
- Northernmost trees in Canada along the Tundra treeline
- Petroleum exploration equipment waiting
- Friendly northern residents interested in meeting visitors

Note: It is permissible to leave the bus tour schedule but you should advise the drivers and, if you don't connect back with the busses, be sure that you are back at the airport by 5:00 am. The taxi fare from town to the airport is \$10.

Have a good visit.

Ask questions to anybody.
Come again to Inuvik.

6B. Northern Sports

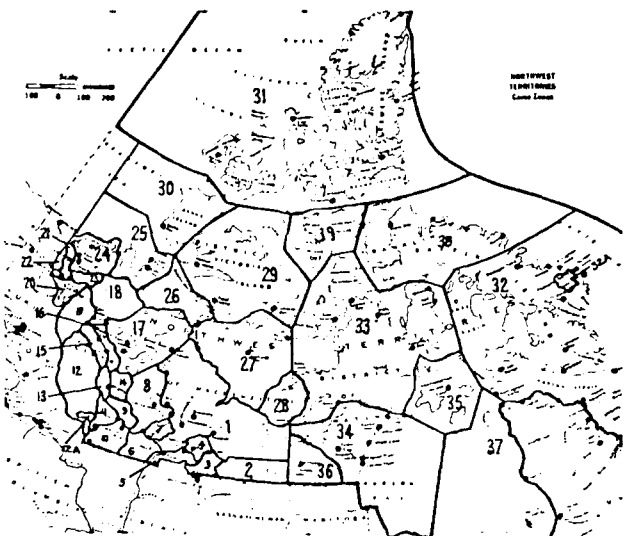
Most of the original and new residents of the Lower Mackenzie region are active in northern sports. This characteristic of small town frontier living can serve as a base for encouraging tourists to come into the region for sports participation. There is a wide range of sports available both in the summer and winter seasons. These are listed below with some comment on the possibilities for tourism development:

Sports Fishing: Although there are no official statistics, the Lower Mackenzie region has as much water area as any other part of Canada. There are so many lakes and streams that only a few of them have official names. The region is well known for the quality of its sports fishing, mainly for Arctic char, lake trout, grayling, and great northern pike. The tourist potential for sports fishing is well developed on the 12,000 square mile Great Bear Lake which is the largest freshwater body entirely within Canada. There are 5 fishing lodges on Great Bear Lake which attract around 2,000 tourists each year.

The prestige of fishing in a remote area and bringing home a trophy fish are the significant lures for attracting tourists to the region. For benefit to local residents, new sport fishing camps could be located close to existing communities with quotas established for long term activity. In many cases sports fishing could be coupled with other programs such as hunting and trekking camps. Non resident sports fishing licences are required for fishing visitors. The fish stocks are managed under the Northwest Territories Fisheries Regulations with catch and possession limits which must be followed.

Big Game Hunting: Parts of the Lower Mackenzie region are world famous for the trophy hunting of polar bear, grizzly bear, black bear, mountain sheep, mountain goats, moose, caribou, and wolves. Polar bear safaris with dog teams are available out of Paulatuk and Sachs Harbour. Big game hunting is carried out mainly in the Mackenzie Mountains from outfitters camps working out of Norman Wells. For game management purposes the entire Northwest Territories is divided into game zones as shown in Figure 23. Most of the sports hunting activity is in Zones 12 and 19 where 8 outfitters are located.

Figure 23

Lower Mackenzie Game Management Zones and Big Game Outfitters**OUTFITTERS**

Zone 12-Area 1:
 Perry Linton
 Mackenzie Mountain Outfitters Ltd.
 Box 123
 Norman Wells, N.W.T.
 X0E 0V0
 Telephone (403) 587-2288

Zone 12-Area 2:
 Skyline Outfitters Ltd.
 Box 224
 Gleichen, Alberta
 ATTENTION: Wm. Moynihan

Zone 12-Area 3:
 Rex Logan
 Box 484
 Sundre, Alberta
 Telephone (403) 225-2405 (winter)
 Radio Telephone SU 751 (summer)

Zone 12-Area 4:
 Redstone Mountain Trophy Hunts
 Box 608
 Banff, Alberta T0L 0C0
 Telephone: (403) 673-3935

Zone 12-Area 5:
 Bob Woodward
 South Nahanni Outfitters Ltd.
 Box 586,
 Cardston, Alberta

Zone 12-Area 6:
 Don Turner
 Nahanni Butte Outfitters
 Box 307
 Fort Nelson, British Columbia
 Telephone: (604) 776-6646

Zone 19-North:
 Arctic Red River Lodge Ltd.
 Ray Woodward
 Box 1932
 Hay River, N.W.T. X0E 1G0
 Telephone: (403) 874-6576

Zone 19-South:
 Lloyd Brunet
 Gana River Outfitters
 Box 1791
 Hay River, N.W.T.
 Telephone: (403) 874-6847

Areas of the Mackenzie Delta and Arctic Coast are amongst the world's greatest waterfowl nesting grounds. Accordingly there is an abundance of ducks and geese that are hunted in season. There are also upland game birds such as ptarmigan which are hunted.

Sports hunting is not expected to bring a large number of tourists into the region, but the activity can provide culturally related employment as guides and outfitters for many local residents as well as extending the tourist season for accommodation facilities in the area.

Northern Games: The unique Inuit and Indian northern games are a definite tourist attraction for the Lower Mackenzie region. These games are observed during the annual summer get-togethers in one or more of the communities. The northern games are associated with many other northern cultural activities such as drum dancing and stick games.

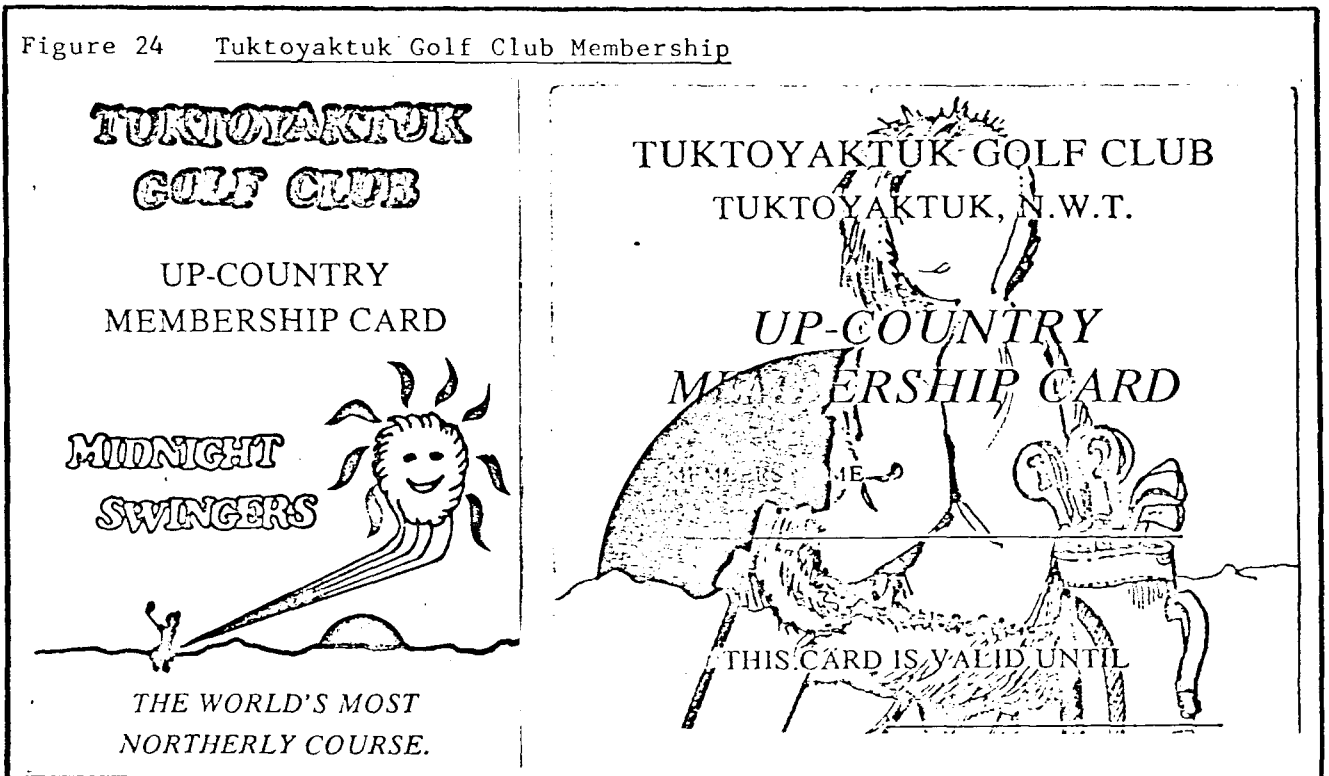
Demonstrations of the northern games by local youths make a very interesting show for visiting tourists. These sports demonstrations are particularly good for groups on community tours.

Mountaineering: Mountain climbing is a new sport for outdoor enthusiasts which could attract many visitors to the Mackenzie and Richardson Mountain areas of the Lower Mackenzie region. There are thousands of peaks in the area waiting to be climbed for the first time. No special tourist facilities are required for mountaineering. Promotion of the sport would be assisted with publication of maps and possibly a registry of "climbed peaks".

Treking: Overland walking tours or treking has already attracted some visitors to the Lower Mackenzie region. One of the popular treking trails is along the old Canol Pipeline route from Norman Wells west to the Macmillan Pass on the Yukon border. Promotion of this sport would be assisted with the publication of information and maps. Special interest trails could be marked for safety and direction.

Arctic Golf: The ordinary game of golf is not a very popular sport in the Lower Mackenzie region but there is an Arctic golf course located on an island in Tuktoyaktuk Harbour which welcomes duffers of any calibre. The Tuktoyaktuk Golf Club offers "Up-Country" memberships for "Midnight Swingers" on the world's most northerly golf course (see Figure 24). The annual Tuk Cup Golf Tournament is held there in July. A new golf course has been proposed for Inuvik with an abandoned gravel pit being "rehabilitated" for the sport. As a tourist attraction "winter golf" played on the snow with coloured golf or tennis balls could be set up along with other Spring Festival activities.

Figure 24 Tuktoyaktuk Golf Club Membership



Swimming and Water Skiing: Although the Arctic is not famous for its water sports, swimming and water skiing are not uncommon in the Lower Mackenzie region with its many lakes and streams. It is even possible to swim in the Arctic Ocean on a quiet sunny day when the shallow bay areas warm up sufficiently. Many a young tourist has been seen in the ocean waters near Tuktoyaktuk but the Arctic swimming sport isn't common for adults. Water skiing is carried out for 24 hours a day in the summer on many lakes near communities and on the Mackenzie River. Often the water skiers shield themselves with wet suits for protection against the chilly waters.

Cross Country Skiing: Cross country skiing is a popular winter sport in the Lower Mackenzie region. The Territorial Experimental Ski Training (TEST) program for young Northerners originated in Inuvik and the region has produced several world class racing skiers. There are cross country ski clubs in many communities with extensive touring and racing trails. Each year there are several community and regional ski meets. Every Easter the popular Top-of-the-World Ski Meet is held in Inuvik on "powder snow under blue skies".

With the broad popularity of cross country skiing throughout North America skiing tourists could be attracted to the Lower Mackenzie region to attend ski meets and for open touring. March and April are the best months for tourist skiing which is a later season than most areas in the South. This sport can be offered at a tourist lodge as a means for extending the operating season.

There are possibilities for downhill skiing in the region, especially in the Spring. Helicopter skiing in the mountains is an interesting possibility since there are many helicopters based in the region.

Dog Sledding: Sled dogs are still used in the Lower Mackenzie communities for hunting and trapping. Some people keep dogs just for sport and possibly for racing. Dog sledding provides romantic and peaceful travel around communities and out on trapper's trails that would be attractive for tourists. Dog sledding trips could be combined with wilderness experiences and trapline travel as part of a tourism development.

Motor Tobogganing: The popular form of winter travel around the Lower Mackenzie communities is by motor toboggans or "Ski-doos". They permit rapid and easy travel out of the communities in all directions. Tourists could be interested in travel between communities, races at Spring festivals, or just touring about the countryside. There might be a tourism opportunity for motor toboggan rentals and servicing in some communities.

Curling: With rinks at Inuvik, Tuktoyaktuk, Aklavik, Fort McPherson, and Norman Wells, curling is a popular participation sport in the Lower Mackenzie region. Inuvik's 6 sheet ice surface is the largest curling facility which hosts an annual International Bonspiel. There are annual invitational bonspiels at all of the rinks which could serve to attract tourists.

Other Sports: Almost every form of sporting activity is present in the Lower Mackenzie region including basketball, baseball, hockey, track , volleyball, and tennis. Tourist travel could be tied in with any sports competition or special events that are held.

6C. Wilderness Experience

With its Alberta size and small population the Lower Mackenzie region has an abundance of wilderness which can attract many tourists. The region's wilderness is relatively accessible as there is good transportation to the communities and in most situations there are no visible signs of human presence just a few steps beyond the community boundaries. Also there are hiking trails and extensive river systems which facilitate enjoyable and safe exposure to the North's nature. The relatively sparse tree growth in the mountains and boreal plains of the region and the absence of trees on the tundra make overland travel possible almost everywhere.

The Lower Mackenzie region is completely mapped on the 1:250,000 scale and some areas have 1:50,000 maps. This permits dependable planning and route selection for wilderness excursions. Also there are the Land Use Information Series maps for the region which delineate land forms, vegetation wildlife, socio-economic, and cultural data on the 1:250,000 scale base maps.

Tourism development activity for wilderness experiences has the advantages that no capital expenditures are required and that it can be economically promoted with information brochures and maps suggesting trails and nature attractions. There are opportunities for developing wilderness tours, wilderness lodges, photographic safaris, and health trekking. Other northern areas such as Alaska, the Yukon, and Northern Ontario are promoting the wilderness experience (see Figure 25). This confirms that there is a market for wilderness activities and that there is also competition for it.

Wilderness seekers will not provide much support for community economics but they will utilize tourist transport to come into the region and will purchase much of their supplies locally. While in the communities they will be "normal" tourists purchasing handicrafts and staying in hotels.

A recent study on Northwest Territories tourism states that the finest observation area for the northern mountain life zone is in the Redstone, Keele, and Carcajou River areas of the Mackenzie Mountains to the west of the Mackenzie River (9). This study also states that the Melville Hills-Horton River area near Paulatuk is an excellent observation area for the Arctic life zone.

Figure 25

Wilderness Experience Promotion - Toronto Globe and Mail, 13 March 1978

**Camp in a place
where you can get lonely if
you want to. It's near.
And it doesn't cost much.**

A lot of people tell us that "The James Bay Frontier" sounds frighteningly cold, uninviting and far away. Well, gee, that's not true.

Summer temperatures are almost as high as they are in the south and the air is clean and dry.

The people are friendly.

And we're only a day's drive away.

Which is why more and more people are coming up here to camp for a few weeks in the summer. We have dozens of things to keep the kids busy (and golf courses and several industrial tours for Mom and Dad.) There are uncrowded campgrounds, hundreds of cottages to rent and friendly motels.

We've written about it in a full-colour magazine filled with great vacation ideas for your family. We'd like to send a copy to you, free. It'll show you a place you can visit without paying an arm and a leg.

James Bay Frontier
P.O. Box 1162
Timmins 3, Ontario
P4N 7H9



Dear James Bay Frontier:
Rush me a book: I want to know more about you.

Name: _____

Address: _____

Code: _____

Clm 13 March 78

6D. River Touring

There are about 10,000 miles of "tourable" rivers in the Lower Mackenzie region which are waiting for the outdoor enthusiasts wanting a wilderness experience. Canoes, kayaks, rubber boats, and large riverboats can be utilized for travel throughout the region. The mighty Mackenzie River is the main river tour route through the region but there are many other short and long trips that can be taken on the hundreds of rivers and streams. As the Mackenzie River is a commercial waterway with considerable barge and boat traffic, it is well marked and passable for all boats. Otherwise, the potential for river touring is undeveloped. Most of the river routes used are traditional ones used by the local people or historical ones followed by early explorers and fur traders.


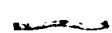


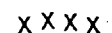

With the popularity of Mackenzie River touring, there is an opportunity for special tourism developments such as the preparation of campsites, publication of a Mackenzie River guidebook, and the operation of commercial river cruises. Alberta provides a good example of river route development with its map of Alberta canoe routes (see Figure 26).

Figure 26

Alberta River Touring Map Promotion







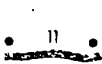
STREAMS

-  I Clear channels with minor obstructions
-  II Clear channels, fairly numerous rapids
-  III Narrow clear channels, numerous rapids
-  IV Obstructed channels, extended difficult rapids
-  XXX Not navigable
-  Unclassified

RAPIDS

- I Clear passages, waves small and regular
- II Clear passages, waves medium, low ledges
- III Narrow clear passages, waves numerous, high and irregular, inspection advisable
- IV Obstructed passages, waves high, powerful and irregular, boiling eddies, rocks, inspection mandatory
- V Extremely obstructed passages, waves continuous long and very violent, rocks and boiling eddies unavoidable, inspection mandatory but difficult
- VI Difficulties of grade V but carried to extremes
DEFINITE RISK OF LIFE

Rapids on Grade III and IV streams are numerous and only the most hazardous have been indicated

-  Falls
-  Lakes subject to sudden dangerous windstorms
-  Streams directly below dams subject to changes in water level and velocity
-  Federal and Provincial campsites adjacent to classified streams
-  Approximate mileages between red dots along classified streams

6E. Northern Handicrafts

As most tourists coming into the Lower Mackenzie region are interested in purchasing a distinctive souvenir, the availability of local northern handicrafts can be an attraction for tourists as well as a source of cash income for local residents. There is already a considerable volume of local handicrafts sold to tourists in the region through direct contacts and through retail outlets. Each community produces some handicrafts such as clothing, decorations, household accessories, Native games, and hunting gear. Much of the handicraft production is done at home as a cottage industry but there are organized groups such as the Aklavik Fur Garment Cooperative and the Inuvik Sewing Centre where large volumes are produced.

There are possibilities for improving and expanding local handicraft production as part of a tourism development program. Efforts could be made to create more distinctive handicrafts and for each community to develop specialty items. Through coordination, more distinctive, high quality handicrafts would be available at reasonable prices throughout the region. The buying tourist should believe that the handicraft item is offered at a fair price which is lower than that charged for the same type of item back in the South.

The Lapp handicraft organization operating in North Norway and North Sweden provides a model which could be followed in the Lower Mackenzie region. The Lapps have handicraft training schools and production workshops specializing in their traditional arts and crafts. Traditional designs and modern innovations are both utilized. Special programs are organized to maintain quality and to market the handicrafts.

A comparable handicraft development program might be organized in the Lower Mackenzie region since the Inuit and Indian arts and crafts organizations do not seem to have much interest or influence with the local residents. Although the supply of craft materials and the marketing of handicraft products appears satisfactory, a regional handicraft organization could provide the leadership and direction needed to adapt to the new tourism opportunities.

6F. Cultural - Educational

There are several cultural-educational aspects of the Lower Mackenzie region that can be considered for tourism development. The "Far Northern Schools" organized by the University of Alberta's Extension Department provide a good example of visitors coming into the North for an education experience that involves local residents and utilizes local services (see Figure 27). The Arctic Summer School in Inuvik handles around 80 students each year who study northern subjects and tour the area for a two week period. Comparable schools are operated at Whitehorse and Igloolik.

As most tourists coming into the region are interested in local history, Inuit and Indian culture, community developments, and surrounding wildlife, a short course could be offered by a community as a visitor attraction. If there is a local museum or library, short courses or seminars could be held there for part of day, a full day, or for several days.

Exposure to Native arts and crafts provides a cultural experience for many tourists. The opportunity to purchase local handicrafts is an important attraction which also serves to enhance the local economy and maintain cultural values. The fur and cloth sewing centres in Inuvik, Aklavik, Tuktoyaktuk, and Fort McPherson are good tourist attractions.

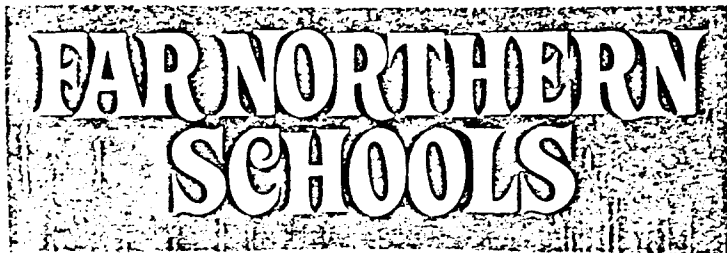
The Northern Games activities with sports, exhibits, and dances is a good tourist attraction that could be promoted with the tourists paying to attend so that they could assist in the games financing.

Special air tours could be organized around the history and archaeology of the region. These would be directed towards teachers, students, and history "buffs" and could involve the Prince of Wales Heritage Centre in Yellowknife and local residents. Cultural-educational aspects will also be of interest to participants in the regular community air tours.

The operation of educational seminars, training schools, and lectures could serve to attract visitors into the region. These activities would be scheduled when accommodation is available and would be organized for maximum spin off benefit using local staff, services, and transport. A new "School of the North"

might be operated in the region with the purpose of attracting visitors interested in a broad knowledge of the North. The University of Alaska schedules several five day "Workshop On Alaska" courses each summer in Fairbanks that offer lectures, demonstrations, and discussions presented by authorities in specific fields such as anthropology, education, history, natural resources and other Alaskan topics. One day is devoted to field trips. A comparable course could be offered in Inuvik that would attract tourists as well as northern residents.

Figure 27

Arctic Summer School In Inuvik

ARCTIC SUMMER SCHOOL

• EDMONTON • YELLOWKNIFE • INUVIK
June 26 - July 10, 1978

arranged by the Faculty of Extension and the Boreal Institute for Northern Studies of The University of Alberta in cooperation with the Government of the Northwest Territories

The Arctic Summer School was conceived as a continuing education program which would meet the needs of managerial and professional people involved in northern operations of business and government organizations. It has been developed as an interdisciplinary course designed to help participants clarify their perceptions of northern conditions and improve their ability to make decisions and recommendations on northern planning and operating problems. Four major subject areas are discussed: the people—their origins, history, attitudes toward development, and the structure of government and their local institutions; the physical surroundings—the land and climate, the river system, and the proven and potential non-renewable resources; the ecology—life systems and interdependence among various life forms, important northern plant and animal species, and the effects of man-made changes on various life forms; and engineering—the effect of cold on man's activities, permafrost, construction practices, design of utilities, transportation, resource exploration, offshore drilling and petroleum development systems.

6G. Flightseeing

With the general absence of intercommunity roads and an immense area, the Lower Mackenzie region is aviation orientated with virtually all passenger and freight movements by aircraft. There are good airstrips at every community except for Arctic Red River. As much of the region's business and social activity is dependent on flying, scheduled and charter air services are more developed than elsewhere in Canada. This reliance on flying can be turned to a tourism

advantage through the encouragement of flightseeing with visitors flying their own aircraft into the region or the utilization of local charter aircraft to make community visits and observe the scenic attractions.

Flightseeing doesn't require new capital expenditures and could be promoted by describing the many small aircraft flight routes into the region and the air facilities within the region. The Yukon Government has incorporated air facilities into their regular tourist promotion map (see Figure 28) and the same concept could be considered for the Lower Mackenzie region. As part of overall tourism development, new airstrips could be considered at strategic locations to support sports fishing, big game hunting, or lodge operations. These airstrips would then be a bonus for flightseeing visitors.

6H. Special Events

Community festivals, sports activities, and cultural programs that are a natural part of the northern lifestyle can become significant tourist attractions. These special events help a potential tourist to focus in on a specific time and reason for visiting the Lower Mackenzie region. Also, the presence of visitors at special events often assists the organizers as the participants have a larger audience and operating funds can be raised through the sale of admission tickets and souvenir items to the tourists.

The most successful special events for tourists are those that present unique northern activities such as the Inuit and Indian games, dog sledding, reindeer roundups, and native dances. With adequate promotion, sports events such as the Top-of-the World Ski Meet, the Tuk Cup Golf Tournament, and dog sled races can attract many tourists to a community.

Yukon Flightseeing Promotion Map

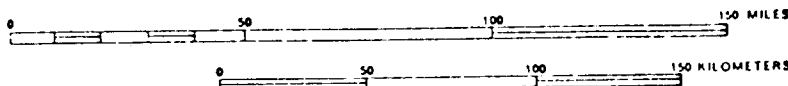
Yukon Territory

ROAD AND AIR FACILITIES MAP

NOT TO BE USED FOR AIR NAVIGATION

LEGEND

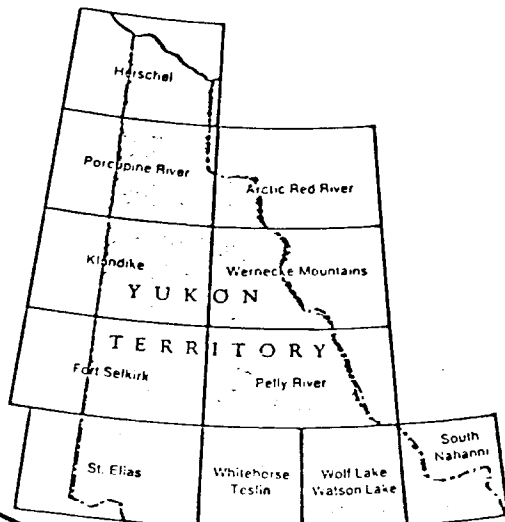
- Alaska Highway
 - Principal Highways
 - Other Highways
 - Railroads
 - Towns and Cities
 - Capitals
 - State and Provincial Highways
 - Campgrounds
 - Trans-Canada Highways
 - Services and/or Accommodation
 - Major airport with all facilities
 - Water land area with or without facilities
 - Airstrip with or without facilities
- For exact airport locations, see Yukon Landing Fields on reverse.
- Red accumulated mileage between red pointers
 - Intermediate mileage between towns and junctions
 - Ferries and Boatlines



AERONAUTICAL CHARTS

Aeronautical charts are available in 1 : 500,000 or 1 : 1,000,000 scales

from: Map Distribution Office
Department of Energy,
Mines & Resources
Ottawa, Ontario or Whitehorse, Yukon



Index of Aeronautical charts
1:500,000 scale

Yukon Territory Road Mileage Guide	BEAVER CREEK	BURWASH LANDING	CARCROSS	CARMACKS	DAWSON CITY	DESTRUCTION BAY	ELSA	FARO	HAINES JUNCTION	ISSING	SING	WATSON LAKE	WHITEHORSE
BEAVER CREEK													
BURWASH LANDING	107												
CARCROSS	330	223											
CARMACKS	379	272	155										
DAWSON CITY	603	496	379	224									
DESTRUCTION BAY	119	12	211	260	484								
ELSA	551	444	327	172	174	432							
FARO	491	38											
HAINES JUNCTION	186	7											
KENO	560	45											
MAYO	523	41											
PELLY CROSSING	445	33											
ROSS RIVER	508	40											
STEWART CROSSING	490	38											
TESLIN	398	29											
WATSON LAKE	567	46											
WHITEHORSE	284	17											

Fly Yukon



ROAD AND AIR FACILITIES MAP

7. Local Involvement

For any specific tourism project or regional tourism development program to be successful, there will have to be understanding and coordinated support business, government, and the public. This support will only materialize if there is effective local involvement in the projects and programs. To provide a hospitable atmosphere for visitors, a majority of community residents must believe and see that there are net tourism benefits. They must treat a tourist as a person who is vital to the local economy, not just as a person who should be tolerated.

Although there are many intangible spin off benefits from tourism, the main advantage for local involvement is direct employment that is both visible and measurable within the community. Accordingly, the tourism projects which provide many jobs in a community are most likely to be welcomed.

A high degree of local ownership, management, and use of local materials are also important. When there is any government funding, arrangements, or promotion support for a new tourism facility, a policy of first refusal for local residents would greatly assist their involvement. Local involvement can also be assisted through the introduction of Northern Hospitality programs, staff training, and community council participation.

7A. Northern Hospitality Programs

Organization is required to provide training in hospitality skills and to provide a public awareness of the important role that hospitality plays in successful tourism developments. Participants in a Northern Hospitality Program would include anyone coming in contact with tourists, particularly waitresses, hotel clerks, taxi drivers, bus operators, tour guides, and store clerks.

Total community involvement and benefit from tourism projects would be explained along with the spin off effect of every tourist dollar spent in the area. The advantages of everybody being friendly to the tourist

would be demonstrated. Illustrations would be given on how tourism can provide significant benefits to the Lower Mackenzie region only if the local residents want the benefits and understand the workings of the tourism industry.

The Northern Hospitality Program would involve regular meetings in the communities and the publication of appropriate literature for both the local residents and for the visiting tourists. The Travel Industry Association of Canada suggests the following hospitality themes (32):

1. Be a Proud Canadian
 - speak well of your area
 - show it off
 - sell it
2. Be a Friendly Canadian
 - smile at visitors and say "hello"
 - offer help if needed
 - take time to answer questions
3. Do Something For a Tourist
 - get in the act
 - offer your help to increase tourism
 - help your area's economics

7B. Tourism Staff Training

As most of the Lower Mackenzie region residents are unaware of tourism activities and the overall workings of tourism programs, there is an urgent need for tourism staff training to prepare local people for management responsibilities, accommodation operations, restaurant operations, and camp supervision. The training needs would vary with each project and would be a combination of training-on-the-job and classroom work.

There are several schools offering hospitality and travel industry training which would be appropriate for northern residents. The tourism courses presented at the University of Alaska in Fairbanks are shown in Figure 29. The Canadian Government Office of Tourism publishes an annual booklet listing courses throughout the country on tourism, hospitality, and recreation as shown in Figure 30. It would be appropriate for comparable courses to be offered at the Adult Vocational Training College in Fort Smith or for Adult Education to bring these courses to the communities when there are tourism projects underway. The Travel Industry Management Program at the University of Alaska could be considered for students interested in northern tourism careers.

Figure 29 Tourist Industry Course at the University of Alaska

University of Alaska, Fairbanks

BUSINESS ADMINISTRATION

B.A. 405 3 Credits Spring
Tourism Destination Planning and Development (3+0)

Tourism resource characteristics, location, and market demand considerations. Analysis of development potential, planning processes and procedures, capital and personnel requirements, and tourism destination developments.

B.A. 260 3 Credits Spring
Tourism Principles and Practices (3+0)

Forces which influence the international and domestic hospitality, leisure, travel and recreation industries. Socio-economic models and measurement of regional impact, demand and supply. (Prerequisites: Econ. 121-122, Econ. 221, Math 161)

B.A. 351 3 Credits Spring
Hospitality Properties Management (3+0)

An intensive investigation of the concepts of hospitality properties management industry—front office, catering, housekeeping, room and general office management. (Prerequisite: B.A. 260.)

B.A. 355 3 Credits Spring
Food and Beverage Management (3+0)

Students will investigate the working of a food and beverage department, including the purchasing, preparation and service of products, cost control procedures and general management concepts. (Prerequisite: B.A. 260.)

B.A. 356 2 Credits Alternate Spring
Beverage Production, Preparation and Control (2+0)

The importance of beverage function in today's hospitality operations. The production, preparation, service and control of beverages will be systematically presented. (Next offered 1976-77.)

B.A. 471 2 Credits Spring
Tourism Seminar (2+0)

A senior seminar bringing together all areas of the travel-tourism industry. Lecturer, guest industry speakers and the case study method will all be utilized. (Prerequisite: admission by instructor's permission.)

Figure 30

Tourist Industry Courses Throughout Canada

DIRECTORY OF COURSES

TOURISM HOSPITALITY RECREATION

Canadian Government
 Office of Tourism

1977-78

SECTION 1 - TRAVEL/TOURISM

- Alberta
- Ontario
- Québec

SECTION 2 - RECREATION/RECREOLOGY

- British Columbia
- Alberta
- Saskatchewan
- Manitoba
- Ontario
- Québec
- Nova Scotia
- Newfoundland

SECTION 3 - HOTEL, MOTEL, RESORT MANAGEMENT
 (See also Section 4)

- British Columbia
- Alberta
- Saskatchewan
- Manitoba
- Ontario
- Québec
- Prince Edward Island
- New Brunswick
- Nova Scotia

SECTION 4 - FOOD & BEVERAGE SERVICE MANAGEMENT
 (See also Sections 5 and 7)

- British Columbia
- Alberta
- Saskatchewan
- Ontario
- Québec
- Nova Scotia
- Newfoundland

7C. Community Council Participation

Tourism projects in the Lower Mackenzie region are more likely to succeed if there is full knowledge and participation of the community councils in the planning, location, construction, and operation of each project. Since the local Councillors have an interest in the social and economic well being of the community, they can often assist tourism projects by giving community endorsement, by providing land, and even supplying some essential services.

Participation of the community councils also provides a base for community wide involvement and the development of interesting activities for tourists such as the operation of a local museum, sports events, or community dances. An interested community Council could also assist tourism by providing tourist facilities such as a bench at the local viewpoint or adequate toilets for visitors. Community Councils are involved in the NWT grants for tourism promotion and can be very helpful to an applicant for a tourism project loan.

8. Tourism Development Organization

Optimum benefits from tourism activities for residents of the Lower Mackenzie region will only be realized if there is cooperation amongst the local tourist businesses and with the government agencies involved in tourism. There are tourism organizations in comparable northern regions, such as Alaska and the Yukon, which can be examined for possible application in the Lower Mackenzie region.

8A. Within Region Organization

Tourism throughout Canada is a mixture of government and private enterprise. Usually the government responsibility is to provide regional promotion, industry development, and regulatory functions, while private enterprise has arranged for facilities and services. The Northwest Territories' Travel Arctic organization in Yellowknife has provided useful promotion and development services to the Lower Mackenzie region which have been beneficial to the local tourist operators. However, as the private enterprise operators in the Lower Mackenzie region have not worked closely or formed a regional organization, the local effect of the Travel Arctic program has been less effective than it might be.

A regional tourism organization or "Visitors Association" is needed to bring the local tourist operators together to enable them to draw up promotion and service programs for their mutual benefit. They also need to get together for cooperation with the government programs that are available.

Instead of forming a new and separate tourist organization in the Lower Mackenzie region, the tourist operators might join the NWT Travel Industry Association and form a Lower Mackenzie Division of this organization as has happened for the Baffin tourist operators. Due to the region's large size and the natural geographic grouping into a Delta-Beaufort area and a Bear-Norman area, consideration should be given to forming two area tourism organizations within the region. Each organization could function as a Division of the NWT Travel Industry Association and cooperate whenever there was an overlap of interests.

An excellent example of a regional tourism organization which could be used as a model for a Lower Mackenzie region tourism organization is the "Land of the Mighty Peace Tourist Association" in Northwestern Alberta (see Figure 31). This association coordinates tourism developments in an area covering 50,000 square miles with tourism opportunities similar to those of the Lower Mackenzie region. It is affiliated with the Travel Industry Association of Alberta but actively looks out for and promotes its own area.

Figure 31 Example of Regional Tourist Promotion Organization

**LAND OF THE MIGHTY PEACE
TOURIST ASSOCIATION**

BOX 236, FAIRVIEW, ALBERTA

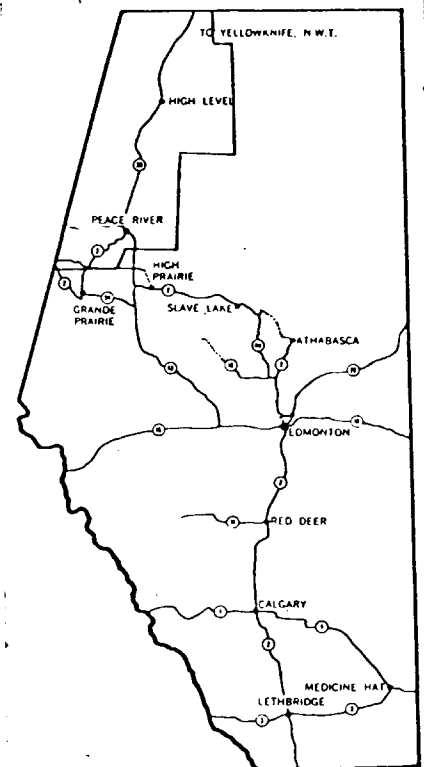
**NORTHERN
ALBERTA**

**Welcome to
North-Western Alberta, Canada
Land of the Mighty Peace**

The residents of Nor-western Alberta invite you to visit this area this year. This is relatively new country, big, spacious and friendly. One hundred years ago this region was almost unknown to white man. It still preserves many wilderness areas, but is now interlaced with modern highways, district, oil and forestry roads. This offers the Visitor a wide variety of holiday enjoyment, varying from lakes and rivers, woodlands and farmlands, resorts and campgrounds, hunting, fishing, boating, and swimming—colorful events, modern communities, accommodations and facilities.

We invite you to bring your family, your pets, cameras, binoculars, sporting and camping equipment and enjoy a relaxing holiday, just roaming the country. Remember this is the land of the long summer evenings, beautiful midnight twilights and rare Aurora Borealis (Northern Lights), warm days and cool evenings.

This area is rich in scenery, rich in history and rich in hospitality. Circle tours within the area provide ample opportunity to enjoy the near north this year.



8B. Out-of-Region Organization

The NWT Travel Industry Association has been organized for several years with the participation of tourist operators, hotels, fishing lodges, tourist transport, suppliers, and government. This organization provides a Territorial forum for every individual, business, or group that is interested in tourism developments. All Lower Mackenzie region tourist operators should join this Association and participate for their own benefit. At present there are only two Association memberships resident in the Lower Mackenzie region.

Through direct contacts and through the NWT Travel Industry Association, a close liaison should be maintained with tourist organizations in the Yukon, Alberta, British Columbia, and Alaska^{which} operate in areas somewhat comparable to the Lower Mackenzie region and which are drawing tourists from generally the same markets.

Liaison should also be maintained with the Canadian Travel Industry Association to provide contact with the national and inter-national tourism developments.

9. Accommodation and Facilities

The limiting factor on the quantity of visitors coming into the Lower Mackenzie region is the present low number of tourist accommodation units in the larger communities and the general lack of any public accommodation in the small communities. The use of government transit centres and school hostels for tourist accommodation is not considered in this section as these can not be considered as part of the tourism industry and, if utilized, could be a deterrent to the opening of new private facilities. For future tourism developments additional accommodation is required as well as more restaurants, ground transportation, and entertainment operations so that visitors are well looked after and believe that they are getting good value for their money spent.

Many of the present tourism accommodation units in the region are modest and several are substandard for the average tourist. It is no longer adequate to offer only quaint accommodation and a beautiful view, as today's tourists demand cleanliness and quality as well as efficient services to make the best use of their leisure time.

Consideration is also required to insure that accommodation for tourists is provided in addition to the regular accommodation demand for business and government travellers. Although the nearly 200 room visitor accommodation capacity at Inuvik and Norman Wells is relatively large for the size of the communities, there is often only a few rooms available for tourists during the peak summer season.

9A. Future Accommodation Need

It is impossible to accurately predict the future accommodation needs for visitors coming into the Lower Mackenzie region. However, rough estimates to assist in accommodation construction planning can be made on the assumptions that the number of tourists will increase at the average rate of 20% per year and that most of the tourists will want accommodation in the communities. As many of the tourists will only stay one night in the region or will be on a "Midnight Sun" tour and not require any accommodation

it is estimated that the number of bed nights for tourists will be approximately the same as the number of tourists coming into the region.

Leaving out the Great Bear Lake fishing lodges as a special situation, around 3500 tourists are anticipated coming into the Lower Mackenzie region in 1978 who will require accommodation in a community. Based on an average 20% annual increase in the number of tourists and an average room occupancy of 50% over an 80 day tourist season, the number of rooms required and the number of new rooms required each year to 1988 are presented in Figure 32. These calculations for a ten year period show that there could be nearly 22,000 tourists coming into the region in 1988 and that they would require a total of 542 rooms to handle them. This is an increase of 454 rooms over the 10 year period which would have to be constructed to handle the volume.

Presently there are 226 rooms available in the Inuvik and Norman Wells hotels as shown in Figures 4 and 5. On the assumption that on the average only 50% of these rooms are available in the summer for tourists since the other rooms are taken up by regular business and government travellers, there are 113 rooms available for tourists. This average room availability for tourists indicates that the present accommodation is adequate until 1979 but that additional rooms will be required after that as shown in Figure 32. These figures must be taken as only rough estimates for the total region with the understanding that a single tourist development or tour program could make them invalid.

9B. New Facilities Construction

Along with an overall development program to encourage tourist visits to the Lower Mackenzie communities, there is need for a scheme to provide efficient and low cost visitor accommodation. This situation presents an opportunity to develop standardized modular buildings for community use that can handle the tourist volumes, have self contained utilities as much as possible, and be readily shut down when there are no visitors around. Prefabricated construction at a central point in the region or elsewhere is suggested for building economics and quality of work. Each tourist accommodation module might measure 12' X 34' and contain 2 motel like units designed

Figure 32

Anticipated Increase In Lower Mackenzie Region Tourists and Accomodation Required

<u>Year</u>	<u>Number of Expected Tourists (1)</u>	<u>Accomodation Rooms Required(2)</u>	<u>New Accomodation Rooms Each Year(3)</u>
1978	3500	88	--
1979	4200	105	17
1980	5040	126	21
1981	6048	151	25
1982	7258	181	30
1983	8709	218	37
1984	10451	261	43
1985	12541	314	53
1986	15049	376	62
1987	18059	452	76
1988	21671	542	<u>90</u>
		Total	454

(1) Anticipated average annual increase of 20% each year on the 1978 base of 3500 tourists coming into the region excluding the Great Bear Lake fishing lodges

(2) Number of accomodation rooms required based on an average 50% occupancy for an 80 day season, giving a multiplier of 0.025 times the number of expected tourists

(3) New accomodation required for handling the new visitors only. Other new accomodation could be required to handle any increases in regular business and government travel.

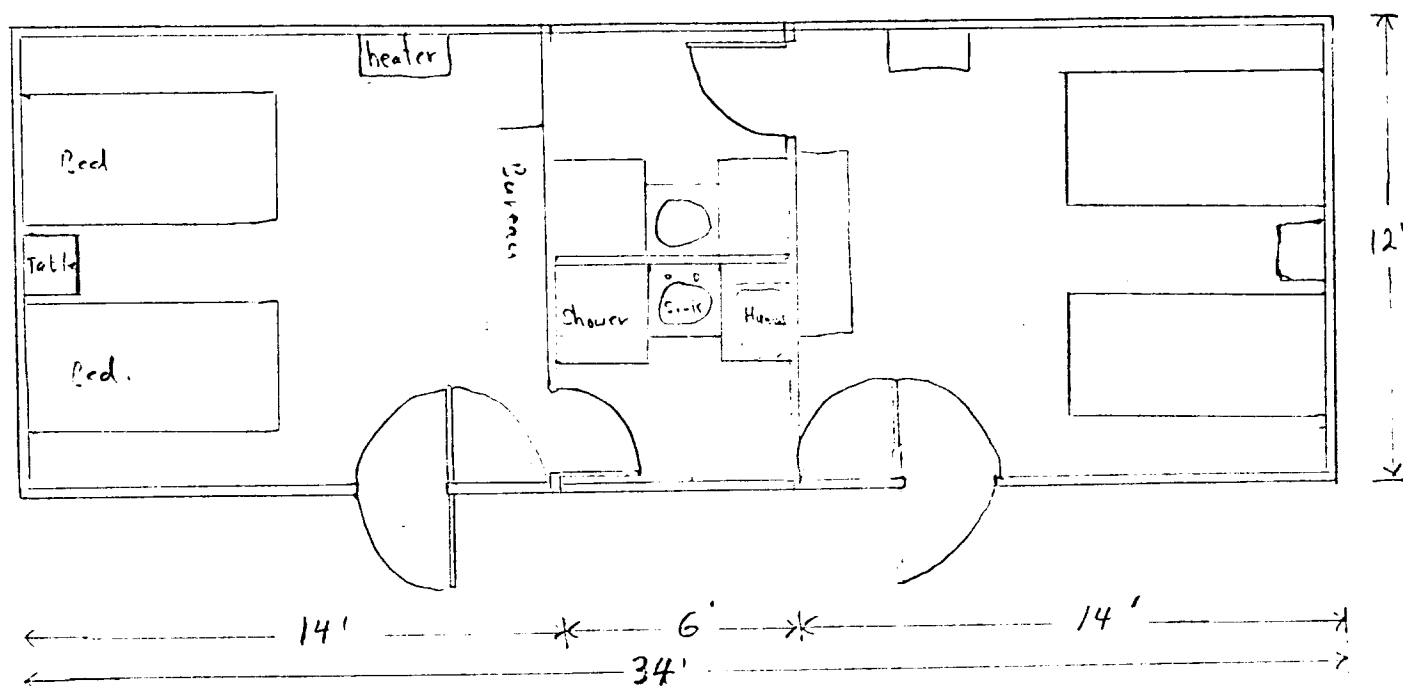
for sleeping 2 persons. Each unit would have a separate heater and the module's water system could be readily drained for shut down at the end of the tourist season or when there were no customers about (see Figure 33). A series of modules could be placed on a location to provide the total number of accommodation units required. For example, 10 modules sleeping up to 40 people could hand a Dash 7 type of community air tour. The modules could be set up in several different ways as shown in Figure 34.

Other standard modules of the same dimensions could be constructed for restaurant service, for an office, or for a recreation-lounge area. With an organized tourism development program, there could be enough of these standard modules required to warrant setting up a manufacturing facility for low cost production and long term local building employment. In place of module prefabrication, stick built construction in the communities could be considered with the materials supplied in "module packages".

Figure 33

Northern Modular Tourist Accomodation - Standard two unit 12' X 34' module

Scale 1" = 5'



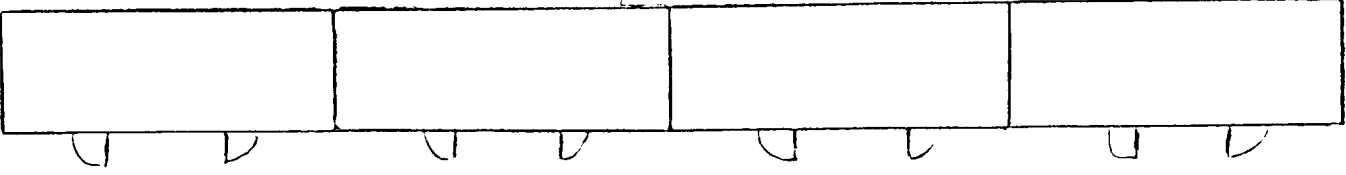
- each module on light permanent skids for ease of locating and moving if required.
- separate oil heater and small electric water heater in each unit
- Humus type biological decomposition toilets proposed to minimize water consumption and eliminate sewage connection.
- each unit connected to a pressure or gravity water system with provision for ready drainage of all lines by opening one valve at the unit.
- essential aspect of modules is that one or both units can be easily shut down with water drained and electricity turned off without concern for freeze up or damage in the winter.
- sink and shower drains into separate pit for each module or into a drain pipe connecting several modules.
- double entrance door for each unit for cold weather protection.
- each module end designed for flush fitting with another module.
- roof design to allow northern camp style covered walkway if required.

Lower Mackenzie Tourism Opportunities

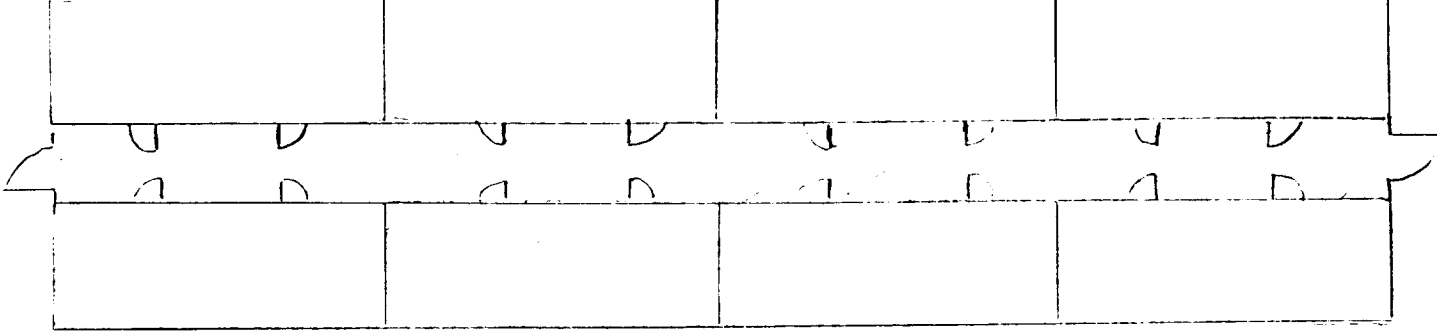
Figure 34

Northern Modular Tourist Accomodation - Standard two unit 12' X 34' modules

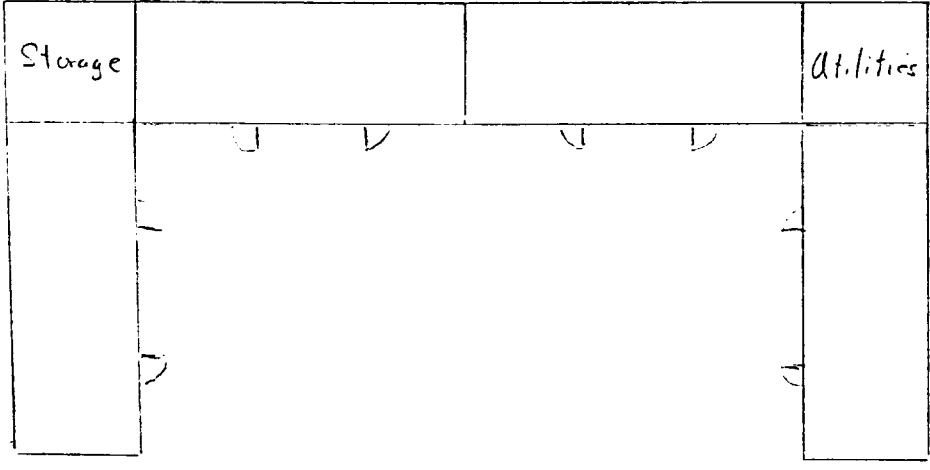
A. Straight line motel style



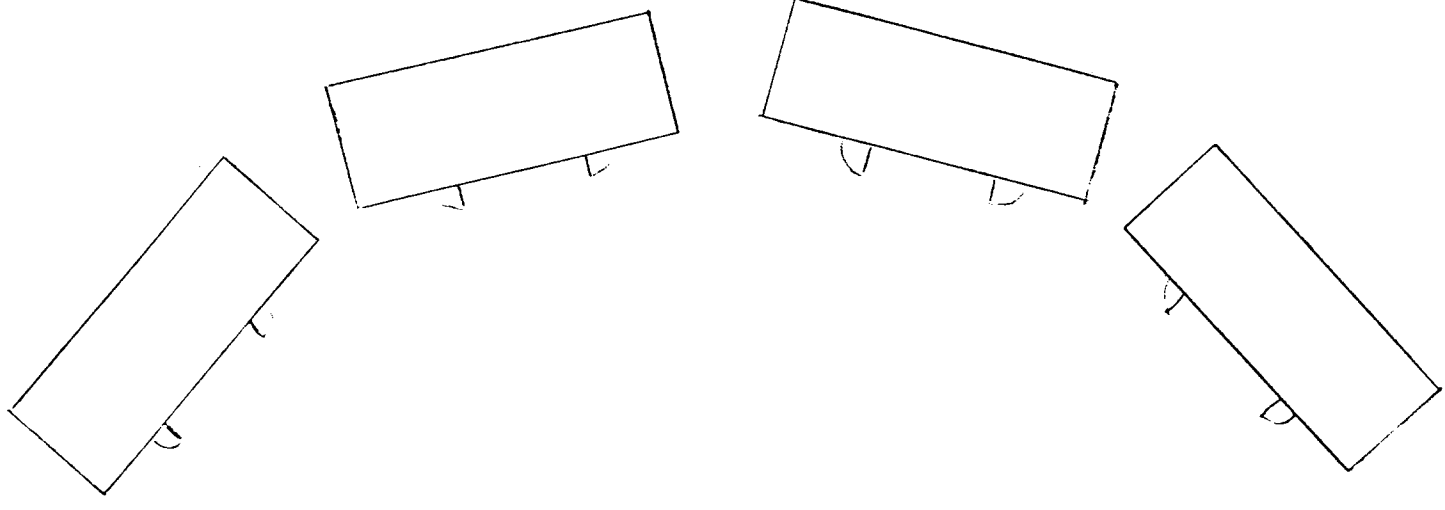
B. Northern camp style with covered central walkway



C. Courtyard style with added utility and storage corners



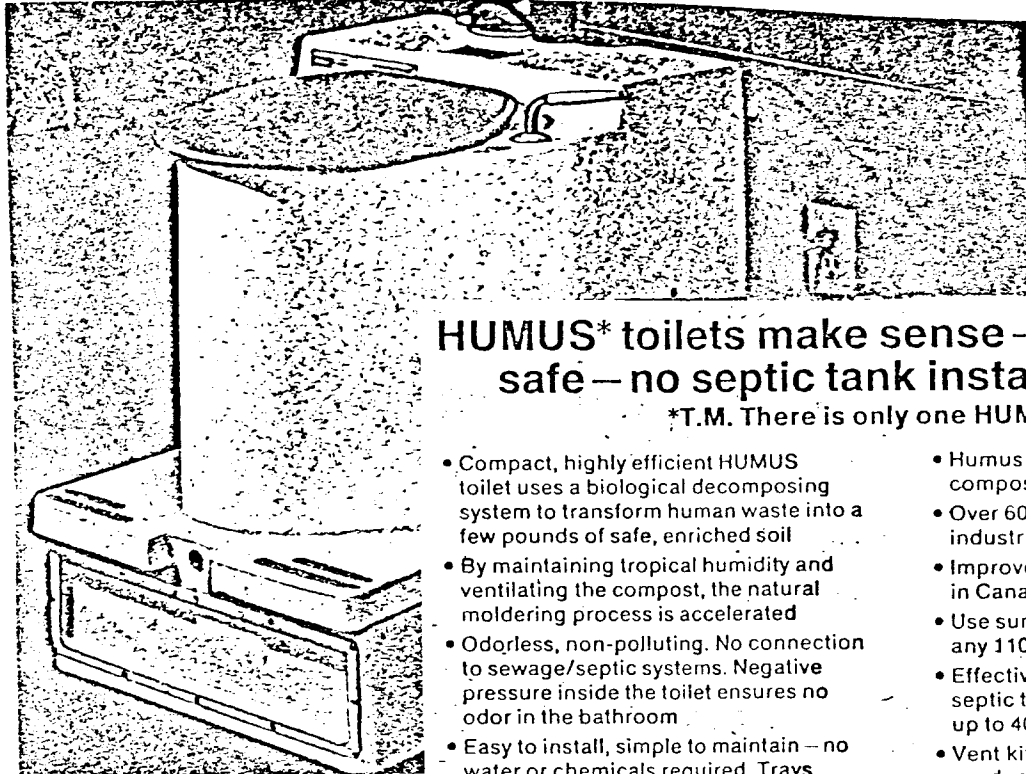
D. Open cabin style



Toilet facilities and the disposal of sewage are a continuing problem in all northern communities. This problem will be increased with considerable numbers of tourists coming to a community for extended periods. As a possible solution to the visitor sewage situation, the use of individual biological decomposition toilets, such as the Humus Toilet shown in Figure 35, might be considered. These toilets require little maintenance, consume only a small quantity of electricity, do not require a sewage connection, and are not adversely effected by freezing. It would be appropriate for the standard accommodation modules to be equipped with these toilets to eliminate the problems of sewage connections and disposal. Some of these new "fluidless" toilets should be given a practical test in a regional tourism project.

Figure 35

Humus Biological Decompostion Toilets

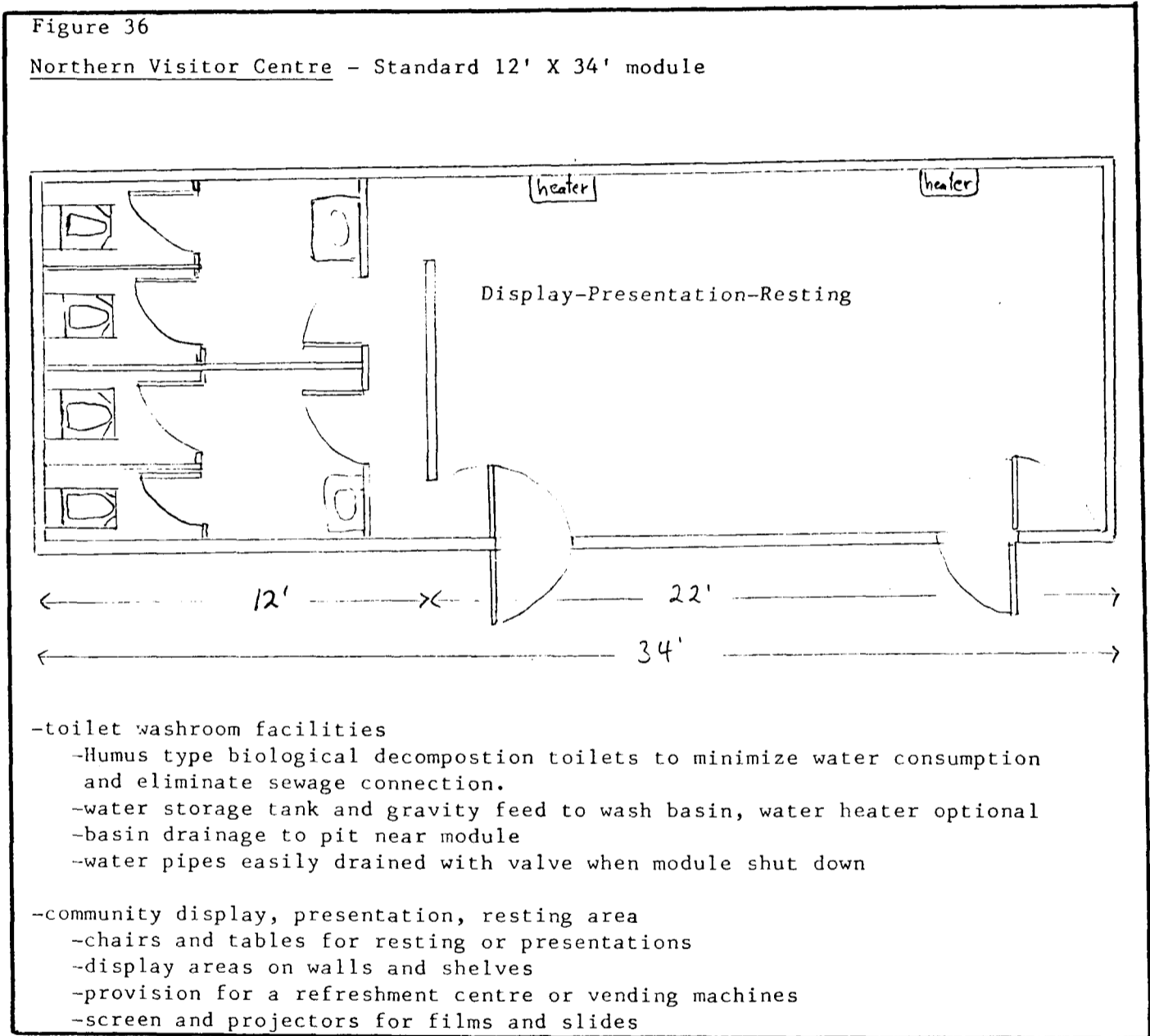


HUMUS* toilets make sense – environmentally safe – no septic tank installation needed

*T.M. There is only one HUMUS Toilet

- Compact, highly efficient HUMUS toilet uses a biological decomposing system to transform human waste into a few pounds of safe, enriched soil
- By maintaining tropical humidity and ventilating the compost, the natural moldering process is accelerated
- Odorless, non-polluting. No connection to sewage/septic systems. Negative pressure inside the toilet ensures no odor in the bathroom
- Easy to install, simple to maintain – no water or chemicals required. Trays usually need emptying just once a year
- Instructions, manual, warranty included
- Humus soil and peat moss needed to start composting process is included
- Over 6000 HUMUS toilets in government, industrial and private use in Canada
- Improved-design HUMUS now made in Canada; fully CSA approved
- Use summer or winter – just plug into any 110-volt electrical outlet
- Effectively extends the life of any septic tank system by relieving it of up to 40% of usual demands
- Vent kit (sold sep.) required for product warranty. Has pipe and fittings for normal one-storey installation
- Delivered assembled in one compact unit

With increasing numbers of community air tours coming into the Lower Mackenzie region, there will be a need for toilet, washroom, rest, and refreshment facilities to handle them. A visitor centre concept is suggested that would provide essential facilities and serve as an operations base for community tours and local presentations. The visitor centre could be located in an existing building or a special northern visitor centre module could be obtained as shown in Figure 36 . This module is on the same frame as the accommodation module and is equipped with several biological decomposition toilets and space for local displays, movie or slide presentations, and the sale of refreshments. The display area might show the community history and have local handicrafts for sale. Vending machines might be considered for the refreshments.



9C. Ownership and Financing

When new tourism facilities are constructed in the Lower Mackenzie region every effort should be made for local residents, cooperatives, or companies to own all or a majority share of the facilities. Local ownership is important to provide community involvement and local participation. Also, there are likely to be more local spin off benefits with local ownership and control especially as any profits will stay in the region and probably be reinvested there.

In situations where tourism investment funds are short, where special expertise is required, or where tourism market connections are needed, it would be appropriate for some out-of-region ownership in local tourism projects. However, if at all possible, the outside investment should be kept to less than 50% of the total so that local interests remain in control.

At present, financial assistance for new tourism facilities can be obtained from several sources such as:

- commercial banks including the Bank of Commerce and the Bank of Montreal
- the Federal Business Development Bank
- leasing and finance companies
- NWT Small Business Loan Fund
- Eskimo Loan Fund
- Indian Economic Development Fund

There appears to be sufficient financing money available for new tourism projects as long as they appear to be viable and have good management.

In cases where there is substantial Native participation in tourism projects financial grants can be available for DREE's Special ARDA program. Also Operating assistance is usually available for training staff from the Canada Manpower Centre or the Government of the NWT.

Should the Government of the NWT enter into a tourism development agreement with the federal government for DREE funding under the Special ARDA program or under a General Agreement in the future, the Lower Mackenzie region will

benefit. A \$13.3 million program to stimulate tourism in Newfoundland, mainly with DREE funding, has recently been announced (6). Of the total program 50% goes towards providing accommodation, 27% to developing tourist attractions, 10% to the provision of special tourist services, 6% to planning and coordination, 5% to the promotion of package tours, and the remaining 2% to improved tourism marketing. As similar programs are operating in New Brunswick and Nova Scotia, there is a possibility that a comparable program could be developed for the Northwest Territories.

9D. Native Development Corporations

With the introduction of Native Development Corporations into the North such as the Inuit Development Corporation, the COPE Development Corporation, and the Metis Development Corporation, there is a significant opportunity for successful tourism developments in the Lower Mackenzie region with the full involvement of Native residents. With a land claims settlement, the Native Development Corporations should be in a position to evaluate tourism development opportunities, provide funding, train management and staff, and develop a tourist market.

The Alaska Native Land Claims settlement provides an example where there has been a high degree of participation in the Alaska tourism industry through the development corporations (33). There are also several situations on Canadian and United States Indian Reservations where there are successful tourist operations.

10. Tourism Promotion

As there are hundreds of good vacation areas that the average North American could choose from, effective tourist promotion is essential for the success of any Lower Mackenzie Tourism development program. Publicity skills are required so that a potential tourist will want to come to the Lower Mackenzie region rather than vacation elsewhere.

Except for a few local leaflets and community brochures, the present tourism operators in the Lower Mackenzie region are dependent on the NWT Government's Travel Arctic promotion program. With its annual "Explorers' Guide", general promotion activities, and local tourism officers, Travel Arctic is providing an excellent service and is attracting as many visitors to the Lower Mackenzie region as can be accommodated at the present time. Any future tourism promotion activities for specific projects, for communities, or for the region should be done in cooperation with Travel Arctic. Local tourism promotion programs can be carried out independently but they will require an understanding of the tourism market, evaluation of various promotion techniques for reaching this market, and skills of promotion production.

Consideration might be given to the formation of a new regional or area "Tourism Marketing Council" with responsibilities to coordinate the tourism marketing activities of both business and government. This concept is utilized in Alaska where the state government provides the Tourism Marketing Council with matching dollars for any funds that are contributed by business (8). In 1977, this Alaskan organization, with directors from both business and government, spent over one million dollars on market research studies, films, advertising, and promotion booklets.

Air tours originating out of Yellowknife, Norman Wells, or Inuvik could be promoted as an essential part of tourism development in the Lower Mackenzie region communities. Under the Canadian Government Office of Tourism's Tour Development Program for destinations within Canada, tour organizers can qualify for incentive assistance on a matching dollar basis to a maximum of \$50,000. The daily tours in Alaska from Anchorage and Fairbanks to Point Barrow, Prudhoe Bay, Kotzebue, and Nome are the type that could be

considered for the Lower Mackenzie region (see Figure 37) with regular flights leaving from Yellowknife.

Figure 37

Alaskan Daily Tourist Tour Programs

TOP OF THE WORLD TOURS

POINT BARROW • PRUDHOE BAY
FROM FAIRBANKS, DAILY

1-Day Tour • Prudhoe Bay	
June 1 through June 15	\$169.00 plus \$10.00 tax
June 16 through Sept. 14	\$225.00 plus \$11.20 tax
1-Day Tour • Pt. Barrow	
June 1 through June 15	\$174.00 plus \$ 9.52 tax
June 16 through Sept. 14	\$199.00 plus \$10.48 tax
2-Day Tour • Pt. Barrow	
June 1 through June 15	\$209.50 plus \$ 9.52 tax
June 16 through Sept. 14	\$249.50 plus \$10.48 tax
2-Day Tour • Overnight Barrow plus Prudhoe Bay	
June 1 through June 15	\$279.50 plus \$10.00 tax
June 16 through Sept. 14	\$329.00 plus \$11.20 tax

POINT BARROW

Fly to the "Top of the World" crossing the Arctic Circle (receiving your personalized certificate) arriving at Point Barrow, largest Eskimo village in the world. You will have the use of a windbreaker parka as you explore this strange demanding land where the sun never sets for 82 days. Witness the Eskimo blanket toss, ceremonial dances and craftsmen at work on unusual mementos made from skins, ivory and whale bones.

Two-day tour overnights at the Top of the World Hotel. One-day tour returns to Fairbanks.

PRUDHOE BAY

This is the site of one of the richest oil strikes in the world. Learn about tundra, permafrost and geology. 200 varieties of wildflowers abound the tundra; the largest shore bird nesting area in the world and home of the largest migratory caribou herds in North America. Upon return to Fairbanks you will have memories and photos to last a lifetime.

Two-day tour arrives from Point Barrow and one-day tour arrives from Fairbanks.

HOTELS USED

Anchorage	Capt. Cook	McKinley	McKinley Park
Fairbanks	Travelers Inn	Sitka	Sheffield House
Juneau	Baranof	Skagway	Klondike
Ketchikan	Ingersoll	Whitehorse	Travelodge

(In the event the above are not available, we reserve the right to substitute space.)



ARCTIC ADVENTURE TO KOTZEBUE AND NOME
FROM ANCHORAGE, DAILY

	1-Day Kotzebue	2-Day Overnight Nome
May 1 through May 31		\$227.50 plus 11.24 tax
June 1 through June 15	\$168.00 plus 10.32 tax	\$249.50 plus 11.54 tax
June 16 through Sept. 15	\$219.50 plus 11.44 tax	\$259.50 plus 12.24 tax

Visit Kotzebue, second largest Eskimo village in the world and north of the Arctic Circle. The midnight sun does not set for 36 days each year allowing plenty of time for picture taking. You will be taken on a guided sightseeing trip of Kotzebue and see the natives at work.

At Nome, you will be provided with a colorful parka for your stay. You will visit the new Eskimo Museum featuring artifacts and the largest display of ivory carving in Alaska. Also included is an evening of entertainment provided by the King Island Dancers, a visit to a gold mine where you will pan for gold taking home a sample. To commemorate your Arctic Circle crossing, you will receive an Arctic Circle Certificate personalized with your name and date of crossing. Overnight accommodations are at Nome's Nugget Inn.

Note: May 1 through May 31 tour eliminates ground tour of Kotzebue.



10A. Regional Tourism Potential

Where tourism is at the infancy stage of development in the Lower Mackenzie region it is not possible to rely on past activity as a guide to the future region tourism market. There is very little factual data on the region's tourist and traveller volumes and calculations on the location, type, and number of tourists who might come into the Lower Mackenzie region must be considered as very rough estimates.

Experience with the community air tours coming into Inuvik indicates that most of the participants are from Ontario with smaller numbers coming from Alberta and British Columbia. The Canadian Government Office of Tourism statistics tend to confirm that Canadians are the largest potential market for the Lower Mackenzie region as 81% of Canadian tourist and recreational travel is done by Canadians, 22% by USA residents, and the remaining 7% by people from outside North America (Ref 9, p 18). This data is for all of Canada with most of the travel activities related to auto travel as the survey showed that 87% of the Canadian tourism in Canada used autos while only 30% of the USA residents touring in Canada used autos. Since travel to the Lower Mackenzie region will be mainly air orientated, there might be a larger percentage of USA residents coming into the region than there is for all of Canada. The USA tourists are expected to come mainly from the East Coast, North Central, and West Coast areas.

The Alaska Division of Tourism estimated in 1975 that the average Alaskan tourist was 65 years old, an age that would indicate only retired people were wealthy enough and had the time to come to the most expensive tourist spot in the United States (19). Experience with air tours coming into the Lower Mackenzie region shows a comparable average age and indicates the need to plan regional tourism activities for older tourists.

There will certainly be other types of tourists such as the naturalist and the sportsman who will be visiting the region in smaller numbers. Due to the small population of the region, visits by friends and relatives of local residents can not be expected to bring in many people (9).

(With the many Japanese research and travel expeditions through the Canadian North in recent years there is undoubtedly considerable tourist potential in Japan for the Lower Mackenzie region. There are already several Japanese tour groups coming to Alaska, the Yukon, British Columbia, and Alberta and they might be encouraged to include areas of the Northwest Territories in their program. Germany appears to offer a comparable market potential that should be considered.

Except for special situations, regional promotion to markets outside of Canada should utilize the Travel Arctic and Canadian Government Office of Tourism programs. Likewise, for most promotion situations in Canada and the United States, it appears that Travel Arctic can offer the most efficient services. Local tourism promotion effort might be considered for some situations in cooperation with Travel Arctic such as attending a travel show where Travel Arctic has a display.

(10B. Possible Promotions

There is no single method, concept, or program to effectively promote tourism developments in the Lower Mackenzie region. All possible promotion combinations should be considered and an optimum promotion program selected with the constraints of available funds, location of the potential tourists, and limits to the region's tourist accommodation and transport capability.

In general, the best publicity for the Lower Mackenzie region could be provided without charge through journalists and travel writers publishing positive stories and illustrated articles on the region in journals and newspapers. Accordingly, visits by travel writers should be encouraged when there are new tourism developments to be shown. As well, the writing of books and reports on the region could be stimulated by commissioning known authors or providing prizes for anybody writing on the region.

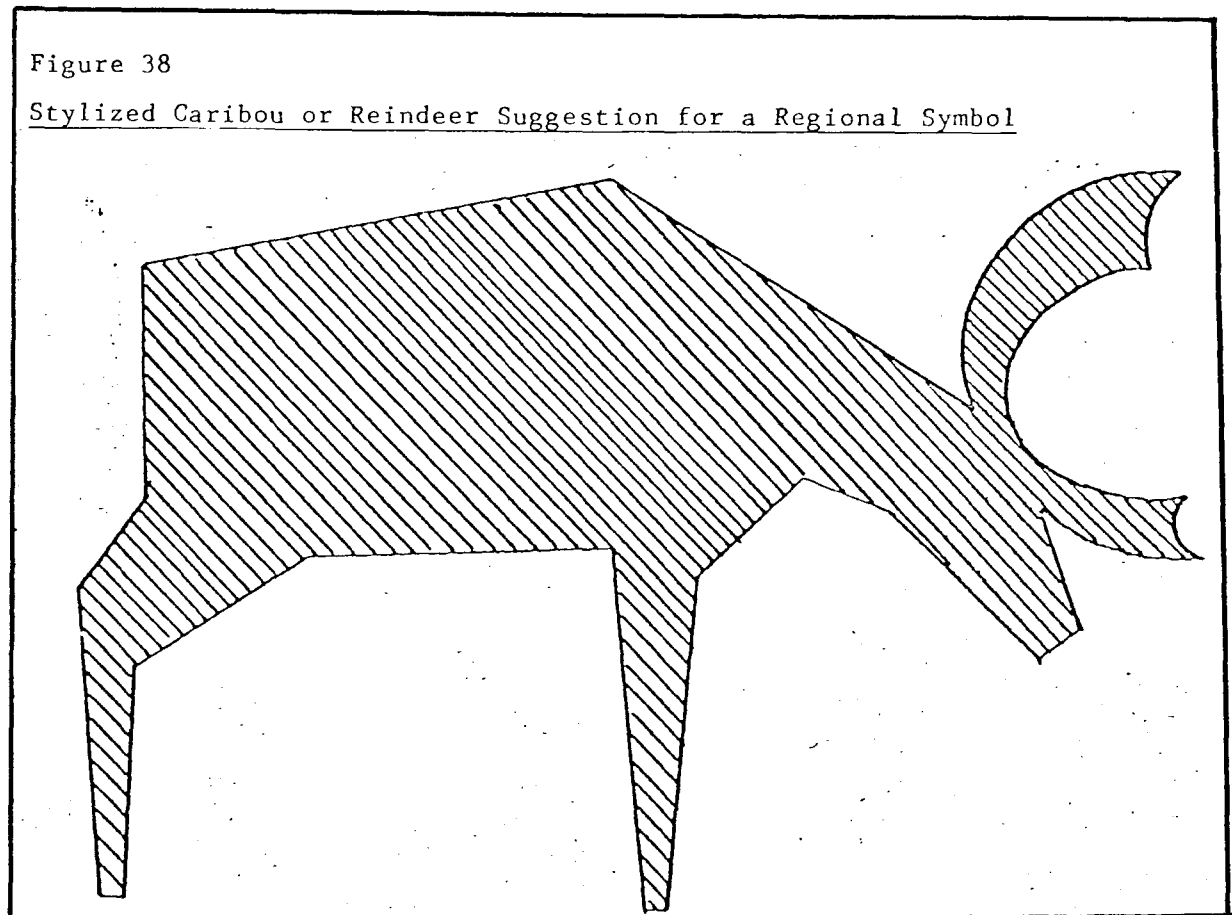
(Balanced promotion programs are required to insure that potential tourists receive sufficient information and that it is accurate. There is a lot more to good tourist promotion than just filling hotel rooms. Promotions must be tied in with the overall development program so that there will be adequate accommodations and service facilities to handle the visitors.

Possible promotions for the Lower Mackenzie region could include:

Regional Brochures: In cooperation with the Travel Arctic department and local tourist operators, regional and area brochures could be printed to promote the local tourist attractions, accommodations, and services.

Promotion Themes: Catchy slogans could be developed to promote the region such as "Expose Yourself To The Midnight Sun", "Visit Canada's Third Ocean-The Arctic", "Think Cool By The Noon Moon", or "Year Round-Tour Ground".

Polar Pins: A Lower Mackenzie region tourism promotion pin such as the polar bear used by Travel Arctic and the walrus used by the State of Alaska could be presented to every visitor coming into the region. With a distinctive design conveying a simple message, these polar pins could provide natural advertising. Possibly a friendly muskrat, muskox, caribou, or reindeer could serve as the region's symbol (see Fig.38).



Arctic Circle Certificates: Pacific Western Airlines and other organizations have from time to time provided tourists with certificates for crossing the Arctic Circle (see Fig. 39). As the Lower Mackenzie region contains a large portion of the Arctic Circle it would be appropriate for special certificates to be made up for tourists which would promote the region's tourism activities.

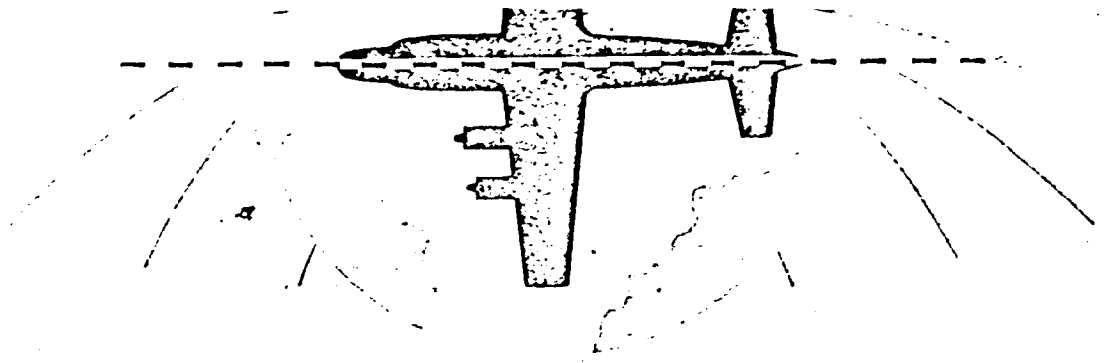
Bonus Packs: For each tourist coming into the region on a community air tour, a bonus pack could be provided that would promote a regional aspect. The concept is comparable to the "Hawaiian Welcome" of flowers, pineapple juice, and maps or the Barbados "Treasure Trove" of a choice of 9 local interest items (See Fig. 40). Suggestions for the Lower Mackenzie region bonus packs would be a Fort McPherson style cloth bag, a jar of Arctic cranberry jelly, a sample of Delta-Beaufort petroleum, an Inuit print, or a small bead figure.

Arctic Travel Pass: To attract tourists when they are needed, bargain air travel arrangements could be organized that would allow unlimited travel in the Lower Mackenzie region on scheduled air routes for a fixed period. This Arctic Travel Pass would only be available to out-of-Territory residents and would be offered only at slack times of development start up or off season.

Visitor Slide Shows: As most visitors are only in a community for a short period during the summer, they will generally appreciate seeing a brief presentation on area activities covering the entire year. This could be accomplished with visitor slide shows presented by an informed local person and running for 15 to 20 minutes. Automated slide presentations with sound could also be considered.

Fish Camp Visits: Arrangements for tourists to visit fish camps or whaling camps during the summer would provide an interesting side trip for community tours. Tea and bannock could be served to the tourists. Overnight stays could be arranged.

French Translations: To reach the potential tourist market in Quebec and other French speaking areas, there is a need for French translations of the region's tourist literature and advertisements. To assist French speaking tourists while they are in the region, an effort is required to have French speaking staff available.



This is to certify
that our passenger

crossed the

Arctic Circle

On board a P.W.A. aircraft
on the day of 19

Being therefore entitled to the Seal hereunder.

In witness



.....
Captain.



PACIFIC WESTERN

AIRLINES

SERVING PROGRESS IN THE ARCTIC

Figure 40

Barbados Treasure Trove Tourist Bonus

The Best of Barbados

PACKAGE INCLUDES:

- **ROUND-TRIP TRANSFERS:** Airport-hotel-airport.
- **HOTEL SERVICE CHARGE AND GOVERNMENT TAX.**
- **"AN EVENING ON US":** A typical Caribbean evening with exotic local dishes, Bajan floor show and dancing, with transportation included, or a bottle of French champagne per person.
- **A DINE-AROUND CREDIT VOUCHER** valued at U.S.\$12.00 per person, for use at any participating hotel restaurant or bar.
- **SPECIAL DISCOUNT AT SELECTED STORES:** Designated shops will give a 10% discount on your first cash bill.
- **15% DISCOUNT** on Jolly Roger cruise including transportation, or on lunch at the Jolly Roger Restaurant.
- **A WELCOME DRINK OR FLOWERS:** A complimentary drink to help you unwind after your flight, or a bouquet of tropical flowers.
- **TREASURE TROVE**
 - A choice of one of the following items per person:
 1. A Rum-kit: 2 bottles of Rum and a bottle of Falernum, packaged in an attractive handwoven basket.
 2. A U.S.\$12.00 credit voucher for any water sport activity of your choice, with participating operators.
 3. A 3-hour island tour during which you will visit many points of interest on the island.
 4. A visit to Welchman Hall Botanical Gardens, transportation included.
 5. Two souvenir prints of Barbados, suitable for framing.
 6. A U.S.\$12.00 credit voucher for a visit to the beauty salon.
 7. A mounted 8" x 10" souvenir photograph of your visit to the island.
 8. Half-hour tennis lesson with one of the professionals on the island.
 9. Golf - greens fees - 18 holes.

Premium Excursions: Because of the unique location and activities of the Lower Mackenzie region there is a small but lucrative opportunity for premium excursions where a relatively few tourists pay premium prices for special treatment and out-of-the-ordinary adventures such as polar bear observation or dog sled expeditions. A model for these tours would be the quality tours offered by Hanns Ebbensten as shown in Figure 41 .

Helicopter Skiing: As there are several helicopters based at Inuvik and Norman Wells with relatively slow business during the winter, helicopter skiing in the Richardson and Mackenzie Mountains could be considered. The organization of this sport activity would be modelled after the successful helicopter skiing program in the Canadian Rockies. (See Fig. 42)

Figure 41

Premium Excursions Offered by Hanns Ebensten

As in 1977, we offer a small group of adventurers a unique travel experience:

The Great White Bears

OCTOBER 19 TO 23, 1978

Each year, in late October, hundreds of 1000 pound polar bears migrate towards the shore of Canada's vast Hudson Bay and wait there for the coming of the winter sea ice.

From our comfortable Churchill base we again make forays to see and photograph the remarkable and stirring sight of these wild carnivores roaming free.

The unique expedition is limited to twelve members plus our team of highly experienced leaders and staff, involves the hire of helicopters and hardy guides for the group's protection, and is unavoidably costly.

Detailed brochure available from:
HANNS EBENSTEN TRAVEL, INC
 55 WEST 42 STREET, NEW YORK, NY 10036
 TELEPHONE (212) 354 6634

For the fifth year, we invite you to witness North America's greatest wildlife spectacle:

The Seals on the Icepack

Each year, in March, in Canada's Gulf of St. Lawrence, hundreds of thousands of seals end their southern migration and congregate on the icepack, turning it into a huge natural nursery as the females give birth to their babies.

In March 1978, by using reliable helicopters, small groups of tourists will again land on the icepack and see this dramatic and incredibly beautiful sight.

We are the only company in the world with the experience, knowledge and audacity to offer these unique, thrilling and exhilarating tours which are arranged with permission of the Government of Quebec.

Detailed brochure of the tours, and a reprint of the article *Seeing, not Sealing* from *Mainstream Magazine*, available from:

HANNS EBENSTEN TRAVEL, INC
 55 WEST 42 STREET, NEW YORK, NY 10036
 TELEPHONE (212) 354 6634

For the fifth year, we offer two small groups of intrepid travelers the world's most challenging tourist experience:

Greenland Dog-sledging Expeditions

In March and April 1978 two weeks are again spent on Greenland's breathtaking West Coast under the expert guidance of Major Mike Banks, the leading Arctic explorer. Travel is by helicopter and husky-drawn sledges.

Detailed brochure, and a report of the 1973 Greenland expedition, reprinted from *International Wildlife Magazine*, available from:

HANNS EBENSTEN TRAVEL, INC
 55 WEST 42 STREET, NEW YORK, NY 10036
 TELEPHONE (212) 354 6634

Figure 42

Helicopter Skiing In The Canadian Rockies

Canada

Helicopter Skiing, Canada Every type of terrain and exposure await you as you ski an area equal to the size of 40 major ski areas. This is mountain skiing in a totally uncontrolled environment in the most beautiful mountain country imaginable. The size of each area (over 1,000 square miles) is only limited by the range of the helicopter and the strength of your legs. The helicopter picks you up at the end of each run and deposits you on the top of a new run to begin a descent that will range from 1,500 vertical feet to 8,000 vertical feet. This is the ultimate skiing experience for the strong intermediate or advanced skier. Our program is run by Canadian Mountain Holidays, offering over twelve years of experience at six separate locations in the Canadian Rockies. In the Bugaboos and Cariboos programs you will be staying at CMH mountain lodges. In the Monashees accommodations are at the Mica Village Hotel. At Radium accommodations are at the Radium Hot Springs Hotel, and in Valemount you will be staying at the Sarak Motel.

PACKAGES AVAILABLE INCLUDE:

ITWCMHA-GST1 (a) DAILY HELICOPTER SKIING —including 10,000 feet of helicopter skiing and lunch.		
RADIUM —including roundtrip transfer from Banff		90-120
VALEMOUNT —including roundtrip transfer from Jasper		90-120
ITWCMHB-GST5 (b) FIVE DAYS HELICOPTER SKIING —including 70,000 feet of helicopter skiing, five nights lodging, all meals, guide, and use of facilities.		
VALEMOUNT-CARIBOO, SARAK MOTEL	double occupancy single occupancy	605-680 each 645-725 each
RADIUM-BUGABOO, RADIUM HOT SPRINGS HOTEL	double occupancy single occupancy	655-755 each 675-800 each
ITWCMHC-GST7 (c) SEVEN DAYS HELICOPTER SKIING —including 100,000 feet of helicopter skiing, seven nights lodging, all meals, guides, and use of facilities.		
MONASHEES-MICA VILLAGE HOTEL	triple occupancy double occupancy single occupancy	770-1170 each 870-1270 each 970-1370 each
CARIBOOS-CARIBOO LODGE	quad occupancy double occupancy single occupancy	650-1370 each 800-1520 each 950-1670 each
BUGABOOS-BUGABOO LODGE	quad occupancy double occupancy single occupancy	650-1370 each 750-1470 each 850-1570 each

10C. Extension of Tourist Season

The present Lower Mackenzie region tourist season extends for around 10 weeks from mid-June to the end of August. The peak of tourist activity is in July. Big game hunting comes later and usually operates from September to the end of October.

An extension of the tourist season would be of great assistance to a tourist operator as it would improve the investment economics on expensive facilities, tend to spread the peak tourist volume over a longer period, and would extend the employment period for local residents. There are many fixed annual expenses for a tourist facility which remain the same no matter how short or long the tourist season is. These fixed expenses include mortgage payments on buildings, management salaries, insurance, and licence fees. It is advantageous for these fixed expenses to be spread over as many operating days as possible so the cost per day is lower. For example, if a tourist facility had annual fixed expenses of \$70,000, the cost per day for a 10 week season would be \$1,000. If the season could be extended to 15 weeks, the cost per day would decrease to \$667, and if it was stretched out to 20 weeks the cost per day would only be \$500.

New regional tourism activities are suggested to extend the tourist season. Although the average daily temperatures during the Spring and Autumn are low, the weather is generally quite pleasant. In the Spring, outdoor snow activities could be promoted such as cross country skiing, auto tobogganing, and ice fishing. In the Autumn, big game hunting and trekking activities could be encouraged. Winter tourism activities are becoming more accepted throughout the world as demonstrated by the popularity of skiing. Even for community touring in the winter, it is significant that a University of Alaska survey showed that a surprising 53% of the summer tourists to Alaska indicated that they would like to return for a visit in the winter (9). Also, the Saskatchewan Government tourism department is now encouraging winter camping (17).

In Alaska, which has a severe summer tourism peak, special "shoulder season" tours are offered to extend the season with additional tourists as well as take some pressure off accommodation facilities at the peak season (7).

In the Lower Mackenzie region, regional tourism developments and facility economics would be greatly assisted if the tourism activities carried on throughout the year or at least for a major part of it. To this end regional tourism promotion might develop attractions for a seasonal tourist cycle as presented in Figure 43.

Figure 43		
<u>Lower Mackenzie Region Seasonal Tourist Cycle</u>		
February-March	"Powder Snow Season"	-cross country skiing -auto tobogganing -dog sledding -trapline tours
April-May	"Spring Breakup Season"	-ice fishing -community jamborees -dog races -cross country skiing
June-August	"Total Sun Season"	-community tours -river touring -wilderness experience -sports fishing -flight seeing -treking
September-November	"Freezeup Season "	-big game hunting -mountain climbing -ice fishing -cultural-educational
December-January	"Noon Moon Season"	-moonlight skiing -dog sledding -year end festivities -sleep in an igloo -northern lights viewing

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