



Arctic Development
Library

***Tourism Strategy And Selected Business
Plan, Fort Simpson - Volume I Tourism,
Tourism - Deh Cho Region
Date of Report: 1994
Author: Mike Freeland & Associates
Catalogue Number: 11-28-1***

**“TOURISM STRATEGY
AND SELECTED
TOURISM
BUSINESS PLANS
FORT SIMPSON, NT”**

MAY 1994

(Volume 1)

EXECUTIVE SUMMARY

Over a number of years various community groups have expressed an interest in further developing Tourism potential in the Fort Simpson area. **With** the support of the Department of Economic Development and Tourism, Government of the NWT, a planning process to develop a community based Tourism strategy and selected Tourism Business Plans, was initiated in late 1993.

The overall objective of the planning process is to “ maximize tourism benefits for the residents of Fort Simpson. Specific goals include:

- A. to establish Fort Simpson as a destination unto itself.
- B. to encourage increased visitors to Fort Simpson and to encourage longer stays.
- c. to develop a variety of interesting and reasonably priced activities for visitors.
- D. to support and work closely with operators based in Fort Simpson.

We have consolidated recommended community input and have a 19 point strategy that outlines how to meet these specific goals.

A seven member Tourism Study Committee directed the Study Team which included 3 residents of Fort Simpson. As a result of the study process as outlined in the “ study methodology”, nine Business Opportunities and twelve Public Projects were identified. Of these, the following were found to have priority.

TOURISM BUSINESS OPPORTUNITIES

1. Boat Tours
2. Tour Planner/Expeditior

PUBLIC TOURISM PROJECTS

1. Signage
2. Trail Development
3. Parks

The two business opportunities are detailed in Volumes II and III of this report while all Public Tourism Projects are included In Volume I as part of this strategy document.

Residents of Fort Simpson expressed interest in the rich history of the area and the value that this history can have on Tourism Development. An “ Historical Theme”, centred around traditional activities of the Dene and European/ **Metis** life and history of the Hudson Bay Company is suggested for Tourism development. Business opportunities and public projects would all reflect this historical theme.

Our study team suggests there is both short and long term tourism potential in the Fort Simpson area given many favorable factors. Constraining factors such as lack of communication between community groups will first have to be addressed before the community can move positively **forward**.

A Fort Simpson Tourism Committee comprised of representatives of community groups such as the Village, **Liidli** Koe First Nation, Chamber of Commerce, Historical Society, **Metis** Association, Economic Development and Tourism, Government of the **N.W.T.** and Parks Canada, may best carry forward and direct local Tourism initiatives.

TABLE OF CONTENTS

A TOURISM STRATEGY FOR FORT SIMPSON N.W.T.

<u>VOLUME 1</u>	PAGE
STUDY METHODOLOGY	1
- Map	
COMMUNITY CONCERNS	3
SKILL LEVELS - TRAINING	4
FAVORABLE AND CONSTRAINING FACTORS EFFECTING TOURISM DEVELOPMENT	6
MARKETS	9
TOURISM STRATEGY	15
THEME	17
COMMUNICATION	20
TOURISM BUSINESS OPPORTUNITIES AND PUBLIC TOURISM PROJECTS	22
- PUBLIC TOURISM PROJECTS	23
- TOURISM BUSINESS OPPORTUNITIES	55

VOLUME II BUSINESS PLAN: BOAT TOURS

VOLUME III BUSINESS PLAN: TOUR PLANNER/ EXPEDITOR

	PAGE
APPENDIX	64
Workshop Results (Visit #1)	64
- Nahanni Ram Tourist Assoc. and Chamber of Commerce	
- Liidli Koe First Nation	
- Public	
Summary of Questionnaires	73
Nahanni River Outfitter's Association 'Typical Expenditures'	
Tourism Study Update #1	
#2	
Four charts from "NWT Tourism Marketing Strategy" 1992 & 1993	
Day use statistics "Virginia Falls" 1992 & 1993	

STUDY METHODOLOGY

The Department of Economic Development and Tourism, Government of the **N.W.T.** entered into a contract with Mike **Freeland** and Associates of **Yellowknife** to develop a Tourism plan for the Fort Simpson area. The three main components of the contract are: TOURISM STRATEGY, PUBLIC TOURISM DEVELOPMENT PROJECTS and BUSINESS PLANS.

TOURISM STUDY STEERING COMMITTEE MEMBERS INCLUDE:

Tom Wilson	Village of Fort Simpson
Jim Villeneuve	Liidli Koe First Nation
Graham Davis	Nahanni Ram Tourism Association
Peter Shaw	Fort Simpson Chamber of Commerce
Cheri Kemp-Kinnear	Department of Economic Development and
& Clarence Villeneuve	Tourism, Fort Simpson
Steve Rowan	Fort Simpson Historical Society.
Marie Lafferty	Metis Association

Selected Community Liaison People working as part of the consulting team are: Murray **Sibbeston**, Richard Hardisty and Judy Tsetse.

The consultants contacted representatives of the Department of Economic Development and Tourism (ED&T) Fort Simpson and **Yellowknife**, reviewed the workplan, and initiated research on the project.

Consultants Mike Bell, John **Laird** and Mike **Freeland** were in Fort Simpson Wednesday March 23, 1994 to Friday March 25, 1994. Three Workshops were held: **Nahanni** Ram/Chamber of Commerce, **Liidli Koe** First Nation and a Public Meeting.

The "Story Boarding" technique used, which facilitates input from all participants involved in the workshops, resulted in a substantial number of ideas and concerns being brought forward.

The project team had a brief local T.V. appearance explaining the project, interviewed a number of people, snowmobile the immediate area around Fort Simpson and visited Jean Marie River.

A total of 25 residents of Fort Simpson attended one or more of the 3 workshops while 36 individual and family interviews were conducted by the community liaison people. A further 25 personal and telephone interviews have also been completed by the consultants.

As a result of this considerable community input and our follow up research the following were found to be the top Business Opportunities and Public Tourism Projects:

Tourism Business Opportunities

1. Boat Tours
2. Tour Planner/ Expediter

Public Tourism Projects

1. Signage
2. Trail Development
3. Parks

Residents of Fort Simpson expressed interest in the rich history of the area and the value that this history can have on Tourism Development. An "Historical Theme", centred around traditional activities of the Dene and European / Metis life and history of the Hudson Bay Company is suggested for Tourism development. Business opportunities and public projects would all reflect this historical theme.

Copies of the draft report were distributed to the steering committee during the week of May 16. A public presentation of the study recommendations to the steering committee and interested community members on May 26 generated further suggestions. These suggestions and minor changes to the draft were completed and copies of the final report submitted the end of May 1994.

COMMUNITY CONCERNS

As a result of the first community visit, three workshop sessions and feedback through community liaison contacts: Judy Tsetse, Murray **Sibbeston** and Richard Hardisty, residents of Fort Simpson have expressed the following concerns:

1. That emphasis for further development, where possible, be placed on the shoulder and off seasons.
2. That long term residents of Fort Simpson are included in decision making and have a stronger sense of control over the future of any Tourism development.
3. That both residents and visitors benefit from expanded facilities and services.
4. That lack of consultation and communication between community groups is a major concern.
5. That local ownership, the creation of new jobs and the importance of training is recognized.
6. That established businesses be supported.
7. That the main objective of this study process is to maximize Tourism benefits for Fort Simpson residents.
8. That with Tourism being further developed the environment and natural resources must be protected.
9. That during the study process some band members found it difficult to provide information because:
 - They felt the study process was not initiated by the band and subsequently felt little sense of ownership in the process.
 - They were afraid others may use their ideas to advantageWith other issues on the table, "Tourism", for some, is not relevant at this time
10. That any tourism planning include respect for local culture, concern and respect for historic sites.
11. That tourists should not be encouraged to explore on their own but be guided by knowledgeable trained host/guides.

SKILL LEVELS - TRAINING

- Eleven residents of Fort Simpson recently completed the 3 week guide training level 1 course sponsored by the "Tourism Training Group" and held in Simpson.
- One of these guides, Murray **Sibbeston**, completed **further** white water training in Nordeg, Alberta and will be employed on the **Nahanni** this summer with **Nahanni** River Adventures.
- With the success of this course, the interest of local guides and the recognition of "Boat Tours" as a priority with residents the hosting of further (Level II) Interpretive course in Fort Simpson is recommended. With a number of youth and eiders interested in boat tours, as a priority business development opportunity, the hosting of a level II program would provide meaningful training and other spin-off economic benefits (motel, coffee shop) to Fort Simpson.
- The NVVT Tourism Training Group indicates that, up until recently, of all **NWT** requests for tourism training, those from **Nahanni** Ram Area, including Fort Simpson, are the fewest in number. There are no residents of Ft. Simpson who have completed Guide level II or III, on Tourism Entry or Tourism Awareness Programs.
- Due to the Liard Highway and longer term access via the Mackenzie highway many residents have travelled to BC, Yukon, Alaska, Alberta and further to the South - experiencing various tourism travel related services and attractions. An awareness of similar tourism businesses, projects and communities involved in tourism will assist residents in their own community development.
- On-the-job experience in motel, hotel, air charter services, river outfitting, coffee shop, restaurant, visitor information and hosting, and with developing business opportunities such as Expediting and Boat Tours, are recommended.
- Other job experience and potential Tourism training opportunities in close proximity to Fort Simpson might include:
 - Lindberg Landing : host, assistant, guide
 - . Mackenzie Mountains Outfitters: 2 operate in area close to Fort Simpson. Both require guides, assistant guides, cooks and helpers
 - **Nahanni** River Outfitters: 4 are licensed to operate canoe and raft trips on the south **Nahanni**. They require guides, cooks, helpers and expediting assistance at least one Fort Simpson resident will be employed as a guide trainee this summer. The 4 licensed **Nahanni** River outfitters are taking a cooperative approach to business and have established a trust fund for future

enhancement activities on the south **Nahanni** River. Any of these **outfitters** will consider employing and training additional Fort Simpson residents seriously interested in guiding.

- Parks Canada has two visitor services and three warden trainee positions, three of which are in **Nahanni** Butte and two in Fort Simpson.
- Economic Development and Tourism's **Blackstone**, Samba Deh and Fort Simpson campgrounds have contract maintenance, upkeep and visitors **services**.
- Air charter companies - fixed wing and helicopter.
- Tour Planner/Expeditior
- Lodges - **Nahanni** Mountain Lodge on Little Doctor Lake and developing North **Nahanni** Naturalist lodge on **Cli** Lake ; guides, hosts.
- **Village** of Fort Simpson Visitors Information **Centre**
- Hotel, motel and food **service** establishments
- Arctic College hosts a 1 year Tourism entry program with a built-in 1 month work placement component. Participants in the recent guide training program in Fort Simpson may be encouraged to take the program.
- The Tourism Industry Association of the **N.W.T.(TIANWT)**, the Nahanni-Ram Tourism Association and the Department of Economic Development and Tourism (**ED&T**) offer tourism related workshops and seminars such as: the "Tourism Hospitality Awareness Seminar". Residents involved and or interested in the Tourism industry would find it to their benefit to participate.
- Eric **Betsaka** of **Nahanni** Butte has received considerable training through a joint Economic Development and Tourism and Parks Canada Program and has also gained valuable experience working for **Nahanni** River Adventures. Herbert **Betsaka** has been gaining valuable exposure working summers for **Nahanni** River Adventures. Eric and his brother Herbert may offer insights to Fort Simpson residents interested in boat tours.

FAVORABLE AND CONSTRAINING FACTORS EFFECTING TOURISM DEVELOPMENT

FAVORABLE

- Fort Simpson known as “Fort of the Forks” has a rich historical base with Dene, Metis and European activity.
- Situated on the Mackenzie River, the longest river in the N.W.T., at the junction of the **Liard** River.
- The opening of the MacKenzie Highway extension to Wrigley will increase exposure to and traffic through Ft. Simpson.
- Closeness to the world class attraction of **Nahanni** National Park, Virginia Falls and the Mackenzie Mountains.
- Close proximity to the two more traditional communities of Jean Marie River and Wrigley.
- The North **Nahanni** River flowing from the Ram Plateau area, with considerable potential for canoe, rafting and jet boating, flows into the Mackenzie north of Fort Simpson.
- The 4 established **Nahanni** River **outfitters** operating on the South **Nahanni** River base their summer operations out of Fort Simpson.
- 11 residents of Fort Simpson recently completed the three week Level One Guide Training Program
- Frequently scheduled flights between Yellowknife, Whitehorse and Fort Simpson, provide excellent air access for visitors.
- Five fixed wing and helicopter charter companies based in Simpson provide air access to remote areas.
- The Fort Simpson Visitors Information **Centre** owned by the Village of Fort Simpson and operated on a contract basis with **Nahanni** Ram Tourism Association is an excellent facility to host visitors and provide information on the area.
- Basic services such as accommodation, taxi, food, gas and air charters are all available in the community.

- The “Papal Site” commemorating the visit of Pope John Paul II is a major spiritual location.
- The “Beaver Trail Jamboree” in March, the mixed slow pitch ball tournament in June and “Deh-Cho Days” in August are established events that attract local and regional visitors.
- Quality local handmade crafts such as **quillwork** and beading are available.
- The community is situated on the Mackenzie Highway close to the junction of the Liard / Mackenzie Highways and part of the “Deh cho (Mackenzie) Connection” concept now being successfully promoted.
- Abundant traditional skill, with the Dene and Metis elders.

CONSTRAINING

- Although the community is recognized as a jumping off point for **Nahanni** National Park - Fort Simpson has little to offer visitors as alternatives or complimentary additions to the park attractions. Tourism packages are virtually non-existent.
- Due to the recent **re-opening** of “Checkpoint Services”, where very good food and gas services are provided at substantially lower prices than those offered in Fort Simpson, road travelers have less reason to travel to Ft. Simpson.
- Infighting and on going conflict between various community groups exists in Fort Simpson. There is a history of a lack of willingness to work together towards a common goal.
- The Visitor Information **Centre** is under-utilized and some resident groups do not have a sense of ownership or pride in the facility.
- Many residents feel that the Visitors **Centre** operates for the benefit of the Nahanni-Ram Tourism Association, Parks Canada and **Nahanni** National Park but does little to benefit the community of Fort Simpson.
- The Hotel and Motel are usually fully booked during the peak season of June and July. However the shoulder seasons and winter are very slow.
- Although the community expressed the need for winter season development, research into cross-county skiing, snowmobile touring, trapline tours, ice fishing, and snowshoeing indicated limited short term potential except with an established a lodge/camp facility or a winter **event/** festival.
- The Village is dusty and generally unappealing to visitors.

- The Hamlet of Fort **Liard** is close to the high summer tourist traffic of the Alaska Highway. Fort **Liard**, providing basic services such as accommodation, food, gas and an air charter company has the potential to strongly compete with Fort Simpson in becoming recognized as the "Gateway to the **Nahanni**"
- The four South **Nahanni** River outfitters rely heavily on frequent scheduled air service from southern Canada via **Yellowknife** to Fort Simpson and Twin Otter Float Plane service from Fort Simpson to get their clients and supplies up into the **Nahanni** National Park. The 4 outfitters could move their base of operations to Fort **Liard**, **Blackstone** or Lindberg Landing if regular scheduled airline connections changed or if a Twin Otter was not available in Fort Simpson. Virginia Falls is closer to Fort **Liard** than to Fort Simpson.
- There is a perception that only minimal benefits to the community are derived from the **Nahanni** River outfitters basing out of Fort Simpson.
- The potential for development of Tungsten as a major tourism complex with road access from the Yukon and the Alaska Highway and close access to **Nahanni** National Park may draw potential **traffic** away from **Fort** Simpson.
- The Fort Simpson campground, has limited amenities, is frequently noisy, facilities are vandalized and there are an abundance of mosquitoes.
- There are no alternative or 'mid priced' accommodations available.
- Many residents lack tourism awareness and work experience.
- Although crafts quality is good, the limited selection and availability minimizes sales.

MARKETS

While general market information is included here, we suggest the reader refer to the “ Business Plans in Vol. II and III for specific “ target market” details

The following points as quoted from the recent “NWT Tourism Marketing Strategy 1993-94- 1998-99” as prepared for the Department of Economic Development and Tourism (March 1994). Many of the following were considered when developing the Tourism Strategy for Fort Simpson and area. Four of the charts most relevant to Fort Simpson are attached in the appendixes.

- The ratio of Independent to Packaged Tourism travel to the **NWT** is **69%** to 31%.
- Almost one third of vacation travelers to the **NWT** are packaged tour travelers. For other Canadian jurisdictions, packaged tour travel accounts for less than **5%** of total visitation.
- However, in terms of economic value, packaged tourism would account for 50% or more of total vacation expenditure captured by the **NWT**.
- The following is an estimate of the economic value of independent and packaged tourism travel to the **NWT**.

Independent Tourists 22,062@ \$ 850.00/trip= \$18.8 M
Packaged Tourists 10,101@ \$2 000.00/trip= \$20.0 M

- Tour packages are a significant component of the **NWT's** Tourism Industry.
- Tour packages are the single largest component of travel expenditure incurred by non-residents in traveling to the **NWT**.
- Fishing / Hunting products generate the largest single economic impact for the **NWT's** tourism industry. Participation rates for hunting / fishing have been declining in the **NWT**.
- Participation rates for non-consumptive outdoor adventure products and touring have increased.
- The **NWT's** tourism marketing strategy should be directed at three primary products: auto touring, fishing / hunting and outdoor adventure travel.
- The **NWT's** tourism market tends to be older and more affluent than the provinces Tourism market.

- **30%** of the **NWT's** visitors are over the age of 55 compared to **only 14%** for Canada.
- Only Dempster Highway visitor numbers have increased since 1989.
- Some outdoor adventure operators are enjoying improved sales and are positive about future growth.
- As shown outdoor adventure inquiries increased by 60.5% from 3,916 inquiries in 1987-88 to 6,287 inquiries in 1991-92.
- With the prospect of sluggish growth in the **NWT's** main markets, the **NWT** should concentrate on niche markets and product segments that appeal to those markets.

OUTDOOR ADVENTURE

- Over the past 8 years outdoor adventure travel has been a key “driver” in the **NWT's** pleasure travel industry.
- Adventure travel is forecast to be the fastest growing segment in the travel **industry** at a growth rate of 15-20% per annum for the foreseeable future. However, it is still a small niche market segment.
- In the U.S. and Canada over 13 million residents are members of nature, wildlife, conservation, ecology and environment groups.
- Outdoor adventure products that include contact with Aboriginal culture would have strong thematic appeal in European and **U.S** markets.
- The **NWT** is enjoying excellent success with niche outdoor adventure tourism products such as the development of Northern Lights Viewing for the Japanese market.

AUTO TOURING

- The type of trip most frequently taken to Canada by U.S. travelers is a touring vacation of 8-10 days in length and planned 2-3 months in advance. The **NWT** can offer a very unique auto touring experience that is distinctive from Alaska / Yukon markets and that could appeal to **U.S** and Western Canadian auto touring travelers.

- "Grey" travel will boom in the 1990's. The 55+ market is the fastest growing travel segment and they have the time to travel. The **NWT** enjoys much higher market penetration in the 55+ market than Canada does as a whole. This will be an important and growing market for the **NWT** in the 1990's.
- The Alberta market for northern auto touring has largely been ignored - it's still one of the **NWT's** largest markets. Further, Alberta really has no marketable "North". There is virtually no northern Alberta fishing lodge or outfitting industry.

TARGET, TARGET AND TARGET

- The only **way** in which the **NWT** can have any meaningful impact on tourism travel to the **NWT** through print / media advertising is to focus and target its advertising on those customer segments most likely to travel to the **NWT**.
- A key market for **NWT** outdoor adventure products in the U. S., which Tourism Canada has identified as a high priority, is the affluent retired seniors market which is profiled as follows:

Affluent Retired **U.S** Seniors market

- Age 55+
- Household Income -\$40,000 **U.S**
- Package Needs and Opportunities
 - Touring
 - History
 - Culture
 - Soft Adventure
 - Learning Experiences
 - **Eco-tourism**
- Long Haul / High Yield Travelers
- Preference for Canadian Vacations
- Respond to Print/ Media and Data Base Marketing
- 14 Million **U.S** Households are included in this travel segment.

Fort Simpson Visitors Information Centre Statistics 1992/93

From a total estimated number of 2,076 visitors to Fort Simpson in 1992, 1,233 signed the Visitor's **Centre** Guest Book. Numbers rose to 2,708 in 1993.

Highest traffic weeks were July 4th through August 8th, 1993 with counts of 248 to 320 people per week.

Primary sources of visitors in 1992 were Alberta 281, Ontario 174, NWT 151, and **BC** 128. The states of California with 53 visitors, Montana 20, and New York 16 proved to be the most productive U.S. based visitors. Germany with 44 visitors, France 15, England 15, Japan 14 and Switzerland 12 were the most productive non- North American countries.

These figures indicate strong visitation from provinces/ states closest to the **Nahanni** Ram Region while the German market continues to be strong. We assume the German market is seeking outdoor adventure and accessible wilderness.

Data did not indicate whether these visitors came via air or road and if by road whether the **Alaska/Liard** or the Mackenzie Highways.

Nahanni Ram Tourism Association Inquiries

A review of replies from 1992 magazine advertisements indicate 2,304 inquiries from "Travel and Leisure." (via an insert reply card), 37 "Alaska" magazine and 102 from "**Motorland**" indicating a reasonable interest in road travel to the region. As statistics are now being compiled, The **Nahanni** Ram manager estimates a 10-15% increase in inquiries in 1993 over 1992.

Nahanni Ram Tourism Association Workplan (including marketing)

Main products as identified include: 1. naturalist hiking/ canoeing, rafting. 2. naturalist lodge and river day trips. 3. flight seeing trips.

The chart "Dav trip Statistics- Virginia Falls by source 1992 and 1993.

This chart indicates the number of person day use visits by month and from which air charter company. Reporting is left up to the Airline Charter Companies and is not always completely accurate. In 1992, the month of August was most popular, July 2nd and June 3rd while May and September prove the least popular for air charter trips to Virginia Falls. In 1993, July **was** most popular followed by August, June and September.

Visitors to **Blackstone** and **Saamba Deh** campgrounds

In 1992, **Blackstone** Territorial Park hosted 299 campers and 1,266 day use visitors while 1993 totals climbed to 2,673. In 1992, **Saamba Deh** hosted 180 campers and 50 day use visitors while under construction. 1993 total figures rose to 1,681 total campers and day use

Research reports published by the Marketing section of the Department of Economic Development and Tourism provided us with some figures on Visitation to National Parks in the NWT- 1991 and Motoring visitors to the NWT- volumes and origins- 1992 for the **Nahanni** National Park and the **Liard** Highway.

VISITATION TO NATIONAL PARKS IN THE NWT (A summary@

Peak season: June, July and August for all 4 national parks in the Northwest Territories. Overall the number of visits grew 12%. Spring shoulder season was more popular than fall.

Growth of visitation

Nahanni National Park:

1988	1,300
1989	1,300
1990	1,000
1991	1,400
1992	1,400
1993	1,391

As noted for the past 6 years **Nahanni** National Park total visitation has remained fairly constant.

Of the 1,400 visitors to the **Nahanni** National Park in 1992, about half of these were flown directly to Virginia Falls on day trips, while half flew in for down river boat trips. Of the 700 completed boat trips there is a fairly equal split between those outfitted by one of the 4 outfitters and independent travelers.

MOTORING VISITORS TO THE NORTHWEST TERRITORIES- VOLUMES AND ORIGINS, 1992 (A summary) AND GROWTH IN VEHICLE TRAFFIC 1987-92 BY FERRY ORIGIN AND GROWTH IN MOTORING VISITORS TO 1993.

For the summer of 1992, **Liard** Highway traffic showed a small (U.S.A. only) increase. This change in USA visitation can probably be attributed to the 50th **Anniversary** Alaska Highway Celebrations.

941 vehicles with 2,353 visitors used the **Liard** River at Fort Simpson. The **Liard Ferry Service** began on May 9 and ended on September 30, 1992. 1,145 vehicles used the ferry in '93- an increase of **18%** over 1992.

	1992	1993
% of Canadian vehicles at Liard River ferry	75%	72%
% of USA vehicles at Liard River	25%	28%

This indicates a considerable change in **favour** of USA vehicles that made up only 13.4% of the **Liard** Highway traffic in 1991, rising to **25%** in 1992 and **28%** in 1993.

Leading origin of non-Canadian visitors for the **Liard** River ferry is California, followed by residents of Washington State.

Overseas visitors made up 0.6% of the **Liard** Highway Traffic in 1992.

Canadian traffic is comprised mainly of Alberta and British Columbia and to a lesser extent Ontario residents.

TOURISM STRATEGY

The main goals of the Fort Simpson Tourism Strategy are:

- (A) Establish Fort Simpson as a tourist destination unto itself.
- (B) Support and, in turn, maximize benefits from established tourism operators who base their operations in Fort Simpson.
- (C) Maximize benefits to residents of Fort Simpson from being in close proximity to **Nahanni** National Park by offering visitors a variety of interesting, good quality and fairly priced activities, services and facilities.
- (D) Encourage more visitors to Fort Simpson and to encourage longer stays by all visitors.

The Strategy Recommends The Following:

1. To acknowledge and address the major road block to positive development - the lack of communication and understanding between community groups. A cooperative approach will generate positive results faster.
2. To take full **advantage** of work experience and **training opportunities** with local and regional tourism business groups. Learning from elders and established business people should be maximized.
3. As a community, to develop an overall "Historical Theme" that both business opportunities and public projects can support.
4. Where possible, develop complimentary tourism business opportunities and public tourism projects. ie cultural camp in conjunction with the Bands proposed Tribal Park.
5. To support and work closely with the four Nahanni River outfitters and the Air Charter companies to ensure their base of operations to **Nahanni** National Park continues to be Fort Simpson.
6. In consideration of Fort Liard, Tungsten and Watson Lake all emerging as being more active as access points to the **Nahanni** that Fort Simpson become more assertive in establishing its role of "Gateway to the **Nahanni**".
7. Develop a number of short, economical, community based packages for visitors.
8. Develop alternative accommodation facilities.

9. Develop “add on” activities for existing tourism traffic (Norweta Boat Tours, Arctic Star Tours, Nahanni River Outfitters) and to take advantage of existing business.
10. To further expand the existing local events to appeal to broader regional and national markets.
11. To encourage the development and Promotion of new “off season events” such as golf, hockey and ball tournaments, and package tours that may include: **cross-country** skiing, northern lights, Mackenzie River Spring Break-Up or the Spiritual interest of the Papal Site. “Off Season” conferences and meetings should also be encouraged.
12. That various community groups work cooperatively to develop projects beginning with Signage, Trail and Park Development as prioritized by the community.
13. To address the communities negative perception and role of the “Visitors Information Centre”, and to develop a plan to maximize benefits to both Tourism Operators and the community.
14. Emphasize the importance of youth involvement in public projects.
15. That residents interested in specific business opportunities (ie boat tours) be encouraged to experience similar businesses elsewhere.
16. That share participation in established, licensed Tourism Operations with good potential be encouraged.
17. To encourage new package Tour development in conjunction with established tour wholesalers.
18. To place emphasis on product and “public project” development for the independent traveller, elderly and the (soft) outdoor adventure markets.
19. That an ongoing Tourism Committee, representative of all community groups, be established to maintain Fort Simpson’s profile and to advance community tourism concerns and development.

THEME

A theme can help to develop a distinctive image or character for **Fort Simpson** which travelers will recall as part of their trip. When tourists have left town it is important they remember Fort Simpson and were **sufficiently** impressed to talk with other people about it.

Whitehorse and other Yukon towns have developed images around the gold rush, river boats and sourdoughs. Even a small **centre** like Watson Lake has built an image around a simple theme, the sign. Now they have the Sign Post Forest which attracts a great number of Alaska Highway travelers.

A theme is also an important marketing tool creating a distinctive image unique to Fort Simpson. What image comes to mind when you think of **Chemanus** in B. C., Victoria, BC, Calgary, Alberta.? All these communities have developed a theme of some type and continually repeat that concept both in their marketing and product development.

The degree to which a theme is developed varies greatly from the literal to a suggestion. Kimberly, **BC** adopted a Bavarian village theme where all the buildings resemble architecture from that part of Europe, **Chemanus** has used its wall mural theme as a decorative feature around the town, Victoria has devoted its money to gardens and floral displays.

Literal themes require a great deal of attention to detail and are expensive to build on a large scale. Short cuts lead to an artificial, poor quality display. On the other hand, simple themes delivered by means of signs, **colours** and a strong logo can be a very effective starting point for creating a distinctive image. Also the theme needs to grow at its own pace, the town gradually takes ownership and it becomes a natural direction for future development. To have this happen, start with a clear direction and a very simple concept.

A theme provides a central focus; to build a strong tourism image and to integrate and coordinate tourism activities in town. Projects and businesses using the historical theme reinforce each other and a variety of opportunities are pulled together into a cohesive tourism package. Historical Fort Simpson becomes distinctive! Information on the town's history will appear at significant locations along a walking / hiking trail. Signs can be introduced describing plant life and native medicine.

The dominant theme for Fort Simpson is centred around the rich history of the area covering thousands of years and encompassing various cultural groups. Over time, the Dene, Metis and British have all played a part in the development of Fort Simpson. There are numerous examples of this history in the town at the moment including: the historical exhibit at the visitor **centre**, the historical photos in the Northern store and the cultural **centre**.

Main Theme: Fort of the Forks

The main theme will be centred around historical events in the 1800's related to the three main cultural groups who contributed to these early days.

- Dene Traditional Life
Descriptions from pre contact with Europeans to trading and trapping.
- Hudson Bay History
Descriptions from the first European exploration , building of a trading post and the decline of trading and dismantling of the Fort.
- Metis Life
Descriptions from early life with traders and the Hudson Bay Company to cultural activities in the present.
- Churches- Catholic/Anglican

These are all stories that can be interrelated and developed as a series of events in different locations around town. All aspects of early life in the town are described and provide the background for what you see here today.

Sub Themes

Other historical themes which relate to the main theme or are significant events before or **after** the 1800's are also interesting material for further development of the story about Fort Simpson. They reinforce the historical theme concept yet expand the information base. Some of these subjects (including buildings or other artifacts which are ideal in creating the visual character to make a memorable image) include the evolution of:

- Early Explorers
- Trappers
- Gold Seekers
- Post war Ft. Simpson/Pre-road History
- Agricultural Station
- Post road history:
 - Mackenzie Highway
 - Papal Visit
 - Oil Pipeline

How to Develop a Theme

With so many historical subjects and different cultural groups to take into consideration, how can a clear, distinct theme be created? What one item can represent this image?

A strong image comes from the name Fort Simpson, the image of the Fort - an early trading post.

When a defined image is agreed on by a tourism committee **it is necessary** to find ways to communicate this-image. Visual appeal is important to keep in mind. There are a number of techniques to deliver this image ranging from printed material to theatre groups. The broader the range of techniques and the more people involved, the more successful the image program will be.

Some of the methods to present or deliver the historical themes include:

- historical logo
- signs
 - interpretive signs
 - street signs
 - directional signs
- distinctive **colour** scheme
- banners
- pamphlets
- artifacts or replicas
- mini-theatre or recitations

Suggested sources of contact:

1. Prince of Wales Heritage Museum - Yellowknife; museum liaison.
2. "Yellowknife Heritage Committee." - A volunteer group of interested citizens who advise **Yellowknife** City Council on matters of Historical importance.
3. Old Stope Association. A volunteer public advocacy group who action historical concerns such as upgrade of the "Wildcat Cafe."
4. Department of Economic Development and Tourism- Yellowknife - interpretive planner.
5. Heritage Canada - based in Ottawa- A private national organization concerned with preservation of building and artifacts of national and regional significance. Administer programs such as the "Heritage Regions Project" with a focus on tourism and heritage; and the "Heritage Entrepreneurs Program."

Heritage Canada staff will facilitate community based heritage programs through close contact with interested and dedicated community groups. Might Fort Simpson be used as a " test pilot" project?

COMMUNICATION

There are a number of problems that impede business development - but the major one seems to be a lack of communication among the major players. A level of mistrust based upon past experiences still exists.

The solution is amplified by the instability of government departments. Both Parks Canada and the Department of Economic Development and Tourism are going through major changes. The two organizations lack credibility in the eyes of some segments of the community making it **difficult** for government to do what it has often done in the past - serve as an honest broker.

Despite the problems, there are some signs for hope. The extension of the MacKenzie highway will undoubtedly increase the potential for additional highway **traffic** through Fort Simpson. The Band is becoming increasingly proactive in all areas, and seems to have a positive attitude towards business development. Federal and Territorial departments seem to have a desire to decentralize more and more responsibility to local communities.

There is no single way of improving communications among the various factions and players; however one suggestion is to hold a "Future Search Conference".

The approach of such a conference, which usually lasts 2-3 days, is to get all the vested interests and key players - with the power to make decisions - in one room together. The purpose is to discover the common ground in one effort to develop a shared vision.

Such a conference does not dwell upon past problems. Rather it accepts the reality of problems and differences of opinion and tries to work around them. The emphasis is on planning the future together.

Typically a "Future Search Conference" will have 30-60 participants who get together in the same room. Working in both small and large groups, the participants explore areas of common interest.

1. The Past

Common elements in our personal and organizational dealings.

2. The Present

How we see the present trends and influences in the external environment that will shape our common future. "**Prouds** and **Sorries**" these things we are proud about in our organization (our successes) and those things we are sorry about (our failures).

3. The Future

The participants develop their image of the “ideal future”. In this case, part of the ideal future would be a picture of effective working relationships among the major players.

4. The Action Plan

Establishing our priorities for achieving our ideal future. (One of the **outcomes** of such a conference would likely be some form of Steering Committee with a strong mandate that would oversee cooperative business / tourism developments in the future.)

A Future Search Conference is only one possible mechanism for improving communications. It is clear that something is needed. If the communication problems are not addressed it is unlikely that there will be positive Tourism Development.

TOURISM BUSINESS OPPORTUNITIES AND PUBLIC TOURISM PROJECTS

INTRODUCTION

What is a Business Opportunity? A projector idea which could be developed as a business by individuals, families, small businesses, or as partnerships and joint ventures (**ie** arts and **crafts** sales; boat tours on the North Nahanni or MacKenzie. What is a Public Tourism Project? Usually initiated by a community, hamlet, village or band, tourism association or government department are not developed to make money but support tourism businesses and community tourism development (**ie** Campground expansion; Trails, Visitors information booth; town beautification)

Business opportunities and public tourism projects which were recommended as important to Fort Simpson are briefly described here. Priority and shorter term projects are listed first with those less critical later. We have omitted a few business opportunities and public tourism projects which were discussed in the community meetings, but they are ones that we suggest may not be reasonable at this time.

The two detailed business plans are bound and presented separately as **Volume II and III.**

PUBLIC TOURISM PROJECTS

1. Signage
2. Trail Development
3. Park Development
4. Historical Buildings Upgrade
5. Fort Simpson Campground Upgrade
6. Enhancement of "Papal Site"
7. Festivals/Events/Tournaments/ Conference and Meetings/ Expansion and Development
8. Jean Marie River Campsite
9. Recreation facilities upgrade
10. Community Beautification
11. "Living Museum"
12. Landscaping

The following chart suggests a sequence of when “Public Projects” may realistically be developed.

PUBLIC TOURISM PROJECT	SHORT TERM YEAR #1	MEDIUM TERM YEAR #2/3	LONG TERM YEAR #4/5
1. Signage	✓		
2. Trail Development		✓	✓
3. Park Development		✓	✓
4. Historical Buildings Upgrade		✓	✓
5. Simpson Campground Upgrade and Expand		✓	✓
6. Enhancement of Papal Site		✓	
7. Events / Festivals / Tournaments Expansion & Development	✓		
8. Jean Marie Campsites	✓		
9. Recreation facilities upgrade		✓	
10. Community Beautification	✓		
11. Living Museum		✓	
12. Landscaping	✓		

PUBLIC TOURISM PROJECTS

A Public Tourism Project is any project which enhances public spaces or buildings and benefits tourism in Fort Simpson. They may be planned and delivered by clubs, societies, associations, the Band, the Municipal, Territorial or Federal government agencies. For example, the Historical Society may wish to promote an interpretive sign project describing places and people from Fort Simpson's past. The signs would present attractive and informative displays for tourists and residents alike. The Historical Society would be involved through all steps of the project from applying for funding to installation of signs at various locations around town.

The response from individuals at the public meetings and interviews held in Fort Simpson, in March 1994, indicated the three most popular types of Public Tourism Projects related to are signs, trails and parks. Those projects are detailed more extensively and are followed by brief descriptions of other non-business projects.

There are three basic steps to complete the Public Tourism Projects:

1. **Planning**: Organizing the project, setting up the project team, finding funding sources and defining the scope of the project.
2. **Design**: Putting ideas on paper, the activities required will vary depending on the type of project and they may include writing text, drafting designs and calculating cost estimates.
3. **Construction**: building and installing project.

All the Public Tourism Projects will need a project team to make them happen. A typical project team may consist of individuals who will take one or more roles. For example a team may consist of: A coordinator who **fills** out applications for the project and funding, organizes the team members, delegates the work and communicates with government agencies and others, and accounts for money spent.

Researches gather data or collect information related to different aspects of the project. This included collecting physical data, like measurements taken on site as well as researching books and archives for information, photos, drawings and maps.

Planners/ Designers/ Writers will plan the project, starting with the purpose, goals and strategy, then develop the ideas or concepts and express them in written form or as drawings, depending on the type of project. While the main driving force for projects will

come from the people of Fort Simpson, there may be parts of a project which require special knowledge. For technical information, specialists such as artists, designers, engineers or fabrications may assist.

People who construct the project, workers on site with the hammers and shovels, may be hired contractors or volunteer **labour**. Some of the construction will be **labour** related, like clearing a trail and paving it with gravel. There will also be the fabrication or building of furnishings like picnic tables or privies.

Not all projects all need the same types or number of team members. A coordinator to direct the work and look after the finances and willing workers (paid or volunteers) with various skills are the basic ingredients of the project team.

1. SIGNAGE

Planning

How will the project contribute to tourism? A **signage** program will benefit the tourist in three ways: entertain, direct and inform. This will make Fort Simpson a more interesting and tourist friendly place. While signs themselves are not an overwhelming attraction they contribute to the atmosphere which encourages tourists to stay longer.

A **signage** program can include three different types of signs. Interpretive Signs tell the stories of the town, describing the history, different cultures, special or natural features, flora and fauna of the area. Directional Signs identify places in and around town and point the way to them, ie: "To Fort Simpson Campground" or street signs. Information Signs advertise businesses and **services** such as the location of the services of the RCMP, and hospital.

Any one of these types of signs can become a project in itself or the entire program can be broken into a series of projects phased over a number of years. Interpretive signs can be coordinated with a walking-tour project further adding to the enjoyment of the tourist.

The interpretive signs have been selected as a model for describing the steps to complete a sign project. The steps for producing Directional and Information signs are similar. Examples of Interpretive Signs appear in the Appendix.

If the Historical Society wants to undertake an interpretive sign project, they may select the following messages, concentrating on Historical Sites, as the subject for the signs.

- Dene Traditional life, a description of the era from pre contact with Europeans to trading and trapping of the present.

- Hudson Bay History, descriptions from the first European exploration, to the building of a trading post and the decline of trading and dismantling of the Fort.
- Metis life, descriptions from early life with traders and the Hudson Bay Company to cultural activities in the present.
- Roman Catholic and Anglican Church buildings and property.

The goal is to add to the tourism experience in Fort Simpson by developing two or three interpretive signs.

Objectives may include describing the history and culture of Fort Simpson in the last five hundred years and creating **colourful** and attractively designed displays which enhance the community.

The work required to complete each step of the project needs to be described, along with a schedule. This can be a point form summary listing the key activities for researchers, writers, artists, sign fabricators and construction people. With the outline each team member will have a clear understanding of what needs to be done and the time frame for completing the work. Delegating and coordinating work will prevent overloading team members and keep the project moving **forward**.

After the project is defined, then it is necessary to find funding to support it. In many cases the information to define the project will be used to complete the funding application forms. The project team needs to understand the funding criteria and the requirements or expectation of the funding source, then decide if they can **fulfil** the obligations. If the money must be used within a specific time frame the proposed work needs to fit within this schedule.

The project coordinator needs to calculate a preliminary cost estimate of all stage of the project and set a budget, example below. This cost estimate and budget can be revised as the project is refined in succeeding steps.

Planning	\$ 500.00
Design	\$1000.00
Construction	<u>\$8500.00</u>
Total Budget	\$10,000.00

Funding Sources for interpretive signs include:

Department of Education, Culture and Employment:

Community Heritage Capital Contributions
Capital Contributions
Special Heritage Grants

Design

Interpretive Signs include: photos, illustrations and a brief descriptions of the history of Ft. Simpson. The signs will be installed at various locations throughout town, like the old Roman Catholic Mission House, the location of the old Hudson Bay Post, the Papal Site.

Research the history in detail. Information may be obtained in a number of ways through conversations with local individuals, research the Historical Society Archives, the **NWT** library and the Prince of Wales Heritage Centre, Hudson Bay, RCMP and the Church Archives, the National Archives in Ottawa.

Selecting locations for the signs will also be part of the research process. Choose locations which best illustrate Fort Simpson's history, have attractive and scenic surroundings and are accessible by visitors vehicle or on foot.

Compile the research in outline form and group into units that relate to the locations selected in the research stage. Write a preliminary draft of text for all the signs, the storylines will work best if the approach to writing all the signs is the same. Messages are to be simple and short, providing a brief summary of the main ideas.

All signs can include English and **Slavey** Text. The **Slavey** can be used in a number of ways: as a direct translation, or a shorter, briefer paraphrasing or appear as part of the titles.

Select photos, illustrations and maps to complement the text. It is important that the signs are visually attractive and communicate their messages in a visual way. People will only spend a short time reading text, hence the need for brevity and the strong pictorial emphasis.

Design the signs so they present a unified and attractive appearance throughout town. The overall appearance of the sign is important as part of the campaign to improve the town's image. The design can take on many different styles from very simple, modest signs to high polished, sophisticated artwork. The budget and the design skills available to the team are some of the factors in determining the style.

When designing the signs, consider the cost of construction. Complex **colours** schemes and **colour** photos add to the fabrication costs. Research on different manufacturing processes needs to be completed before the designs progress too far. Part of this research needs to include the method for mounting and installing the signs. Will they be large upright signs or will they be smaller signs installed at an angle to the ground. In addition, the designs and cost estimates for the structures to support the signs should be determined at this time.

Construction

The Construction stage will include the fabrication of the signs (the surface containing the text and graphic images), the construction and installation of the support posts. There are a number of different fabrication processes such as silk-screening. Research the different ones available locally and compare the final product and costs with professional services from outside the Territories. Shipping costs are to be included in fabrication costs. Prior to hiring a fabricator get samples or photos of their work.

Factors taken into consideration when determining the material for the sign fabrication include:

- vandal resistance
- durability (longevity, weather resistance)
- method for mounting
- life expectancy of the signs
- production costs

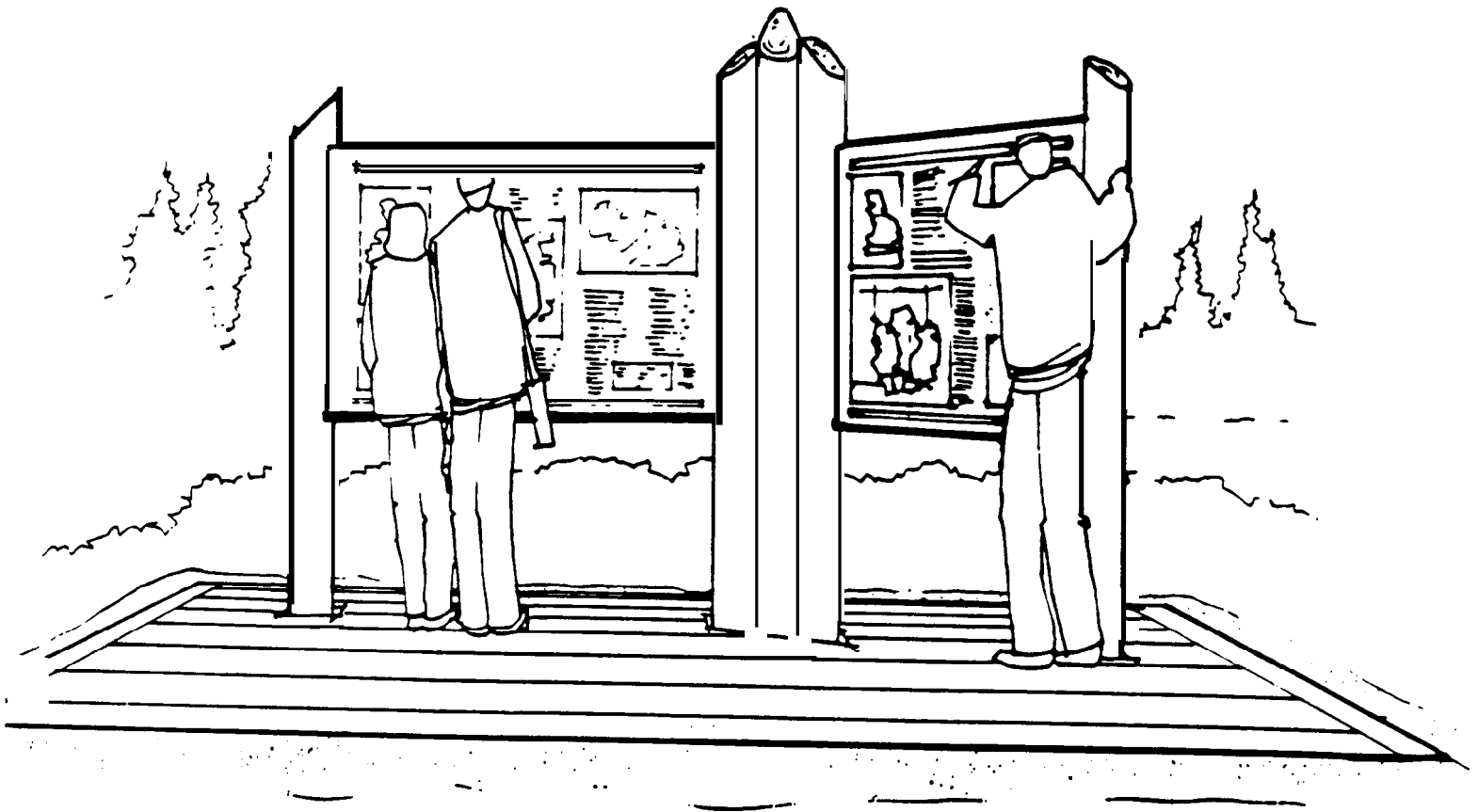
The sites have been selected earlier in the project and the sign message will be designed specific to that site. Construction will be a simple process of building the supports and installing them in place. The site needs to be finished off and look attractive. Depending on the location a gravel pad or a wood deck may be added for the finishing touch.

It is **difficult** to estimate costs for a sign project without details of the work. Costs will be incurred for long distance telephone charges, photo copies, obtaining photographs and maps. Many archives like the Prince of Wales Heritage Centre will charge a fee for providing photos and negatives. Other sources such as the territorial government, Departments of Renewable Resources, Economic Development and Tourism, Public Works and the Department of Education, Culture and Employment may provide photos. A trip may be required to Yellowknife and other centres to research or review the photo library. Professional services may be required for the design and layout of the artwork.

Production costs will also vary depending on the size and material used in the signs. The sign examples in the appendix cost between \$1500 and \$2000 each. They will be silk-screened on a lean surface; **colour** photos add significantly to the price. The cost

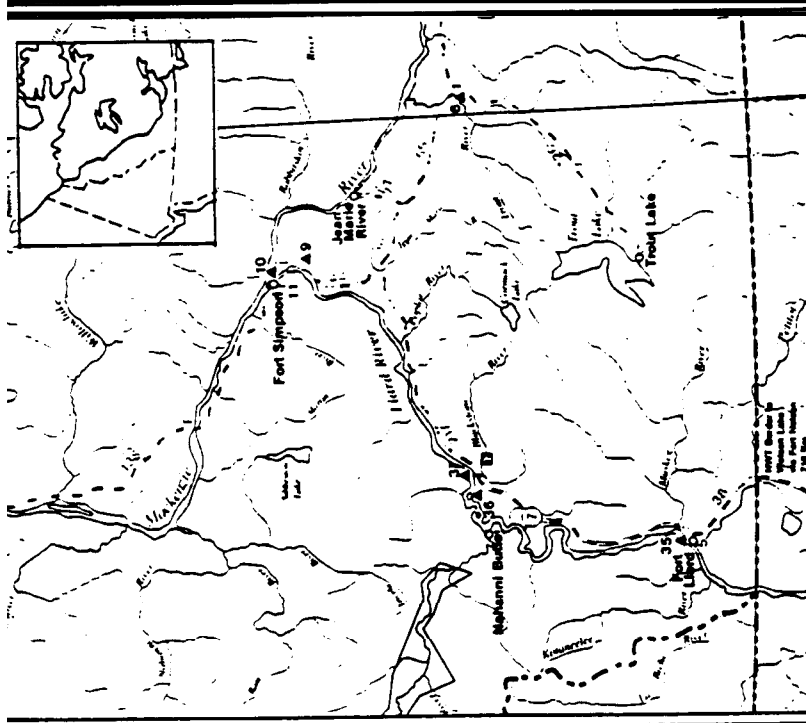
for the support structure and the installation of the sign, maybe another \$1000 to \$1500 for a total price of between \$2500 and \$3500 per sign.

Examples of signs and interpretive exhibits completed for the Dempster and Liard highways follow.



DEMPSTER + GHWAY
INTERPRETIVE EXHIBIT

The Trail Divides



H... an... be... the Deh Cho Connection you will be backtracking along part of the route that Alexander Mackenzie travelled in the summer of 1789 in his quest to find a new route to the Pacific. Along this section of the Deh Cho Connection are options for travel north to Yellowknife, east to Hay River, Fort Smith and Wood Buffalo National Park, or south to Alberta.

To Fort Simpson and the Mackenzie River

Another option is to turn left (north) along the Liard River to Fort Simpson. Fort Simpson was established in 1804 by the North West Company and was originally called Fort of the Forks because of its location at the confluence of the Liard and Mackenzie rivers. It was rebuilt by the Hudson Bay Company in 1821 and named after the Governor-in-Chief of the day, George Simpson. The area had an abundance of beaver and marten, and a moderate climate for growing vegetables and raising livestock. Fort Simpson is the oldest occupied community on the Mackenzie River.

Services are not available along the Mackenzie Highway until Fort Providence (324 km) or Enterprise (392 km).

Services available in Fort Simpson:

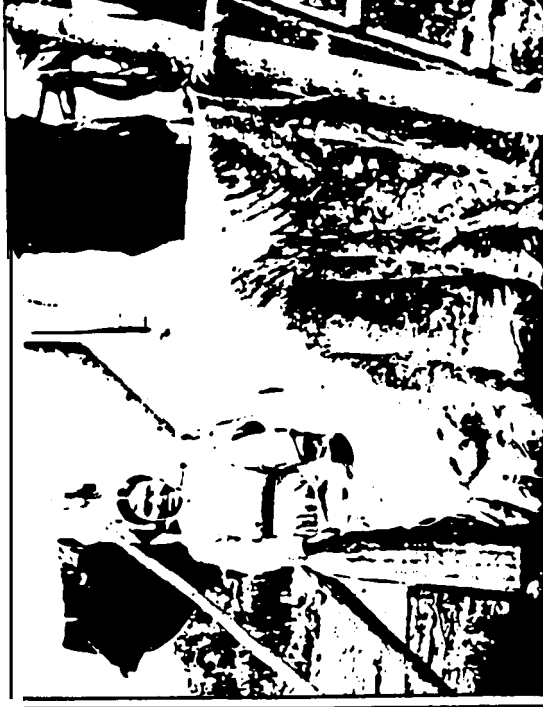
- general store
 - gas and vehicle repairs
 - hospital
 - crafts store
 - visitor centre
- accommodations
 - air services
 - campground
 - restaurants



Always on the Move

Just a hundred years ago, a raven flying overhead could have watched our people living the old ways: hunting for moose, willow ptarmigan, and spruce grouse, and gathering foods such as cranberries, bunchberry, roots, and herbs that grow in the willow thickets of the muskeg.

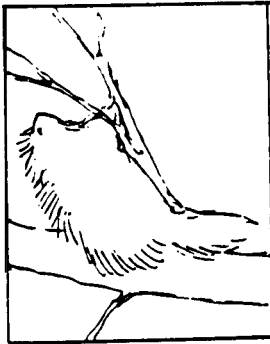
Our people, the Acho Dene, were nomadic hunters and gatherers. In the old days we were always moving in



Moose were essential to our livelihood, and when we killed one we would stop to eat, dry meat, and to make clothes and carrying baskets. Later we trapped muskrat and beaver to trade with the white man. We traded these furs to the 'mola', as we called them, for guns, ammunition, tents, and food.



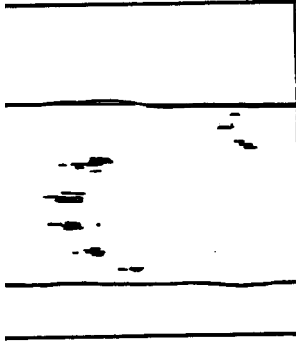
Spruce and Moose



Wildlife need forests, both young and old. Beavers need trees for food and for dam and lodge building. Porcupines eat the bark.

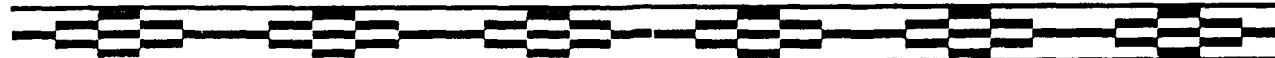
The boreal forest of black and white spruce, willows, birches, and other shrubs provides a variety of environments and habitats for many species of mammals and birds. The slow but constant change of the river's path makes way for new muskeg and willow habitats.

An abundance of food draws moose to the Liard Valley. They especially seek out the willows that grow along the river banks and all the aquatic plants that grow in our lakes, ponds and bogs. Moose will dive 5 metres underwater to eat these plants which are rich in the minerals they need.



Bear marks on trees are probably messages for other bears ("I'm this big")





Fort McPherson, originally known as Peel River House, was the most northerly stopping place of the Hudson's Bay Company steamers. Teevit's Zehk, Peel River guide, stands to the Hudson's Bay Company steamer hat zehk zhi teepdo ah.

The people of Fort McPherson call themselves Teelit G4ch'in or 'people of the head of the river'. This reference to the Peel River distinguishes their group from others in the region.

Traditionally the Gwich'in did not live in permanent settlements but followed the seasonal movement of wildlife to obtain food. In summer, the Teelit Gwich'in would fish and pick berries.

In winter families moved into the Rich-dw. and Ogilvie mountains to hunt caribou and moose. At different times during the year they gathered with other Gwich'in to visit and share food.

The Teelit Gwich'in were great travellers. In winter they journeyed long distances by dog team to places like Old Crow and even Dawson City.

When the Dempster Highway was built in the 1970s, many sections followed the traditional trails. Summer travel was by canoe along the rivers.

Jil Teelit zehk gwizhit dinjil zhu' kat Teevit Gwich'in goo dinjil han gwich'ladgadinhu. Jil Peel River gwa'an guwak nihhdanh diglinch'uh.

TRAVEL/KHAIHTAK NAHTR'ADADAL

Gdch'in kat zho thit diglinch'uh kwah khail tthak nagahdinjik hih eenjit to'at shin chan tuk khagidi'it to'at jak chan ganahsin.

Khail bee Richardson to'at Ogilvie gwa'an ddhah kat vadzakh to'at dinjik eenjit natr'adadalk. Eahlil halik'it gwato'at Gwich'in kat hah chan khail thit gwizhit Anagadal to'at Mb nihto'an gahlah.

Teevit Gwich'in kat naga-dinjik eenjit ginzil. Khail gwizhit



Gwich'in snowshoes, with birch or willow frames and babiche lacing, are well known for their beautiful workmanship. Gwich'in ash, or so hah'ahash to'at sheta'ik hah'ah'ahat, ji gwizhit natr'ah gwizhit gwizhit dardadalk eenjit.

minzhit gwa'an thil hah chan nagahdadal to'at van tat Gwich'in chan to'at Dawson City gwa'an tthak nagahdadal. JU Dempster Highway 1970 danh tr'ig-wiltzaih

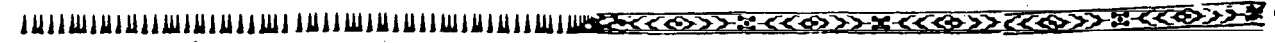
In 1904 the Northwest Mounted Police conducted the first of many annual patrols from Dawson City to Fort McPherson. In 1911 the patrol became last and all four members perished. Fort McPherson resident Charlie Stewart (shown below circa 1911) was a guide for the police and helped find the last patrol. 1904 gwizhit natr'ah to'at kat tr'ig-wiltzaih Dawson City gwato'at Teelit zehk K'agadadalk. 1911 dardh natr'ah to'at gwizhit gwizhit dardadalk danh gwato'at dardadalk gwizhit. Charlie Stewart Teelit zehk gwato'at tr'ig-wiltzaih 1911 dardh, natr'ah to'at kat hah gwato'at gwato'at natr'ah to'at kat gwizhit natr'ah.



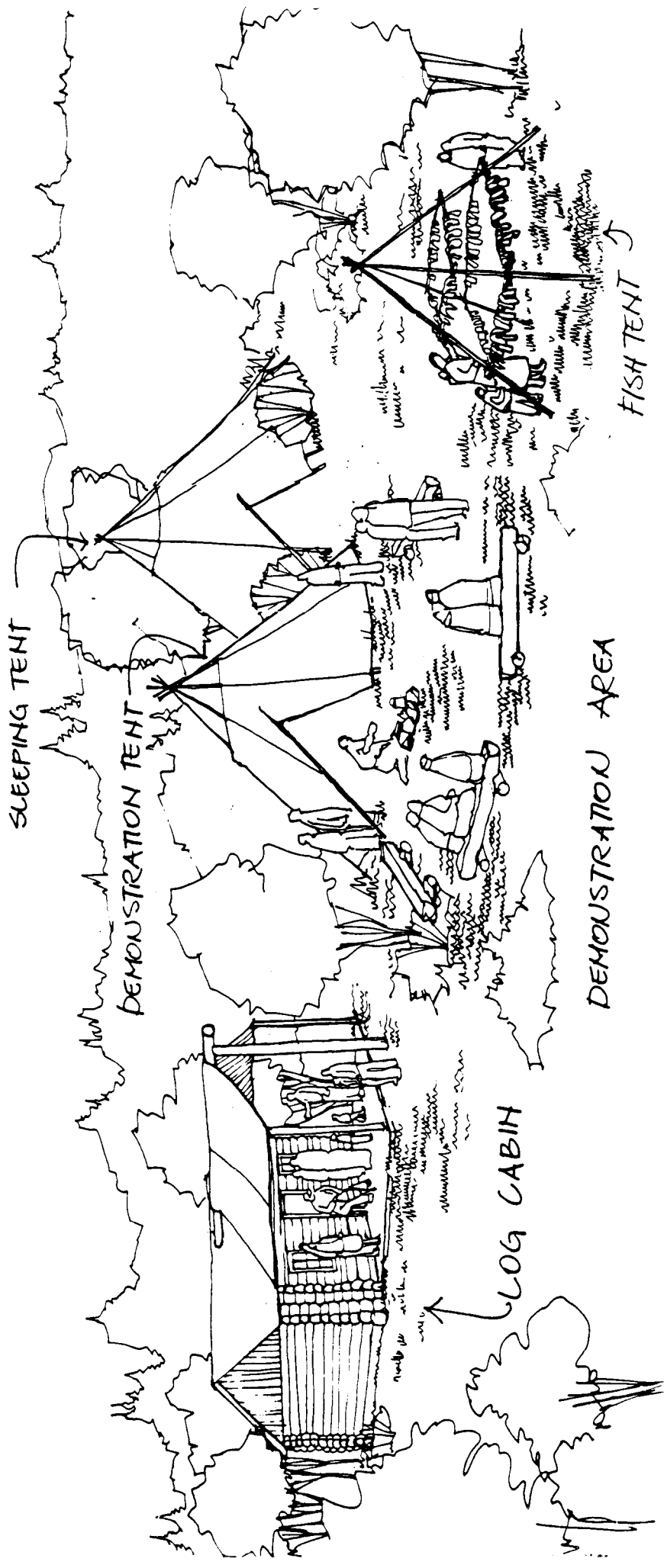
to'at minzhit dal' tall lat kat tr'ig-wiltzaih. Shin danh chan tr'ih hah gwizhit han kat natr'adadalk.



Before the construction of the highway, the river was the main link in the outside world. This photo shows freight being unloaded from the supply boat Wrigley in 1892. Post Manager Joseph Hodgson is near the centre with his white jacket. Jil kat tr'ig-wiltzaih gwato'at han kat gwizhit natr'adadalk. Tr'ih chao kat gwato'at tan'ig-wiltzaih 1892 dal'. Jil Joseph Hodgson uwoh zehk k'arahat ik dogal hah natr'ah.



CULTURAL VILLAGE
YELLOWKNIFE DENE BAND
(OVERALL CONCEPT)



2. TRAIL DEVELOPMENT

Planning

Clearly define the purpose of the trails: such as to provide organized walking and hiking, cross country **skiing** areas for the enjoyment and relaxation of tourists and residents.

To focus and remind the project team of the purpose of the project the goals and objectives must be written and agreed upon

Specific objectives may include:

- providing a trail system around the island for hiking and cross **country** skiing.
- . extending the historical walking tour trail to all significant buildings and places on the island and to coordinate it with an interpretive sign project.
- connecting the trail to the campground and eventually extend them out of town along the Liard River to “three mile” and **Wildrose** Acres, and the area immediately behind the community.

The trails will be used both during summer and winter seasons. Motorized use must be separated from non-motorize use. Snow machines will require a separate trail system, with warnings at points where it crosses the other trails.

Funding for trails may be obtained from:

- Municipal and Community Affairs: - Open Space Program
 - Minor addition to Recreation Facility Program
 - Capital Plan: Community identifies outdoor recreation area for development

Northwest Territories Parks and Recreation Association: Active Living Environment Program.

Department of Indian and Northern Affairs: Environmental Action Plan

Design

Survey the sites in advance to determine the existing conditions, the most scenic routes and ease of construction. Avoid steep slopes and wet areas, stay to open areas with views. Inventory special features and list requirements for the trails. Document this base information on a plan. Contour maps which also have vegetation information are an asset as they indicate steep and wet areas, as well as special areas of plant life.

In the preliminary design stage, explore a series of trail options. Based on the site analysis information, layout trails system on maps. Loop systems are popular as people do not have to retrace their steps. A series of loops creates a variety of opportunities for people to enjoy. After exploring a series of options, select the preferred options and develop the final designs which will be the master plan for the project.

With the alignment or location of the trail recorded on a map, details can then be designed. These details may also be drafted up for construction by volunteers or contractors. These details may include:

- trail design -e.g. trail width, construction materials (surfacing, sub grade)
- drainage, bridges, shelters, benches, signs

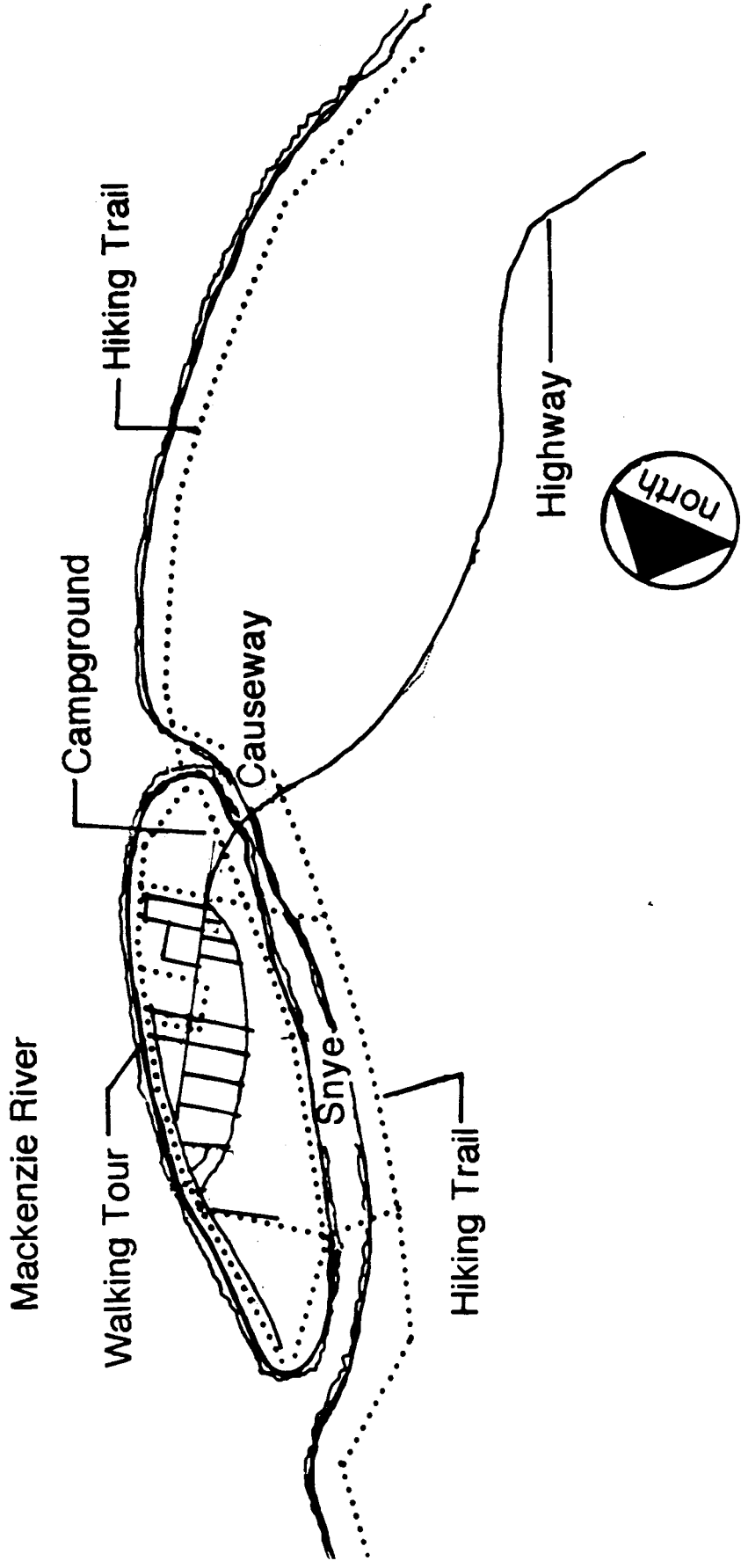
A set of specifications, will accompany the working drawings to detail the construction procedures, materials and construction schedules. If the project is to be tendered, working drawings and specifications give the contractors a clear idea of the scope of work they are bidding on.

Prepare cost estimates: there should be enough information on the plans to calculate lengths of trails, volumes of gravel and other surfacing to calculate construction costs. The cost of **labour**, materials and equipment also needs to be included.

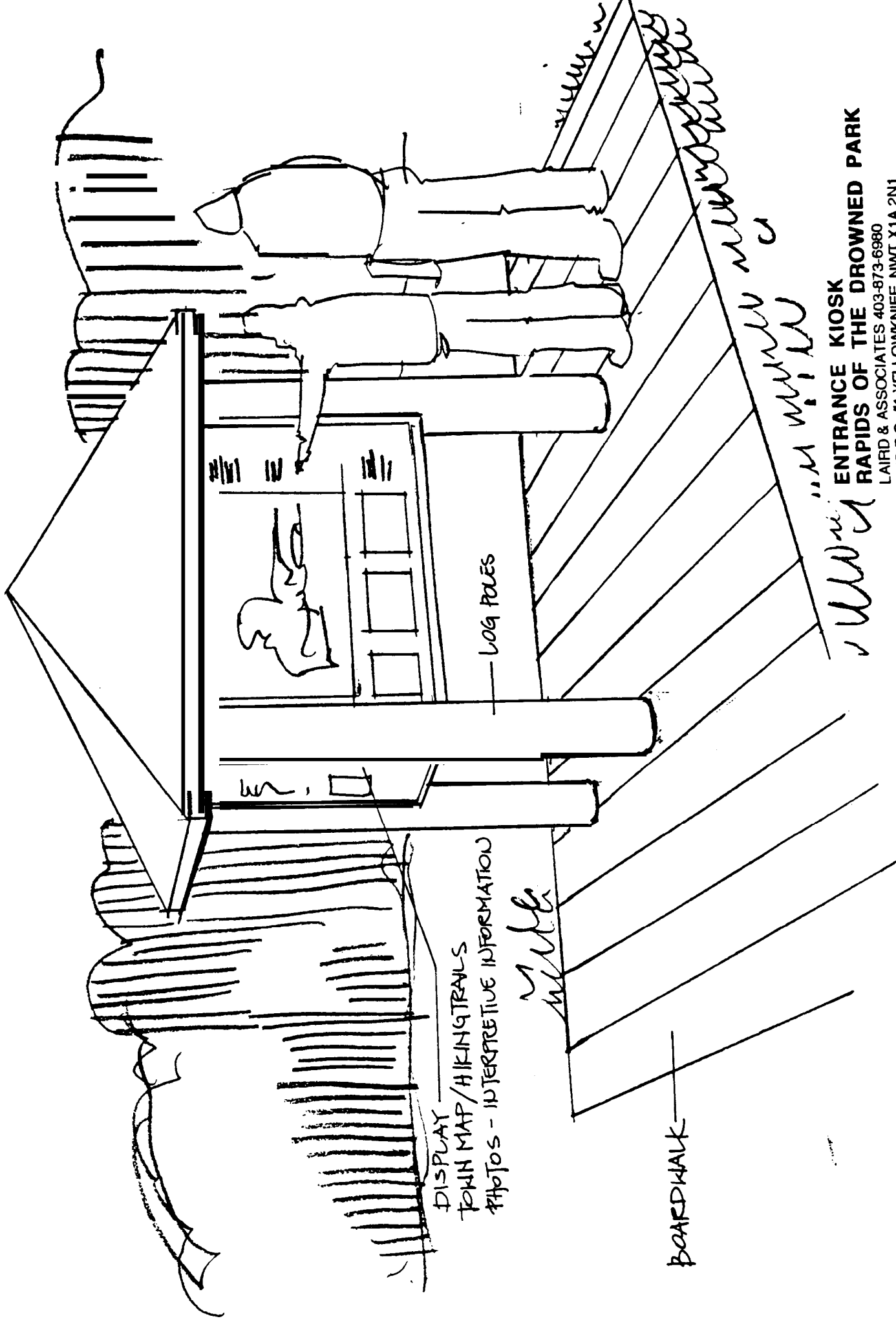
Construction

Construction may be carried out by a contractor or volunteer **labour**. In either case, the trail projects may be phased over a number of years. Set-up phasing to construct a entire loops, so they will be available for use without waiting for another construction season. Keeping projects small ensures the success of completing a phase on schedule, this will create a sense of success and bolsters the energy of volunteers.

A trail concept plan indicating where a trail may eventually be built as an extension to the historical walking tour for Fort Simpson is attached. Examples of a trail entrance kiosk, interpretive lookout and boardwalk sketches from rapids of the drowned park in Fort Smith are also attached.



Fort Simpson Tourism Study
 TRAIL CONCEPT PLAN
 not to scale



DISPLAY
TOUR MAP/HIKING TRAILS
PHOTOS - INTERPRETIVE INFORMATION

WALK

BOARDWALK

LOG POLES

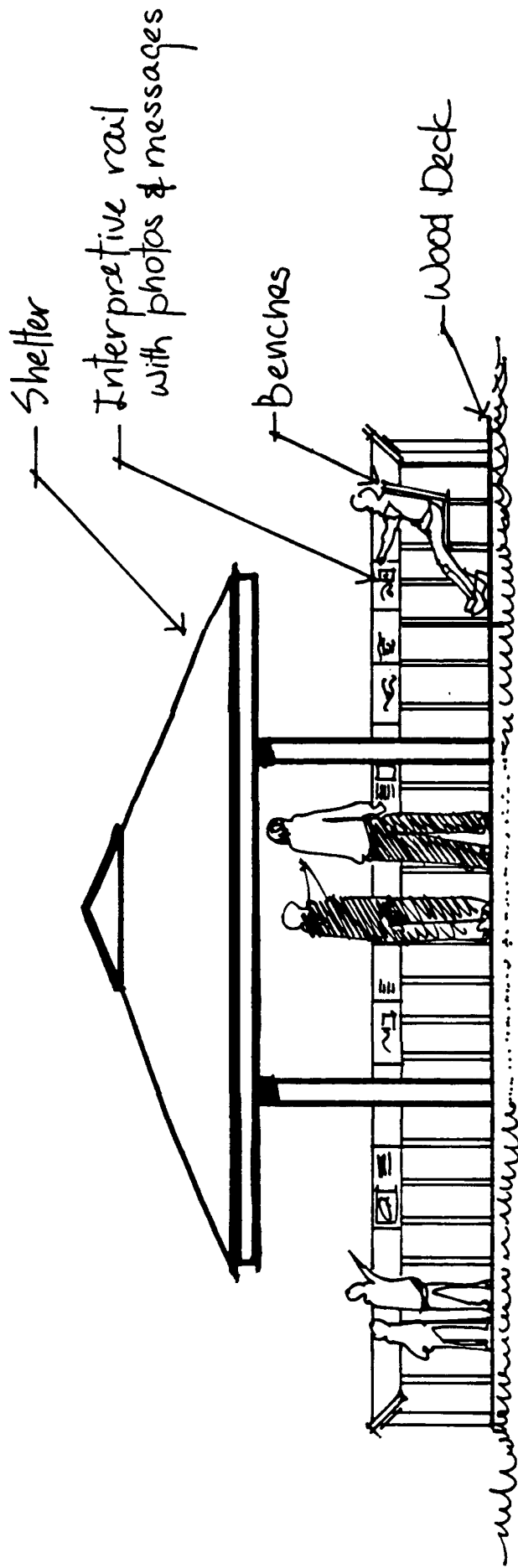
WALK

ENTRANCE KIOSK

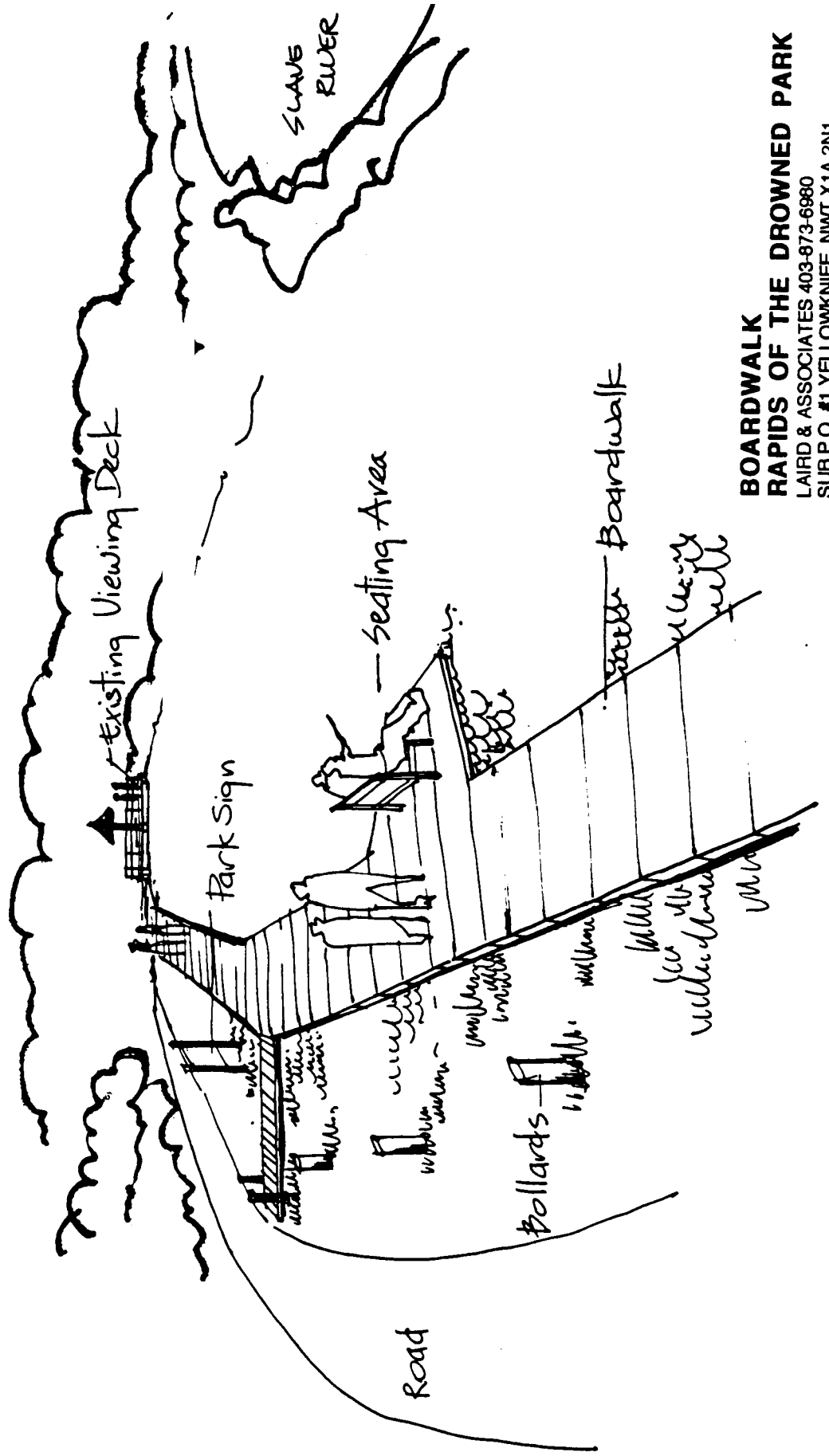
RAPIDS OF THE DROWNED PARK

LAIRD & ASSOCIATES 403-873-6980

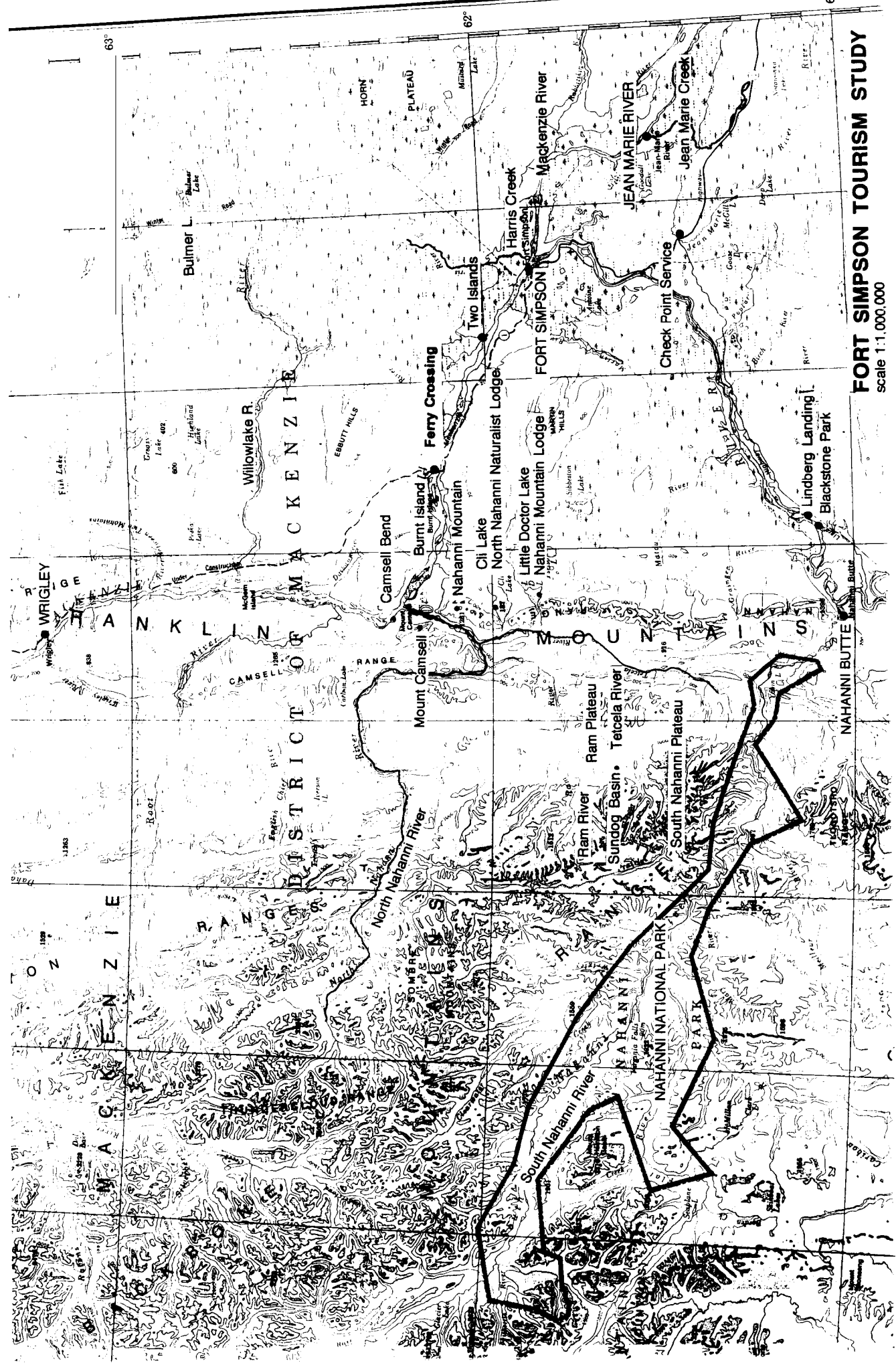
SUB P.O. #1 YELLOWKNIFE, NWT X1A 2N1



INTERPRETIVE LOOKOUT
RAPIDS OF THE DROWNED PARK
LAIRD & ASSOCIATES 403-873-6980
SUB P.O. #1 YELLOWKNIFE, NWT X1A 2N1



BOARDWALK
RAPIDS OF THE DROWNED PARK
 LAIRD & ASSOCIATES 403-873-6980
 SUB P.O. #1 YELLOWKNIFE, NWT X1A 2N1



3. PARK DEVELOPMENT

The results of the public meeting showed an interest in developing new parks and upgrading existing ones. The following example will outline the steps to develop a new park.

Planning

Define a clear picture of the type of park to be developed. Consider the purpose of the park. Are there special functions like **preserving** habitat and wildlife or providing recreational opportunities? Determine the types and level of activities intended for the area. Will it be an historical park **preserving** archaeological sites and cultural areas or a recreational park with motor boating, fishing and camping? Or will it be a natural environment park which focuses on preserving the natural environment and develops the area in a sensitive manner so the recreational activities do not disturb the environment?

For this example we will assume the purpose of the park will be to preserve the **Dene** traditions (culture), like hunting and fishing and to protect the natural environment, the lakes, forest and wildlife.

The goals and objectives are then developed. Throughout the project refer back to these goals and objectives to ensure the project is on target.

The goal may be:

- Establish a park which **preserves Dene** traditions and protects the natural environment for the use and enjoyment of the community.

Objectives may include:

- Promote development and recreational activities which are in harmony with the natural environment (e.g. simple log buildings and restricted use of motorized vehicles).
- Provide a place for traditional **Dene** activities to be continued for years to come.
- Protect the wildlife and fishing habitats by monitoring and restricting hunting **and** fishing practices where required.

The question of who might use the park must be addressed early in the process, **Will** visitors and Simpson residents both use the park. Special consideration must be given to respecting traditional **Dene** activities.

In addition to administering the project, the team members will need to **carry** out the following activities: site analysis, design and construction of facilities. These activities are described in the following Design section.

There are not any funding sources for large park projects from Government agencies. Smaller projects may receive funding from the Department of Indian & Northern Affairs via the Arctic Environmental Action Plan. It may also be possible to coordinate funding with a government department in a joint venture program. The **N.W.T.** recreation and Parks Association offers the “ Active Living Environment Program” which may be applicable to some projects.

Design

The first step is to collect information on the area by conducting a site analysis and inventory. This can include an analysis of buildings, furnishings, equipment, roads, trails signs traditional use, and an assessment of the natural resources like sensitive wildlife or vegetation habitats, fish counts, water quality etc.

A traditional park may include: camping areas, roads, trails, first aid station, administration building, privies, picnic tables, fire pits, group camping area. Consider the activities that will occur, like the annual community gathering, indicating the number of people, the length of stay and facilities required.

Draft a design for the park showing the location of roads, buildings and activity areas like campgrounds. Base maps with information like contours, vegetation, lakes and significant features are needed to record the park design.

A number of preliminary designs can be made to explore alternatives for developing the park, like extensive development and minimal development options or options with motorized vehicles versus non-motorized areas.

After discussion with interest groups a final design is prepared, and becomes the master plan for future development of the park that is in harmony with the surrounding natural environment. Work may be phased over a number of years with expansion occurring as funding is available or as the demand requires.

Information is reviewed and preliminary costs are estimated.

If the project is simple, like clearing underbrush, it may be possible to go directly to construction without preparing more detailed drawings. **With** more complicated work, working drawings and specifications are needed to guide construction. The dimensions, materials and finishes are listed on the drawings. If a road is to be constructed, then the

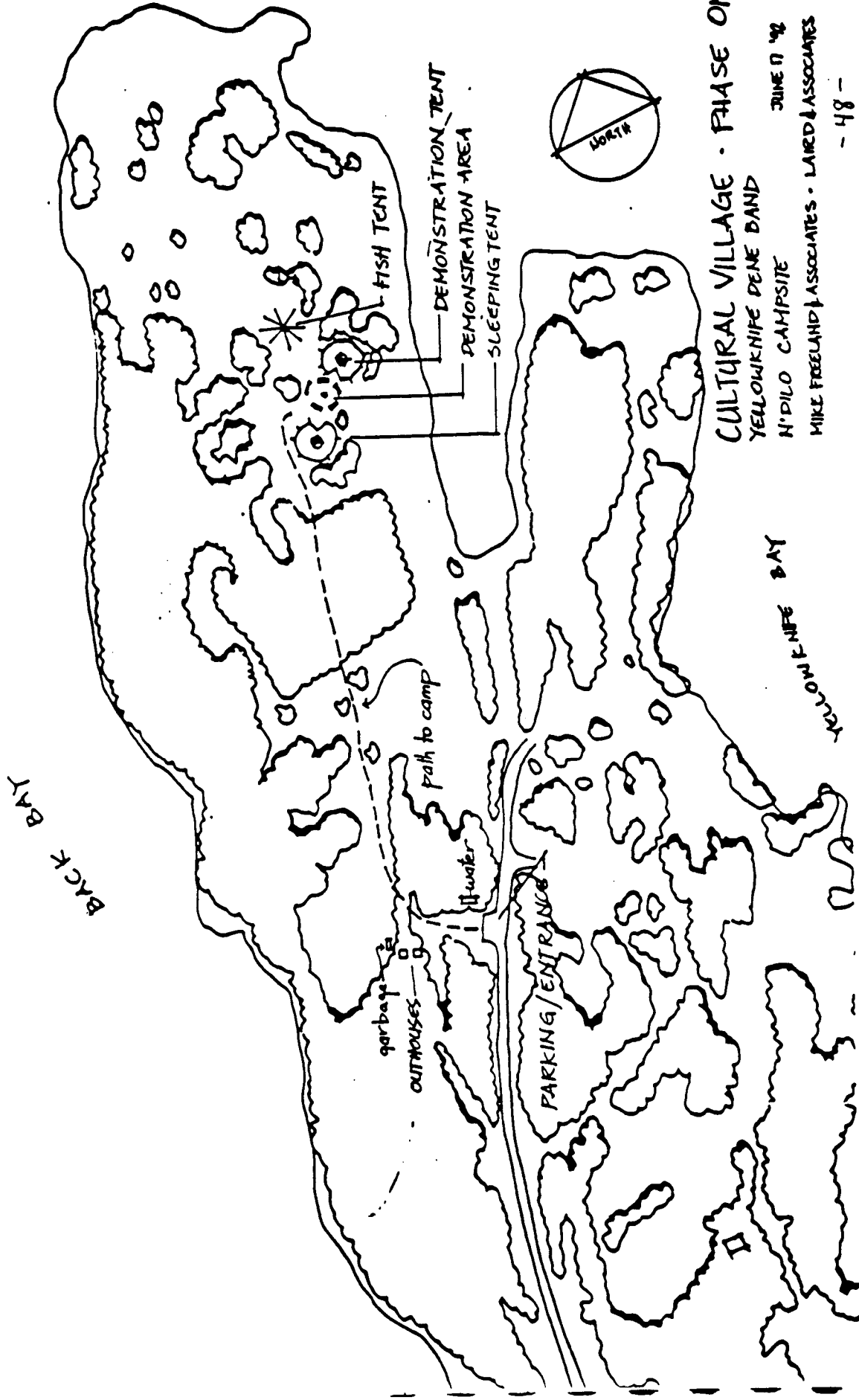
road elevations, the length, width and side slopes along the road must all be accurately detailed. **Written** documents, called specifications will accompany the working drawing to detail construction procedures and acceptable materials, standards and construction schedules. If the work is to be tendered, working drawings and specifications give the contractors a clear idea of the scope of work they are bidding on.

At this time, more detailed cost estimates can be calculated for the proposed work.

Construction

Once the ideas and designs are completed, it is time to begin to build the park. The basic infrastructure such as roads and campsites will go in first, then buildings, (privies, shelters and a park office), then the furnishing such as picnic tables.

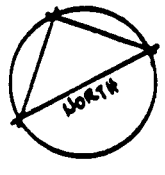
Examples of the **N'dilo** Band Cultural village (Park) in Yellowknife are attached.



CULTURAL VILLAGE - PHASE ONE
 YELLOWKNIFE DENE BAND
 N'DILO CAMPSITE
 MIKE FREELAND ASSOCIATES - LAIRD ASSOCIATES
 - 48 -

BACK BAY

YELLOWKNIFE BAY



4. HISTORICAL BUILDING UPGRADE

Fort Simpson has an opportunity; as part of the development of a “Historical theme” for the overall Tourism Strategy to preserve valuable historical buildings. There are many buildings in fact which trace the different stages of Fort Simpson’s development, e.g. the Roman Catholic Mission, Albert **Faille's** Cabin, the Lafferty House, McPherson House and the old barn on the Experimental Farm site (Agriculture Canada).

Structural condition of the buildings will need to be assessed. The method for upgrading the historical buildings does not need to be the same for each building. In some cases the building structure will need to be stabilized, for others it will be sufficient to paint and repair the exterior.

These projects also require the development of displays, demonstrations and exhibits to tell the story of Fort Simpson’s history. This can be done using different methods such as installing interpretive signs outside historic buildings such as the Catholic Mission. Other buildings that are not occupied, like the Old Barn, could have exhibits and displays, that may be developed over a number of years. Photo displays or tool exhibits may be installed in a portion of the barn or farm equipment may be collected and exhibited around the site.

At **Albert Faille's** cabin a dramatic presentation of the Gold Rush era could be read or acted by local individuals, bringing the history to life and adding dynamics to Fort Simpson tourism.

Many of these projects can be undertaken following the steps outlined for the interpretive signs. Planning, organization and phasing are important front end or start-up activities leading to successful execution of the projects.

“ Yellowknives” **Heritage** Committee” and the museum Liaison **Officer** at the Prince of Wales museum in Yellowknife are two suggested contacts. Refer to “ Theme”, p.18 of this document.

5. FORT SIMPSON CAMPGROUND UPGRADE

The Fort Simpson Campground was mentioned frequently at all workshops and Public Meetings. There is a strong desire and need for proper planning and subsequent improvements to the site and facilities. Although the site is in the flood zone, any upgrade would greatly encourage longer stays by all visitors.

Suggested improvements to the site include:

- 1) building a trail along the end of the island with views over the Liard & Mackenzie Rivers;

- 2) providing more open spaces in the same vicinity;
- 3) upgrading campsites;
- 4) selective clearing of undergrowth and trees to open up the campground and surrounding areas at the east and south end of the island;
- 5) establish a Day Use Area, with views of the river providing picnic facilities (tables and firepits) for both the travelers and local residents either at the present site or the north end of the island;
- 6) to build a central shower, washrooms (with flush toilets and sinks) building, with adjacent water supply, sewage dump station and **pumpout**;
- 7) develop a long term mosquito control program which may include extensive clearing/ brushing, filling in surrounding low areas, establishing birdhouses for specific species such as purple martins that thrive on **mosquitos** and black flies;
- 8) kitchen shelters.

6. ENHANCEMENT OF “PAPAL SITE”

Bring the Papal Site to life with pictures and descriptions of events that have occurred here using interpretive signs is suggested. The Interpretive signs can be located near the Papal Teepee, the Ceremonial Circle and the Monument of Four Directions. Beside the Papal Teepee, two large signs, one to describe the Pope's Visit and another to describe the construction of the Teepee are suggested. Beside the ceremonial circle there may be two or three small signs describing the significance of the circle in **Dene** culture and the types of events that occur here. A small sign, lower to the ground can be installed near the Monument of the Four Directions, explaining in more detail the significance of the symbols in the **Dene** culture.

Directional signs using the same style and **colour** system as the interpretive signs can be installed on the main road guiding tourists to the Papal Site.

7. FESTIVALS / EVENTS / TOURNAMENTS I CONFERENCE AND WORKSHOPI - EXPANSION AND DEVELOPMENT

There is considerable benefit to the Fort Simpson from conferences, workshops, festival events and tournaments. For example a three day hockey tournament hosting eight out of town teams at 20 people each generates 160 visitors or 480 new bed nights! Most businesses in town such as the Hotel, Motel, restaurants, liquor stores taxi, airline companies, hardware/sports store would all benefit.

“Tour Planner/ Expediter” business plan, Volume III of this report details a component referring to the organizing of conferences, workshops, festival events and sports tournaments.

The Village of Fort Simpson, the Chamber of Commerce and the **Nahanni-Ram** Tourism Association would support this **service** function as it encourages new business to Fort Simpson and provides a high level of service and in town customer satisfaction.

The Village's recreation coordinator initiates most sports tournaments but may require **input** from an independent organizer as efforts are increased. Conference organizing/management is a viable part-time business in larger communities such as **Yellowknife**. However, in a smaller community such as Fort Simpson, it is only viable **as** part of a larger business.

The soon to be completed 6 hole golf course will provide new possibility for golf tournaments, development of a northern "golf course tour" to include Hay River, **Yellowknife, Inuvik** and as an activity for itinerant visitors.

Fort Simpson has three annual events - the 'Beaver Tail Jamboree' in March, "Mixed **Slo-Pitch** Ball Tournament" in June and "Deh Cho Days" in August. There is potential **for** expanding these to a larger regional and national market.

One **of** the three current annual events maybe selected by the community as the choice event on which to concentrate efforts maximizing visitors and in turn "benefit" to Fort Simpson. Other suggested events include an "Arts / Crafts Festival"; A fishing derby, **a hockey** or golf tournament or a **NWT** Cross Country Ski meet. Developing festivals, or **events** is a priority during the shoulder season.

Various community groups such as the Band, Village of Fort Simpson and **Nahanni-Ram Tourism** Association may take responsibility for specific events within a weekend festival.

Examples of **NWT** events with broader appeal and substantial benefit to local business include **Yellowknife's** Folk on the Rocks, Caribou Carnival and the Rotary Club Championship Dog Derby, Raven Mad Daze, the Midnight Golf Tournament; **Inuvik's** Festival of the Midnight Sun, Arts / Crafts Festival and the Top of the World Ski Championship, and Hay River's Old Time Hockey Tournament.

Examples of event organizers for **NWT** events include Visitors and Tourism Associations, Recreation Coordinators, Chamber of Commerce, Rotary Clubs, Historical Societies, **Sports** club executives (ie: ski or hockey clubs) special committees of the Village/ Town / Hamlet/ Dene Band, Arts / Craft Associations, private corporations, Lions Club.

Piggybacking events on the same weekend increases exposure while corporate sponsorship of events and contribution of time and effort by volunteer groups all help to **make** a successful event.

A substantial "purse" or prize money to attract competitors such as dog mushers, **snowmobilers**, mixed ball teams or hockey teams to races or tournaments increases

participant appeal. Corporate, Association, Municipality or Band donations of cash or “Services in Kind” such as: manpower, administration, equipment loan etc is critical to the success of a local event. Many national and international events base their success, not on available funding, but on the thousands of hours of volunteer time donated by the community.

8. JEAN MARIE CAMPSITE

The community of Jean Marie River wishes to develop a small campsite on the shore of the Mackenzie River for use by canoeists and other river travelers.

Complimentary facilities and services in Jean Marie will enhance the overall appeal of the region. The development of this campsite could provide a pleasant stopover for a Fort Simpson based Boat Tour Operator.

Operating procedures should be considered prior to designing the campsites, as this may influence the designs. Operations need to be simple and inexpensive to make it easy for the operator to maintain the site and to ensure the success of the project.

The operator will look after the campground on a regular basis to keep it in a clean and safe condition. The duties vary throughout the camping season, may include:

- Regular collection of fees.
- Regular cleaning of privies.
- Regular or every other day supply of fire wood and water, empty garbage.
- Regular clean up of campsites (**bi-weekly**).
- Cutting grass or cutting back bush as needed or semi-annually.
- Routine repair and painting of facilities.
- Seasonal start-up and shut down procedures, storage of equipment.

The types of facilities that could be considered for the campsite include:

- Tent pads (gravel or wooden tent platform)
- Fire pits and picnic tables or benches
- Pit privies (located at a proper distance from the river)
- Fire wood and water storage
- Sign posts to number sites
- Garbage disposal
- Path or trails connecting the campground to other areas of town
- Map directing travelers to stores and emergency services

To keep the project inexpensive and easy to construct, the level of development must be very basic. Construction of simple wood frame structures or small log buildings will use basic construction techniques and materials easily obtained locally. Paint or

preservative stains will be required to finish the structures and keep them in good conditions. Example of buildings or furnishings include:

- Wood frame or log privies
 - Ten gallon drums for garbage (with plastic bag liner and lid to keep the ravens out)
 - Fire pits made from ten gallon drums with holes perforated and cut down to size and partially sunk in the ground.
- Wood posts for site markers

9. RECREATIONAL FACILITIES UPGRADE

Many residents suggested completion of the arena floor to expand recreational opportunities for visitors and residents.

Concreting the Arena floor would turn it into a year round activity area, providing space for recreational activities like floor hockey. It also expands the indoor facilities for displays and events of interest to tourists, like historical or cultural exhibits or a fall fair.

Other structures like a recreation centre and a year-round swimming pool would provide more year round recreation as well. These facilities will also attract more sports events to the town, bringing in more participants and their families (more visitors).

Recreation programs may be developed by the Fort Simpson Recreation Staff to meet the needs of tourist or recreation groups visiting town. Ball games, outdoor activities or special events can be coordinated with group tours. Through consultation with the Nahanni Ram Tourism Association, tour operators and the town, special recreational activities can be set up and coordinated with the visiting groups (ie: Bus Tour or Boat Tour groups), like evening base ball games.

Any upgrade in recreational facilities would improve other projects (see #7 - Events / Festivals / Tournaments).

10. COMMUNITY BEAUTIFICATION

First impressions are lasting. When you meet someone for the first time, their appearance creates an immediate and lasting impression in your mind. Similarly, the general appearance of a community influences a visitor's impression on their initial arrival. If the town can impress visitors that's great, they will stay. If the town does not have an overwhelming natural feature, like the Rocky Mountains in **Banff**, then the next best thing they can hope for is to avoid turning off the visitors. A community beautification program can enhance the overall appearance by creating a visually appealing place. Ugly buildings, garbage, debris and a general abandoned appearance can be traded for an organized, clean, cared for quality by following some simple ideas.

There needs to be a minimal standard of construction, with buildings finished with materials that create a clean, attractive appearance.

Frequent clean-up campaigns (monthly through the summer) will get rid of papers and other debris collecting along the roads and vacant lots. Residents are encouraged to haul "junk" to the dump. Awards, in the form of tax deduction may be given for keeping the yards clean or as in larger **centres** such as Yellowknife where clean up grants are provided to non-profit community groups.

Roads and sidewalks can have subtle but very strong impact on the visual appeal as well as the physical comfort of the visitors (and locals alike). Roads and walks need to be free of holes and mud, they need to be graded smooth if they are not paved. Organizing parking into definite areas rather than sprawled in massive expanses of **semi-gravel**, muddy, pot holes helps to create a kept and cared for appearance.

A sign program (see earlier section) will assist visitors in finding their way around town and adding **colour** and enhancing the general appearance of the streets. Attractive designs, shapes, **colours** and lettering can create a distinctive and unique sign system. All sign designs will be coordinated to create a **unified** appearance.

An added visual feature similar to signs are banner displays. They can be **colourful** cloth or metal graphics. The shape of the banners can be specially designed, and logos and names can be part of the display. Locate these banners at key points so they will be immediately seen by visitors, like the entrance to town, around the visitor **centre**, along the main street and along walking tour trails. Businesses can displays the banners on their buildings complementing an overall graphic and visual banner program.

Presenting the visitors with signs, banners, graded roads and walks, defined parking and well-kept yards will all contribute to the positive image of Fort Simpson.

11. A LIVING MUSEUM

A living museum has skilled people actively participating in cultural or historical displays and demonstrations. Visitors are interested in hearing the language and seeing the traditional customs of the area like the Dene traditions. The Visitor Centre is a potential location for a modified living museum. In a special area with access to outdoors there can be demonstrations of arts and crafts and traditional activities like: making a spruce bark canoe, tanning a hide, making snowshoes, preparing food, games or drum dancing.

The living museum can give the visitor a taste of a cultural camp. A campfire and a tent are important facilities for demonstrations as well as storing items and providing shelter for the elders. During certain hours of the day people will demonstrate the projects.

Interpretation of the language and the activities is needed for travelers to have a complete understanding of demonstrations. Through an interpreter, visitors will be able to speak to elders. The interpreter will also provide background information on the demonstration, such as explaining the spiritual and practical reasons for each step of the process. To have the demonstrations run smoothly and be informative, programs need to be prepared in advance. The interpreter can research the subject with the elders and write out the key points so they can clearly explain what is happening and answer the visitors questions. If a spruce bark canoe is being built the interpreter can talk about the thoughts and actions of the elders as they go through the steps of selection, **harvesting**, preparation of the bark, steps to form the canoe, sewing, sealing and even paddling it. This program will explain the role of the men and women at the different **stages** of making the canoe.

If the elders do not feel comfortable at the Visitor **Centre** give consideration to a location where they will be close to their community, (within walking distance) where their supplies and tools will be readily available. An announcement and schedules attached to a small display at the Visitor **Centre** will direct travelers to the demonstration area such as the Friendship **Centre** or the Band Office.

The living museum will give travelers a opportunity to meet with local Dene, hear native languages spoken and enjoy bannock and tea. Refer to “ theme”, pg. 18 of this document.

12. LANDSCAPING

Trees, shrubs and flowers add to the beautification which improves the town's appearance and appeals to the visitors visual senses. Street trees provide shade, add **colour**, soften and define the open expanses of roads and parking areas. Annual tree planting programs phase the planting of trees over a number of years, allocating them to business and residential streets, parks and public buildings. An ongoing program will ensure dead trees are replaced and new ones are added to locations needing them.

Floral displays are **colourful** and very attractive features, however they are also a high maintenance, costly item. A few strong floral displays located strategically around town, like the Visitor Information **Centre** provides a strong visual impact. Encouraging local residents to maintain attractive gardens and offer a prize for them, as Fort Simpson has done in earlier years, gets people involved in their town as well as adding to its appearance.

Maintaining the landscape is necessary to ensure the town presents a well-kept, attractive appearance. While it is not necessary to have manicured lawns, frequent cutting is needed. Grassed areas along ditches need to be cut at least monthly to prevent grass from going to seed. Not all public areas throughout town need to be cut on a regular basis, focus attention on the entrance to town, the main streets, entrances to the parks and campground. Maintaining even these areas will go a long way to improving the landscape and general appearance of the town.

TOURISM BUSINESS OPPORTUNITIES

1. Boat Tours
2. Tour Planner / Expediter
3. Alternative Seasonal Accommodations
4. Instant teller Machine
5. Ram Plateau Wilderness Backpack Trips
6. Crafts Development
7. Short Duration Outfitting - Jean Marie and Wrigley
8. Wilderness Lodge / Camp
9. Cultural Bush Camp

The following chart suggests a sequence of when "Business Opportunities may realistically be developed.

T TOURISM BUSINESS OPPORTUNITY	SNORT TERM YEAR #1	MEDIUM TERM YEAR #2/3	LONG TERM YEAR #4/5
BUSINESS PLANS			
1. Boat Tours			
Short Duration Simpson	✓		
North Nahanni		✓	
South Nahanni			✓
2. Tour Planner \expediter			
Equipment rental		✓	
Inbound Tour Op.		✓	
Expediter	✓		
Conference/Planner	✓		
Guide / Host	✓		
3. Alternative Seasonal Accommodation			
Bed & Breakfast	✓		
Housekeeping cabins		✓	
Tent Frames	✓		
4. Instant Teller Machine	✓		
5. Wilderness Backpack Trips		✓	
6. Crafts Development	✓		
7. Short Duration Outfitting Jean Marie & Wrigley		✓	
8. Wilderness Lodge I Camp			✓
9. Cultural Bush Camp		✓	

TOURISM BUSINESS OPPORTUNITIES

1. **BOAT TOURS** (See Business Plan - Volume II)
2. **TOUR PLANNEW EXPEDITOR** (See Business Plan -Volume III)
3. **ALTERNATIVE SEASONAL ACCOMMODATIONS**

The two present facilities have a very high peak-season occupancy rate with low occupancies for the greater part of the year. As in other northern communities offering little choice of peak season accommodation may cause, business or pleasure travelers to not extend their stay. This results in both a loss of accommodations / food revenues but also a potential loss of spin off benefits such as craft sales, air charters, etc.

Developing alternative accommodation opportunities is an important **part** of the strategy which encourages visitors to stay longer and spend more money in the community. For many of the highway tourists, with whom cost is a major consideration, the regular rates at the hotels may not be acceptable. There is, however, no alternative other than the campground.

We recommend that there is an opportunity for:

- (A) A Bed and Breakfast
- (B) Housekeeping Cabins or Tent Frames (1-2).
- (c) Restructured pricing for the existing hotel / motel in the shoulder and off season.

(A) BED AND BREAKFAST

With increasing popularity of Bed and Breakfast's commonly known as "B & B", in Canada and around the world, combined with the need for additional and alternative options for accommodation in Fort Simpson, the establishment of at least one "B & B" seems to have excellent potential. We recommend that interested developers contact the Departments of Economic Development and Tourism, and Health for specific regulations, and that the high expectations of potential visitors - especially in the area of cleanliness, safety and hospitality be acknowledged.

Bed and Breakfast's are usually found in a family home, operated by a member(s) of the family on a part time or seasonal basis. Spare bedrooms or small additions are the norm while outbuildings close to the home are also used. Due to the friendly family atmosphere, relative quiet, privacy, as well as the usually lower

cost, "B & B's" have become popular and can prove successful in small northern communities such as Fort Simpson.

Services and features of existing Yukon and **N.W.T.** "B& B's" include: **airport** pick up, private bath, continental or full breakfast, non-smoking rooms, use of kitchen, bicycle or canoe use, tourist information, northern books, large screen T.V., VHS and cable, Bar-B-Q, parking, use of laundry facilities and phone access.

Basic requirements of a Bed and Breakfast include:

1. A spare bedroom(s), apartment or "out building" for guests to sleep in and common eating / relaxing area.
2. Building to meet basic Tourism, Fire & Safety and Health Department requirements.
3. Generally very clean, neat and orderly.
4. Access to phone, toilet/ sink facilities. Shower or bathtub a welcome feature.
5. Friendly, courteous, helpful host(s)
6. Able to provide a breakfast; can be light, wholesome: cereal, toast, **muffins** or **bannock** (with local jams), coffee or tea, fruit.
7. Changes of linen, pillow cases, towels.
8. A strong and appealing cultural component is suggested. Decor including snowshoes, traps, historical photos; examples of craft work (display and or "For Sale") moccasins, jackets, birch baskets, trapping trail maps, beadwork on clothing; country foods; a sample of pounded meat, dry meat and fish; local **berry bannock**, berry jams.
9. An informational brochure or sheet and / or welcome card explaining what is included / not included and at what cost.

"B & B" rates in larger **NWT** centres run from \$35.00 to \$70.00 single and \$70.00 to \$86.00 double. Rates in remote **N.W.T.** communities and run from **\$37.00 to \$150.00** single and \$55.00 to \$175.00 double.

(B) HOUSEKEEPING LOG CABIN(S)

Housekeeping facilities such as cottages or cabins are popular in southern Canada and the U. S., as well as some fly in lodges and camps. Guests do their own food preparation on their own schedule.

One or two room log housekeeping cabins or basic 12' X 14' tent frames situated in a picturesque location ideally on the river bank would provide another accommodation alternative. These may be developed by a family, individual or small company.

Cabins would be more expensive to build and could be year round, whereas tent frames are cheaper and easier to construct but have a shorter life season and both cabins and tent frames may be rented at a reasonable price and could offer an appealing cultural component.

Basic Requirements of a Housekeeping Log Cabin.

1. A 12' X 14' or 14' X 16' 1 storey log cabin with small roofed front deck, 1 double and 1 single bed with mattress, sheets and blankets, propane or electric cook stove with oven, wood stove for heat, pots, pans, dishes, cutlery, cupboards, dining table and chairs, propane or electric lights, fire extinguishers, smoke detector, first air kit, selection of **northern** books, examples of local crafts and photo on the wall, water barrel with tap, sink.
2. Clean outhouse nearby.
3. Access to shower and phone.
4. Friendly, courteous, helpful host.
5. Changes of linen, pillows cases.
6. Cultural component (see "B & B")
7. Informational brochure.
8. Picturesque location, ample windows with river view.
9. If two adjacent cabins are constructed we suggest some separation for privacy; may share an outhouse.

Pricing of housekeeping cabins varies widely but generally is close to “bed and breakfast” rates. In some cases a flat rate per night maybe charged for the cabin regardless of number of occupants. We recommend a rate of \$45.00 single and \$60.00 double, slightly lower than the medium “B & B” rate.

The cabins at **Lindberg** Landing - the closest alternative to accommodation in Fort Simpson are priced at \$60.00 single for “B & B” or \$100.00 per night per cabin. Although off the Liard Highway - **Lindberg’s** is an economically priced accommodation for highway and adventure / canoe travelers.

(C) Restructuring Pricing Hotel / Motel

The hotel and motel may consider promoting lower group/package rates and encouraging off season group business such as catering to sports tournaments, events and festivals (see public tourism project #7, “Festivals, Events, Tournaments, Expansion and Development”). Working cooperatively with other Fort Simpson businesses to develop off season packages for the benefit of all Fort Simpson businesses are suggested.

4. INSTANT TELLER MACHINE

Many visitors end up in Fort Simpson on a weekend or require cash in the evening. The installation of a banking machine would service both the resident and the visitor.

Logical choices for a banking machine are in either of the two hotels / motels or the visitors centre. A secure, high traffic, well lit location is ideal.

Once a machine is installed potential users must be informed of its availability

5. RAM PLATEAU WILDERNESS BACKPACK TRIPS

Backpack trips using small tents could operate independently or in conjunction with the established lodge at Little Doctor Lake or the **Cli** Lake camp now being developed

As the Ram Plateau is accessible with a jet boat up the North **Nahanni** River this back pack opportunity is a logical component of the #1 business opportunity “Boat Tours”.

6. CRAFTS DEVELOPMENT

Fort Simpson has an advantage over many northern communities as it has a skilled and

expanding group of crafts people.

Recommendations to expand craft sales include:

1. Encourage crafts people to demonstrate making craft during peak tourist hours and for bus tour and other package groups. A teepee including a **fire** pit with tea and bannock is conducive both for a social crafts people gathering place and for making visitors welcome and in the mood to “buy”.
2. Ensure co-operation between the crafts people, crafts groups and buyers of crafts. (**ie**: cooperative displays and marketing).
3. To initiate an annual regional **Art/Craft** Festival in **Fort** Simpson similar to the one held in **Inuvik** and Rankin **Inlet**. Funding and other assistance may be available through the “**N.W.T.** Crafts Guild”, Arts and Crafts section of the Department of Economic Development and Tourism in **Yellowknife**, Canada Council Grants etc...
4. To work closely with groups that are already coming to Simpson such as Bus Tours, Nahanni River outfitters guests etc.. and ensure that they are informed of the availability and type of crafts available. Extended hours of operation may be needed to coordinate with some groups tight time frame.

7. SHORT DURATION OUTFITTING - JEAN MARIE RIVER / WRIGLEY

As we did not visit Wrigley, the following general suggestions are based primarily on a review of past studies and a brief visit to Jean Marie. The boat tour business opportunity in Fort Simpson has some potential for connection to both communities while any positive tourism development in Jean Marie, Wrigley or Fort Simpson will positively effect the other 2 communities.

There is limited potential for short duration **outfitting** opportunities and community based tours in Jean Marie River and Wrigley. Outfitting in conjunction with hospitality events such as Drum Dances will appeal to existing groups (**ie** Norweta and Arctic Star boat tours) and travelers and, in turn, will encourage increased visitation to the community. The long term development of: a short duration trapline tour by dog team, 1/2 to one day interpretative tours, fishing, camping and hiking tours of the Rabbitskin, Trout, Jean Marie and Spence Rivers incorporating traditional activities has some potential to visitors.

To promote fly-in **sport** fishing from Wrigley small tent frame camps may be established on Fish and **Blumer** Lakes; boats, motors, tents and guides would be provided at these designated areas for guests. Fly-in fishing on a single day basis would also be provided from **Wrigley**. Wrigley’s position at the road’s end would be marketed as the logical starting point for any **backcountry** adventures.

8. WILDERNESS LODGE / CAMP

Although past studies indicate a market for Wilderness Lodges and Camps there are few examples of profitable operations in remote **NWT** locations. The high capital cost, transportation cost to remote areas, competition and the short season all leads to questionable viability. (Refer to Boat Tours Business Plan #1, and tourism Business Opportunities #5 and #7.)

Wilderness Lodges and Camps with the most potential cater to a number of target markets, ideally in more than one season, are efficiently run by trained and experienced management and staff who hold expenses to a minimum.

For the short to medium term, we suggest that with Little Doctor Lake and the **Cli** Lake Lodge development, the market may be close to the saturation point. Assuming tourism expands regionally with attractions such as Nahanni National Park and the Ram Plateau, Wilderness Lodge's may have more potential in the long term of 8 to 10 years.

9. CULTURAL BUSH CAMP

Many residents expressed a need to expand the concept of a **multipurpose** cultural camp. The cultural camp may offer **country** foods, life skills, heritage, traditional winter and summer clothing, on the land skills, cultural entertainment (story telling - legends, drum dancing) crafts new & traditional and sewing. Schools, residents and tourists would all be interested in one or more aspect of this camp. Objectives for the cultural camp could include:

- providing an educational opportunity
- promote traditional skills, activities
- pass traditional knowledge from elders to youth and visitors.
- increase awareness of **Dene** culture.
- providing a packaged activity to visitors.

The **Dene** Bands of Jean Marie River and Fort Simpson are interested in the joint development of a "Tribal Park" in the **Ekali** Sanguetz and Gargan Lakes area. A "Cultural Camp" with a teepee and smoke tent including various cultural activity demonstrations such as smoking fish, caribou and moose, scrapping and tanning hides, making drums, snowshoes and toboggans may compliment the tribal park. (see Public Tourism project #3 "Park Development".)

The **N'Dilo Dene** Band (**Dettah** and **Yellowknife**) initiated a test pilot cultural camp in 1992 and because of its success a more comprehensive plan and subsequent operation, June through August, was completed in 1993. Funding was accessed from a number

economies; Cultural Enhancement, **Secretary** of State, SEED, The NWT Arts and Crafts Society; The Environment Action Programme and The **NWT** Workers Training Fund. However due to other Band commitments the cultural camp is unlikely to continue in 1994.

A version similar to the **Yellowknives** Dene Band Cultural Camp may be appropriate in Fort Simpson or as part of the Tribal Park concept. An outside gathering area for craft producers could compliment cultural activities at pre scheduled times - primarily for groups (bus, school, class groups).

There is less potential for a cultural camp in the back country. Costs would be higher and fewer visitors would be expected if not accessible to the road system. Visitation to a back **country** camp could, in the long term, be combined with charters to Virginia Falls, lodges at Little Doctor and **Cli** Lakes or sold independently as day or overnight trips. The camp might also become a base for trapline / snowmobile / dog team tours.

APPENDIXES

WORKSHOP RESULTS (Visit #1)

INTRODUCTION

3 Workshop / Focus groups were held with groups during Visit #1. A total of 25. Fort Simpson residents attended at least one, and in some cases two of the sessions.

Due to the interest and concerns of the groups, format and topics varied slightly.

We have listed those in attendance and concerns, in point form, as brought forth by participants. In all 3 focus groups Tourism Business Opportunities and Public Tourism Projects were discussed and voted on.

(A) NAHANNI- RAM / CHAMBER OF COMMERCE WORKSHOP

In Attendance

Judy Tsetso	Paul Jones
Tom Wilson	Murray Sibbeston
Daniel Lapierre	Heather Don-Gullickson
Graham Davis	John Liard
Mike Bell	Mike Freeland
Cheri Kemp-Kinnear	

What is a Tourist and Needs of a Tourist

Anyone from out of town

Needs

Banking - Automatic Teller	Maps
Souvenirs	Entertainment / Interest
Good Food & Clean Toilets	Service on par with down south
Decent campground	Safety
Comfort	Friendliness
Oral & Written Information	History / Culture
Adventure / Surrounding Country	Roughing it/ Guides
Native Crafts - Seeing people doing it	Education (before they get there)

Profile of a Tourist

Anyone on business or pleasure
Rich man
Seniors
Eco-Adventure
Arrive by water, by boats, by air, by bus

Do You Want Tourists? If so, Why?

Money Coming In	Make Money
Employment	Cash flow for small business
Revenue	Benefits other industries
Seasonality	Learning about our area
Learning Native Culture	

Risks

Environment	No Peace and quiet
Overused Rivers	No place to put Tourists
Tourists all come in July	

Under What Conditions Might Tourism Be Developed?

Extended Season	Provide other needed facilities
Respect for local culture	Safety on Road System
Proper Management	Bring in money
Local Talent	Use existing facilities
Respect for environment	

Criteria for Selecting Tourism Priorities

Jobs Created	Eco-Friendly
Build on Established Businesses	Eco and Cultural Acceptance
Will it be used Year Round	Trained Personnel
Community Support	Local Ownership
Long Term Potential	

What does Fort Simpson Have to Offer

History
Air Tours
Boat Launch
Northern Lights
Hiking
Colourful Characters
Papal Grounds
Outfitters / Guides
Fly-In Tourism
Spiritual Gathering

Friendly People
Hockey / Ball Tournaments
Break Up
Clean Snow
Drive to Wrigley
Wildlife
Access to Mountains
Several Rivers
Beaver Tail Jamboree / Drum Dance

Infrastructure

Golf Course
Airport
Visitor Centre
2 Hotels
Dock

2 Restaurants
Base for River Trips
Service Stations
Campground

What Does Fort Simpson Need

Longer Hours for stores
Winter Tourism
Cabins
Mosquito control
More highway signs
Bakery
Guides
Waste Disposal
Hiking and mountain
Cross-Country Ski Trails
Folk Festival
Cultural Displays
Casinos
Instant Cash Teller Machine

Alternative Lodging / Bed and Breakfast
Advertising
Theme
Hiking Trails
Events
Walking Tours
Signs
2 Bay Garage
Bike Trails
Concrete Floor Arena
paved Main Street
boat Tours
Equipment / Outfitting
Better Shopping

#Votes

Tourism Business Opportunities

- 5. Cross **Country** Ski Packages
- 3. Equipment Rental
- 3. Instant Teller Machine
- 3. 24 Hour Laundry Mat
- 2. Power Boat Tours & Day Trips
- 2. Dry Foods
- 1. Cultural Tours
- 1. Craft Store
- 1. Lodge & Conference **Centre**
- Snowmobile Tours
- Campground
- Alpine or Mountain Tours/ Hiking
- Boat Tours
- Guiding
- Bakery
- Package Tours
- Mountain Climbing
- Project / Theme / Festivals
- Scooter Rental
- Dog Team Expeditions
- Tourism Consulting

Votes

Public Tourism Projects

- 8. Signage
- 6. Trail Development
- 5. Theme
- 3. Arena Floor
- 3. Improved Old Campground

(B) LIIDLI KOE FIRST NATION WORKSHOP

In Attendance

Brenda Deneyoua
Leo Norwegian
Herb Norwegian
John Laird

Judy Tsetso
Barb Tsetso
Mike Freeland
Mike Bell

Conditions for Tourism

Plan & Vision
Area of Interest
Respect for the animals
Respect for your water

Environmentally Friendly
EcoTours
Respect for Land

Organizations

Sense of Control
Communication Process
Consult / Information
Decision

Tourism Board
Aboriginal Involvement
Communication with others
Proactive Approach

How to Improve the Tourism Business Climate

Less control by government
Make easier to get things going
Simplify requirements/Standards
Basic training availability
More understanding of small operations
Government to play a supportive role rather than **regulatory**
Collective Understanding / Potential of Tourism
Need support such as information, expertise, technical

Paperwork & regulations
Fewer levels of regulation
Drop financial "Disclosure" requirements
More support for Small Initiatives
Funding

Votes

Tourism Business Opportunities

- 5. Cultural Camp/ Living Museum/ People Involvement/ Bush Camp setting.
- 4. Going out in bush with local people
- 3. Boat Tours
- 1. Food and Beverage Services and Establishment / Better Food
- 1. **Winter** Activities/ Caribou Hunting / **Skidooing**
- 1. Instant Teller
- Better Service Stations
- Bed and Breakfast

Votes

Public Tourism Projects

- 4. Tribal Park
- 3. Street signs in **Slavey**
- 3. Whole community ownership of Visitor Centre
- 2. Better advertising
- 2. Educational programs ie History
- 2. Pave from ferry to town
- 1. Historical buildings upgraded **re-use**
- 1. Interpretive hikes or trips
- 1. Training programs
- Plant more trees in communities
- Walking Tours

(C) PUBLIC MEETING WORKSHOP

In Attendance

- | | |
|---------------------------|----------------------------|
| Brad Okrainec | Cheri Kemp-Kinnear |
| Brian Penny | Clarence Villeneuve |
| Marvin McDonald (Wrigley) | Arnold Hope |
| Cynthia deKlugver | Gillian McKee |
| Jo-Ann Allen | Susan Dettman |
| Rita Cazon | Mike Freeland |
| Barb Tsetso | John Laird |
| Joe Rodh | Mike Bell |

Do You Want Tourists

POSITIVE

- More Jobs
- More Money for Artists
- Artists Work Spread All Over the World
- Meet New People
- Culture
- "People" as Tourist Attraction Too Much Focus on Pleasing Others
- Local Employment
- Money
- Education of Outsiders
- Variety of People

NEGATIVE

- More Crime
- Social Disruption
- Pollution
- Environment Harm
- impact on wilderness
- Exploiting the Land
- Trample Trample Trample
- Hurt Hunting
- Tourists are Critical

What do Tourists Need

Low prices
To Get to Know the People
Repairs on Vehicle
Clean Bathrooms
Break from Driving
Good Times
Input / Info
Sites
Experience Culture
Shower
Laundry Facilities
Fresh Water
No Drunks on the Street
History of Area
Recreation
Lots of Local **Colour**
Local Activities/ Cultural

Services/ Food / Lodging
Things to See
Aesthetic Stimulation
Crafts
Clean Water
Something to Participate In
Gas
High Level of **Service**
Walk Around
Sewer Dump
Wash their truck
Nice People
A Heritage **Centre** (Bush Camp)
Land Experience with Dene People
Place to camp
New Tires and Windshield
Mosquito Dope

What Does Fort Simpson and Area Have to Offer

Papal Site
Crafts
Cultural Events
Unsung Artistic Heros
Undisplayed Art Collection
Hunters and Trappers
Plateaus
Northern Lights
Rivers
Fish & Wildlife
Car Wash
Food and Sleep
Parks - Samba Deh, **Blackstone**
Flower Garden
Nahanni National Park
Mosquitos
Bird Fly Way
Pipeline
North of 60 Romance
Best Tanned Moosehides Anywhere

Albert **Faille's** Cabin
Artists
Musicians
Wise Knowledgeable Elders
History and Culture
Trappers Taking Tourists Out
Sewer Disposal
Visitor **Centre**
Tourist Info Display
Laundry Facilities
Virginia Falls
Facilities
Boat Ramp
Festivals
Ski Trail
Ravens
3rd Annual Fish and Golf Derby
2 Ferries
Dry Meat, Dry Fish

#Votes

Tourism Business Opportunities

- 5. Traditional Restaurant
- 2. Guided Tours of Rivers & Mountains
- 7. Boat Rides. Cultural Camp
- 6. Bank - Automatic Teller
- 5. Day Trips on Land - Native Guides
- 3. Bush Camp Visits
- 3. Bakery - Nice Wood Fired Bread
- 3. Canoe Camping Site on Mackenzie
- 3. Lodge at **Cl**i Lake
- 2. Foods from the Land
- 2. Wood Working Industry - Improve Mill
- 2. Trap Lines
- 1. Horses, Riding Stable
- 1. Roller Rink
- 1. Water Slide
- 1. Go Carts
- 1. Canoeing
- Bowling Alley
- Bungy** Jumping
- More Shopping Centres
- Hot Air Balloon Rides
- Land Tours
- Better Food Services

Votes

Public Tourism Projects

- 6. New Pool / Recreation **Centre**
- 4. School of Fine Art
- 4. Living Museum **Dene** Culture at Visitor **Centre**
- 4. Distinctive Street Signs
- 4. Hiking & Bike Trails
- 2. Training Opportunities - Guides
- 2. How to do it Workshops - Beading, Tufting, Quill Work
- 2. Heritage **Centre**
- 2. Murals
- 2. Know it all Buttons?
- 2. Historical Education
- 2. Theatre Arts
- 1. Mini Botanical Area/ Display Local Flora
- 1. Opportunities to Interact with Local People
- 1. **Dene** Art Quarterly
- 1. Paved Street

- 1.
- 1.
- 1.

Cheaper Access to Mountains
Cultural Community
Promotion of Themes and History
Information for Tourists
Contact with Elders
Tourist Newsletter, What's on in Fort Simpson
Outside Murals for - the **V.I.C.**
the Mall
the Northern Store
the school
Improved Ski Trail System
Lower prices in all areas
Laws about wild meat
Extended Hours of Service
Cheaper fares into Virginia Falls
Easy Access to Mountain & Lakes

SUMMARY OF QUESTIONNAIRES

INTRODUCTION

Over a period of 4 weeks 3 community liaison people met with 36 individuals and family groups representing a wide cross section of residents. Using the following 5 questions as a guideline, residents were asked for their thoughts and concerns re: Fort Simpson Tourism.

1. Do you want tourism?

36/ 36 people said yes
0 people said no

2. What are some Tourism Business Opportunities?

#1 suggestion was the establishment of river trips or tours (using power boat and canoes) for day trips as well as extended stays

#2 suggestion was the development of lodges and camps, hunting and fishing, traditional life skills taught.

#3 suggestion was the development of trail systems for hiking, biking, cross-county skiing,

Bed and Breakfast and private camping: alternatives to hotels

Eco tourism (no big game hunting)

Outfitting business (renting canoes, fishing gear, boats)

Golf course

New Hotels

Restaurants that serve traditional foods

Skidoo or dog sled trip

Mountain biking

Tours Nahanni and Wrigley

Pool hall

Outdoor gear store

Bowling alley

Movie theatre

Bakery

3. What are some suggested Tourism Development Projects?

1 suggestion was the development of a Trail System in and around Fort Simpson for walking, biking, hiking and naturalist explorations.

2 suggestion was a Recreation Centre with an all season swimming pool.

Heritage sites, historical sites, museum, traditional camps

Improving the camp ground including security

Development of roads to inland lakes

Bug reduction program

Improving facilities for tourists (showers, washrooms)

Golf course

Public dock

Community events

Paved roads

More signs

National promotion

Clean-up projects

Volley ball court

Beaches along river bank

Develop north end of Simpson with picnic tables

Alternative accommodations

More youth programs (summer camps)

Tourism employment for students

4. Any other concerns or suggestions?

Registration and wilderness education should be mandatory for tourists going into the bush

Town must be kept clean, pollution control

Food prices too high

Accommodation prices too high

Check point station taking business away

Wary of commercialization

Better tourist education

More community events ie drum dances

Business grants, pay off grants

Extensive marketing to specific tourist groups

Informing tourists about traditional lifestyles (including tanning hides, hunting grounds)

Concerned that ideas recorded or submitted during this process will be used by someone else

Bigger campground

Playground in the campground

5. Add Tourism attractions or areas of concern on map.

Spence Creek on Mackenzie river

Trout River - lodge

Cli Lake

Inland Lakes 90 km west of Ft. Simpson at base of mountains

Ram Plateau

Willow Lake River

Little Doctor Lake

North end of Island has flat sandy beaches

Nahanni Ram, Big River, **Sahtu** Tourism

Nahanni River Outfitters Association

Typical Expenditures

Presented by Neil Hartling, Pres. NROA

Jan. 27, 1894a

NAHANNI RIVER OUTFITTERS ASSOCIATION - TYPICAL EXPENDITURES

Our products retail between \$2,075.00 and \$3,455.00.

The average trip cost is around \$2,300.00.

Most clients will spend in excess of \$500.00 in addition to the package price and all clients will spend approximately \$1,000.00 to travel to and from the North.

Of the approximately 90 clients we each served this summer, the following estimated expenditures were made in the NWT.

- Accommodation - B & B and Hotels	\$8,500
- Groceries	\$6,000
- Restaurants	\$9,000
- Vehicle shuttle and Taxi	\$8,000
- Freight NWT Byers	\$1,000
- Fuel	850
- Local staff	\$1,000
- Charter Flights	*73,900
- Crafts	\$1,200
- Misc Purchases	\$2,300
Decho Sports, Bay, T & J	
- Zone meeting attendance (each time)	\$975

Other Northern Businesses ,

- NWT Air & Ptarmigan	\$56,500
- Freight NWT Byers	\$1,800
- Northwest Tel	\$12,100
- GNWT Fees, YK legal	\$1,500

The average guest also spends over \$400.00 on their own in various ways \$36,000

TOTAL IN THE NWT FOR FOR ONE OUTFITTER \$221,425.00

ANOTHER WAY OF LOOKING AT IT:

Each time a client travels to the NWT:

She brings in excess of \$3,500.00 into the north that would not come any other way,

With this:

She pays a northern airline more than \$750,00, supporting employment in every destination where that airline travels, including Fort Simpson.

Supporting - Ticket agents, mechanics, flight attendants, pilots, ticket agents, baggage handlers, air weather staff,

air radio staff, airport maintenance, fuel sales staff,
local and regional support staff for 4 airlines

She spends over \$500.00 on sundry items mostly from Northern
small businesses and hospitality facilities.

Supporting - restaurant owners, hoteliers, gift shops, book
stores, taxi drivers and dispatchers

She consumes more than \$150.00 worth of groceries purchased
from a local store.

Supporting - clerks, managers, truck drivers, book keepers.
She used a charter aircraft to reach her destination.

Supporting - local pilots, local mechanics, local
dispatcher, book keeper, bulk fuel sales staff.

She uses professional guides

She uses outdoor equipment.

Supporting - shipping companies, truck drivers.

She travels through a National Park.

Supporting - Park Wardens, maintenance staff, office clerks,
accountant, administrator, trainees.

She stops in a Territorial Park,

Supporting - Park Ranger, park care taker, park designer.

She stops at a visitor centre -

Supporting - interpreters, manager, care taker.

She buys crafts to take home

Supporting - the artist, the person who collected the raw
material

She has utilized the tourism infrastructure -

Supporting - Travel Arctic staff, Tourism Officers, artists,
designers, printers, postal workers, magazine employees,
phone company employees, outfitters office staff, outfitters
book keeper, equipment manufacturers, office equipment and
supply people.

History has demonstrated that although she may be an
adventure traveller, she is breaking the ground for much
greater numbers of soft adventure travellers who, in time,

will follow in her footsteps leaving even more resources in the community

The rest of the story:

Approximately FIFTY percent of the money that **does not stay** in the NWT goes directly to **advertising the Territory as a** tourism destination. This investment will continue to bring **people north for years** to come. **One must also consider** these figures in light of **current recessionary times**. Last month more than 7,000 bankruptcies were declared in Canada. If we can contribute this much to the economy now, think what we can do in better times! Also remember that this money is a net flow coming "in" from the outside. A rare phenomena in the NWT.

In addition to "hard cash", each operator is currently intent on training local guides. This is a lengthy process and in spite of "ups and downs" is already showing **some success**. The Nahanni Ram Zone has developed a video to be shown in schools that describes what guiding is about. In addition the Nahanni River Outfitters Association (NROA) is in the **process of setting up a fund that could provide** financial assistance for training among other things.

Like a ripple in a pond, the effect of one business can be **very far reaching in the economy**. Hopefully, as adventure travel grows, the benefits of outfitters to the community will be increasingly **obvious**.

TOURISM STRATEGY FOR FORT SIMPSON

UPDATE #1 MARCH 17/93

The Department of Economic Development and Tourism has entered into a contract with MIKE **FREELAND** AND ASSOCIATES to develop a Tourism plan for Fort Simpson area. The three main components of the contract are: A TOURISM STRATEGY, PUBLIC TOURISM DEVELOPMENT PROJECTS and BUSINESS PLANS.

TOURISM STUDY STEERING COMMITTEE MEMBERS

Tom Wilson	.	Village of Fort Simpson
Jim Villeneuve		Dene Band
Graham Davis		Nahanni Ram Tourism Association
Marie Lafferty	.	Metis Local
Peter Shaw		Fort Simpson Chamber of Commerce
Cheri Kemp-Kinnear &	-	Department of Economic Development & Tourism Fort
Clarence Villeneuve		Simpson
Steve Rowan		Fort Simpson Historical Society

Two or three community liaison people will be hired soon to work as part of the study team. They will organize meetings, get information to residents, and seek input from individuals and community groups in Fort Simpson.

Mike **Freeland**, John Laird and Mike Bell will be in Fort Simpson Tuesday, March 22 to Friday, March 25, 1994. We look forward to meeting with groups and individuals to receive maximum input from the community.

The topic of "Tourism in the Fort Simpson Area" will be featured on a phone in talk show on local T. V., **scheduled** for Thursday, March 24, 1994. 6:00 pm until 6:15 pm. A public meeting scheduled at 7:30 pm at the Deh Cho Cultural **Centre** will follow. This meeting will feature a technique called "Story Boarding" - a fun process which **will help** participants explore ideas and concerns that the residents of Fort Simpson have about Tourism.

We look forward to your ideas.

Mike **Freeland**
MIKE **FREELAND** & ASSOCIATES

MIKE FREELAND & ASSOCIATES

5009 Bryson Drive
Yellowknife, N.W.T.
XIA 2P2

Ph: 403-873-3616
Fax: 403-920-4013

TOURISM STRATEGY FOR FORT SIMPSON UPDATE #2 APRIL 15, 1994

Selected Community Liaison People working **as** part of the consulting team **are**:
Murray **Sibbeston**, Richard Hardisty and Judy Tsetse.

Consultants Mike Bell, John Laird and Mike Freeland were in Ft. Simpson Wednesday March 23, 1994 to Friday March 25, 1994. Three Workshops were held with **Nahanni** Ram/Chamber of Commerce; Fort Simpson **Dene Band** and a Public Meeting.

Our team had a brief local **T.V** appearance explaining the **project**, **interviewed a number of people**, **snowmobile the immediate area around Ft. Simpson** and **visited Jean Marie River**.

A total of 25 residents of Fort Simpson attended **one or more of the 3** workshops while 36 individual and family interviews were conducted by the community liaison **people**. **25 personal and telephone interviews have also been completed by the consultants**.

As a result of this considerable community input and our follow up research the following were found to be the top Business Opportunities and Public Tourism Projects:

Tourism Business Opportunities

1. Boat Tours
2. Tour operator/ Expediting

Public Tourism Projects

1. Signage
2. Trail Development
3. Parks

These business opportunities and projects will be detailed in separate documents **while all reasonable ideas** will be presented as a part of the overall strategy.

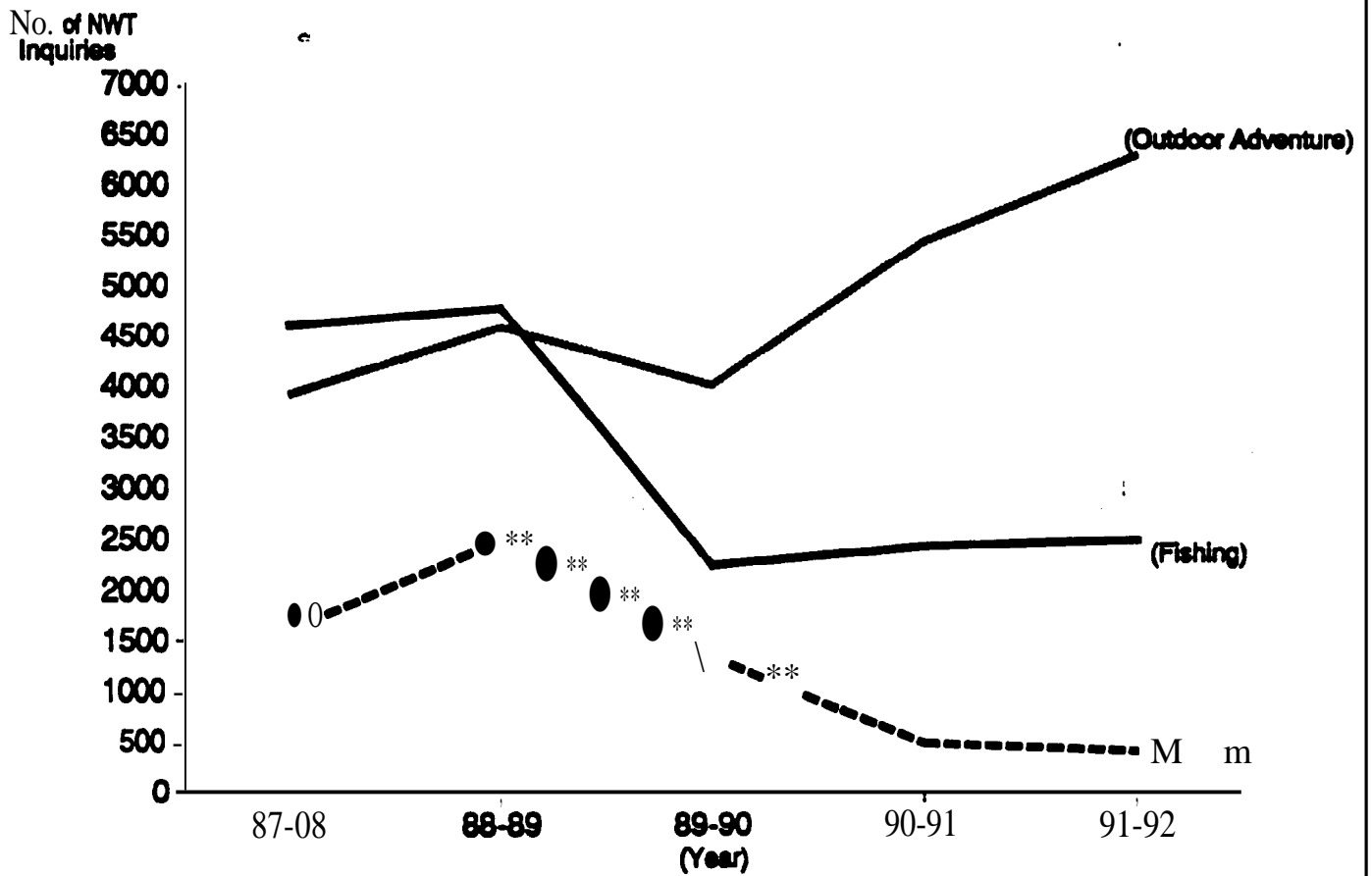
Residents of Ft. Simpson expressed interest in the rich history of the area and the **value** that this history can have on Tourism Development. An "Historical Theme" centred around traditional activities of the **Dene** and European / Metis life and history of the Hudson Bay Company is suggested for Tourism development. Business opportunities and public projects would all reflect this **historical theme**.

Copies of the draft report will be distributed to the Steering Committee during the week of May 8.

A second visit to the community is tentatively scheduled for the week of May 15 and will **include a** public meeting to discuss and finalize the draft. A final report will be ready by the end of May, 1994.

EXHIBIT 3

NWT Inquiries for Selected Tourism Products – Fishing,
Hunting and Outdoor Adventure
1987-1992



Source: Department of Economic Development and Tourism.

4.0 THE NWT'S TOURISM MARKETS

4.1 The Market Orientation of the NWT's Non-Resident Visitor Market Has Changed Very Little Over Time, with Alberta, Ontario and the U.S. Being the Strongest Markets, Accounting for 70% of All Non-Resident Visitors

	1983	1989	Change 1983-89
Alberta	34.5%	38.4%	3.9%
U.S.	18.0%	18.2%	0.2%
Ontario	15.0%	12.7%	(2.3%)
B.C.	12.4%	9.8%	(2.6%)
All Other (Canadian/International)	20.1%	20.9%	0.8%
Total	100.0%	100.0%	

Source: Visitor Surveys for 1989 and 1983.

3.5 Tour Packaging is a More Important Component to the NWT's U.S. Pleasure Travel Market than is the Case for Canadian Visitors

Expenditure	Canadian Vacation Travellers	American Vacation Travellers
Transportation	13.1%	16.1%
Food/Beverage	8.4%	5.1%
Accommodation	15.1%	9.8%
Tour Packages	20.4%	29.1%
souvenirs	10.4%	6.5%
Other Items	32.6%	33.4%
Total	100.0%	100.0%

Source: 1989 NWT Visitors Survey.

3.6 Tour Packaging is Far More Important to the NWT's Tourism Product Base than for Other Jurisdictions

Expenditure	Canada	Saskatchewan	Yukon	NWT
Transportation	45%	44%	33%	20.9%
Food/Beverage	21%	24%	25%	8.5%
Accommodation	16%	14%	25%	15.0%
other	18%	18%	17%	23.0%
Tour Packages	0%	0%	0%	25.2%
Souvenirs	0%	0%	0%	7.4%
Total	100.0%	100.0%	100.0%	100.0%

Note: In the cases of the Yukon, Manitoba and Saskatchewan, these provinces offer few package tours as the principal market is the independent road traveller. In the Yukon's case, it is true that the Yukon experiences a considerable amount of packaged bus tour traffic. However, most of the bus tours are destined for "Alaska and not the Yukon.

Source: NWT and Yukon Visitors Survey and Statistics Canada Travel Survey.

3.0 WHAT ARE THE NWT'S TOURISM PRODUCTS

3.1 The NWT's Primary Tourism Product Draws are Touring, Fishing and Outdoor Adventure Products

TABLE 4

NWT TOURISM PRODUCT - TOURIST ACTIVITIES THAT FORM THE PRIMARY BASIS FOR A VACATION TRAVEL TRIP TO THE NWT

Product	Number of Visitors	%
Independent Auto Touring	12,555	39.0%
Fishing	8,902	27.7%
General Outdoor Adventure Packaged Touring	3,139	9.8%
Camping	1,725	5.3%
Canoeing/Kayaking	1,113	3.5%
Parks, Historic Sites	1,002	3.1%
Hunting	806	2.5%
Nature Study	806	2.5%
Hiking/Backpacking	501	1.6%
Festival	223	0.7%
All Other	1,391	4.3%
Total	32,163	100.0%

Consultants' estimate based on 1989 Visitor Survey and Tourism operator surveys. Touring involves a number of activities which could be some or all of the activities listed in this table as well as others. In the case of independent auto touring these are auto touring trips that may involve, for example, camping, fishing, visiting parks/sites and general siteseeing. In the case of general outdoor adventure packaged touring these trips are by air and would largely be described as outdoor adventure travel packages involving "soft" adventure activities such as wildlife viewing, visiting parks, sites, and cultural tourism.

DAY USE STATISTICS - VIRGINIA FALLS '92

YR: 1992

COMPANY	HAY	JUNE	JULY	AUGUST	SEPT. TEMBER
SIMPSON AIR	3	100 15	4 ?	100	15
WOLVERINE AIR		05 5	16	13	0
CANADIAN HELICOPTERS		02 2	2	02 2	0
GREAT SLAVE HELICOPTERS		0	0	0	0
BLACKSTONE AVIATION	3	0	15	33	0
DEH CHO AIR		67	115	167	0
LANDA AVIATION		0	0	0	0
WATSON LAKE FLYING SERVICE		4	0	6	0
PETAMIGAN AIRWAYS LTD		0	0	0	0
LIARS TOURS		0	2	3	0
SECTION AVIATION		0	0	0	0

Nahanni National Park
1993 Visitor Use Statistics

Nahanni National Park 1993 Day Use Statistics					
Aircraft Co.	June	July	Aug	Sept	Total
Simpson Air	10	147	160	46	363
Deh Cho Air	63	137	92	4	296
Blackstone Av.	4	36	13	0	53
Watson Lake FS	0	6	0	0	6
Liard Air	0	3	3	0	6
Canadian	0	4	0	0	4
	77	333	268	50	