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Development Plan: Jean Marie River
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PRELIMINARY REPORT
COMMUNITY TOURISM DEVELOPMENT
PLAN: JEAN MARIE RIVER.

LUTRA ASSOCIATES LTD.
&
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January 1985.

TABLE OF CONTENTS

	PAGE
-PART ONE : INTRODUCTION	
1.1 What is a Community Tourism Plan	1
1.2 Purpose and Scope of the Plan	1
-PART TWO: MAJOR PLANNING CONSIDERATIONS	
2.1 Factors Affecting The Future of Tourism Development in Jean Marie River	2
2.2 Tourism Potential in Jean Marie River	3
2.2.1 Resources of the Land and People	4
2.2.2 Tourism Attractions, Facilities and Services	8
2.2.3 Organizational Skills/Human Resources	12
2.3 Community Feelings About Tourism	12
2.4 Existing and Potential Visitors to Jean Marie River	14
2.5 Basic Needs for a Local Tourism Industry	16
 -PART THREE: JEAN MARIE COMMUNITY DEVELOPMENT PLAN (DRAFT ONLY)	
3.1 Introduction	18
3.2 Tourism Approach for Jean Marie River	18
3.3 Development Opportunities and Other Tourism Programs	18
 <u>TABLES</u>	
-Table 1: Resources of the Land and People	5
-Table 2: Tourism Attractions, Facilities and Services	9
-Table 3: Organizational Skills/Human Resources	13

JEAN MARIE RIVER COMMUNITY TOURISM DEVELOPMENT PLAN

PART ONE: INTRODUCTION

1.1 What is a Community Tourism Plan

In June 1984, the consulting firms of Marshall Macklin Monaghan Ltd. and Lutra Associates Ltd. were contracted by the Big River Travel Association to prepare a tourism development and marketing strategy for the region and the communities affected by the Liard Highway corridor. When completed, the community tourism plans and the regional plan will identify goals that the communities, the existing and potential tourism operators, the Big River Travel Association and the Gov't of the N.W.T. can follow to improve conditions for travellers visiting the area.

The main reason for undertaking tourism planning is to develop a logical framework for the provision of facilities, services and attractions needed to support and encourage tourism activities. The method employed to determine what is needed is via the inventorying of resources in the area, evaluating them for their tourism-related uses and determining from an examination of the market what is needed to satisfy and encourage visitors.

The benefits of tourism planning can be seen in local economies. Specifically, small businesses can be developed and increased employment opportunities availed to local residents. Community and regional residents can also benefit from the development of increased local services and facilities. Tourism planning also helps to minimize conflicts which could arise from local and non-local use of the same resource.

1.2 Purpose and Scope of the Plan

The purpose of this report is to feedback to residents of Jean Marie River, the Big River Travel Association and the G.N.W.T. the concerns, aspirations and capabilities that the community has with respect to tourism development. This is a preliminary report only and will serve as a discussion paper to further develop a comprehensive community based tourism plan for Jean Marie River which is compatible with the overall regional tourism plan and marketing strategy.

PART 2: MAJOR PLANNING CONSIDERATIONS

The following sections outline major factors which may directly or indirectly impact the tourism industry in Jean Marie River.

2.1 Factors Affecting The Future of Tourism Development in Jean Marie River

Both local and non-local political, socio-cultural and economic factors can affect the development of tourism at the community level. Major factors which could potentially impact the tourism industry either in the long or short term, in and around Jean Marie River:

*Government Economic Development Priorities

Policy and resource support for the development of community-based tourism activities have been formalized at both the Federal and Territorial Government levels. As a consequence, it is timely for communities/regions with tourism development aspirations to access planning, infrastructure, human development and marketing support resources. Based on current and anticipated program commitments (ie. the Canada/NWT Economic Development Agreement, the G.N.W.T. Dept. of Economic Development & Tourism, and DRIE), it is anticipated that a high level of government support will continue to the N.W.T. tourism sector at least until 1986/87 when many of these programs will expire.

*Regional Economic Development Priorities

The official opening of the Liard Highway in 1984 and the continued growth of the Big River Travel Association have perpetuated a strong regional interest in tourism development. These 1984 initiatives together with the planned Papal visit to Fort Simpson, the Nahanni National Park Management Planning process, upgrading of the Mackenzie Highway north to Wrigley and a number of celebrations and special community events have reinforced the growth of and the emphasis being place on the tourism industry in the region. A second economic development priority in the region is the development of an economic base built on renewable resources. In response to this priority, various private and public sector groups wish to encourage the development of small and large scale agricultural and forestry businesses, game farms and naturalist/non-consumptive tourism activities.

A discussion of regional economic development would not be complete without some comment on non-renewable resource development. In the initial socio-economic planning for the Norman Wells

pipeline, Jean Marie was considered a direct impact community. It is difficult to suggest the actual economic or social impact that this project has had on the community beyond the creation of some short term employment operating heavy equipment, brush clearing etc. Similarly, it is difficult to project the level of effect that additional hydrocarbon development in the Mackenzie-Beaufort regions will have on the community. At the present time, there is no major non-resource exploration or development work occurring in proximity to the community.

*Local Economic and Community Development Priorities

Fieldwork conducted by the tourism planner revealed three (3) main community economic priorities: 1) the expansion of the local sawmill operation; 2) the development of local municipal infrastructure to include commercial accommodation facilities; and 3) the construction of an all-weather road to facilitate the development of improved local facilities and services.

The work of the tourism planner substantiated community priorities reflected in the 1983 Jean Marie River community plan. This plan was completed by the GNWT Dept. of Local Government and identified the requirement for: 1) a community hall for community functions; 2) development of the existing winter road to Fort Simpson to all weather status in order to ensure the growth of Jean Marie River, assist residents in securing employment and to increase available services; and 3) additional commercial development in a central location in order to enable the development of commercial accommodation facilities.

Other community priorities of Jean Marie River residents include the development of distance communications systems and new economic opportunities which are compatible with existing economic pursuits while filling employment gaps in the community.

2.2 Tourism Potential in Jean Marie River

The following sections provide both a detailed listing and summary of the resources of the land, people and the community as well as those organizational/human resources available for the development of tourism. The following community overview is provided below in order to better understand the context in which these resources are utilized.

Jean Marie River is located in a wooded area at the confluence of Jean Marie Creek and the Mackenzie River. The first known building in the community was constructed in about 1910. Little permanent settlement occurred at the site up until the early 1960's as most local people continued to live in bush camps and

trade at Fort Simpson. In the mid-1960's the Hudson Bay Co. established a store here for a brief period and shortly thereafter, the local sawmill began operation.

Approximately 70 people live in the community. Land based pursuits of hunting, fishing, and trapping, employment at the local co-op store and sawmill, seasonal infrastructure development project employment and transfer payments make up the local economy. Community residents are members of the Fort Simpson Dene Band.

2.2.1 Resources of the Land and People

Table 1 illustrates in detail the resources of the land and people. The inventory of land resources includes interesting landforms and geological sites, wildlife areas and fishing areas which are of interest to the tourism industry.

Resources of the people provides an inventory of those sites located on community lands which have a cultural and/or traditional significance. Inventory information was gathered through discussions with local residents as well as a review of land use maps and other secondary source documents describing the land and resources.

Inventory information has been prepared for the lands which are traditionally known as the Jean Marie River hunting and trapping area. This area extends north to the Rabbitskin River and its tributaries and south to Trout River. Contemporary land use is concentrated in proximity to the community with high use areas including the Jean Marie Creek, Spence River, Rabbitskin River and Trout River.

The following summary highlights resources of the land and the people which have some significance to a local tourism industry.

*Landforms

The mainstay of most Jean Marie residents is the rivers which are located in proximity to the community. Jean Marie Creek offers canoe enthusiasts good white water opportunities in early spring, sandy beaches and camping areas and very rich, heavily treed vegetation. The Rabbitskin River has some 22 rapids on the lower reaches of the river as well as varied vegetation. The Trout River is notable for its spectacular scenery, falls and excellent berry locations. All three rivers are and have been well used by local residents.

- 5 -
TABLE I :
RESOURCES OF THE LAND AND PEOPLE

RESOURCE DESCRIPTION	BEST MODE OF ACCESS	DISTANCE FROM COMMUNITY (1 way)	BEST TIME TO VISIT RESOURCE	OTHER COMMENTS
LANDFORMS				
1. Rabbitskin River	boat	50 km.	Spring and summer	The river is relatively fast moving with about 22 small sets of rapids before calm water. Good for boat and motor. Scenic countryside with lush vegetation. Ideal habitat for many fur bearing species.
2. Jean Marie Creek	boat	10-30 km.	Spring, summer, fall	Offers good white water canoeing in spring. Heavily treed, with sandy beaches and camping areas. Good opportunity for 2-3 day canoe trip.
3. Trout River	boat, road	60 km.	Summer, fall	Scenic country, excellent berry picking, rapids and falls. Picnic area at Whittaker Falls. Hike to Coral Falls 1km from Whittaker. A campground is proposed here.
WILDLIFE AREAS				
4. Moose and Woodland caribou	boat, land	40-150 km,	Fall and winter	Both moose and woodland are found throughout the area. Popular areas in the fall include the banks of the Liard and Mackenzie River, Jean Marie Creek and throughout the area between the Mackenzie River and Willow Lake River. Hunted frequently in Mustard and Island Lake area.
5. Fur Bearing Species	boat, land	40-150 km.	Fall, winter, spring	These species are found throughout the area. The Rabbitskin River and its tributaries are one of the most productive beaver habitats in the region.
6. Geese, ducks and Swans	boat	25-200 km.	Fall	Although these migratory birds are found all along the Mackenzie in proximity to the community, popular hunting areas are along the flyway over Mills Lake and Trout River.

TABLE 1: con't
RESOURCES OF THE LAND AND PEOPLE

RESOURCE DESCRIPTION	BEST MODE OF ACCESS	DISTANCE FROM COMMUNITY (1 way)	BEST TIME TO VISIT RESOURCE	OTHER COMMENTS
7. Traditional Use Areas	land/boat	up to 150 km.	All seasons	Nest contemporary land use is in proximity to the community, south to the Trout River and north to the Rabbitskin and its tributaries. Many local families work the excellent marten country of the Horn Plateau from base camps on the Rabbitskin.
FISH RESOURCES				
9. Lake Trout and whitefish (upper lakes)	air	approx. 150 air km.	All seasons	Island Lake, southwest of Hornell Lake is fished domestically for trout as well as the north tip of Willow Lake. Willow lake is fished in the winter for trout and whitefish. Jumbo whitefish are found at Sanguet, Fish and Ekele Lake. Deer and McGill's Lakes are also good for whitefish as is Jean Marie Creek.
(lower lakes)	boat	85 km.	All seasons	
9. Northern Pike	boat/air	approx. 100 air km.	Summer/fall	Sport fishing for northern pike occurs at Mustard Lake. A Fort Simpson outfitter operates a camp here. Good size pike are also found in lakes and rivers mentioned above. Island Lake is cited as an appropriate lake for sports fishing and hunting.
10. Pickerel	boat	25-150 km.	Spring, summer	Pickerel are found in most of the lakes and rivers mentioned above. The Trout River is particularly good for pickerel with catches averaging 5-6 lb.
11. Arctic Grayling	boat	25-60 km.	Summer	Excellent grayling fishing at the Rabbitskin and Spence Rivers. Good day trip opportunities.

TABLE 1: cont
 RESOURCES OF THE LAND AND PEOPLE

RESOURCE DESCRIPTION	BEST MODE OF ACCESS	DISTANCE FROM COMMUNITY	BEST TIME TO VISIT RESOURCE	OTHER COMMENTS
HUMAN RESOURCES				
12. Traditional/ Contemporary Camps	boat	25-100 km,	summer	Found throughout the area especially at the mouth of the Spence, Jean Marie and Rabbitskin Rivers. Also 31 Willow Island, Deep, Mustard and Mackinac Lakes. Some material evidence remains at these sites.
13. Rabbitskin River	boat	23-50 km.	summer	Mouth of Rabbitskin was the site of the Northwest CO. post in 1796-97. Possibly the site of the first trading post on the Mackenzie R.
14. Trout River	boat	60 km.	summer	At the mouth, site of J. Brownie's farm and sawmill which operated from 1920-59. Site remains include one of the only barns in the N.W.T.
15. Archaeological Sites	boat	10-40 km.	summer	Archaeological sites are found on the banks of the Mackenzie River between Jean Marie and Rabbitskin. Can mark at least two of these sites.

*Wildlife and Fishing Areas

Moose, woodland caribou and fur bearing species are abundant throughout the study area and are taken largely along the Mackenzie, Jean Marie, Rabbitkin, Spence and Trout Rivers. There is no sport hunting of either caribou or moose in the study area at the present time.

A wealth of fish resources exist in the area. Most of the lakes within the community's hunting and trapping area are fished domestically. Whitefish, trout, pickerel, pike and grayling are the most common species found in both the rivers and inland lakes. Sports fishing for northern pike occurs at Mustard Lake by a Fort Simpson outfitter. In proximity to Mustard Lake is Island Lake which also offers potential for sports fishing for pike. Residents fish the Rabbitkin, Spence, Jean Marie and Trout River and see some potential for utilizing these fish resources through the provision of day trips to these areas.

*Resources of the People

The highly used areas at the mouth of the Rabbitkin, Spence and Trout Rivers are the most interesting with respect to evidence of traditional and contemporary Dene camp life. Visits to these areas combined with fishing, hiking and shore lunches would make for interesting day trips.

2.2.2 Tourism Attractions, Facilities and Services

Table 2 displays community based resources which are available to support and encourage the local tourism industry. The following summary highlights local infrastructure, attractions and services which are of particular import to tourism.

*Accommodation and Food/Beverage Services

No commercial accommodation or food services are available in Jean Marie River. Visitors to Jean Marie are billeted with local residents who provide room and board. Community opinion suggests that the development of a commercial accommodation establishment should be a priority. It is felt that housekeeping cabins for community visitors would be a desirable method of meeting this need.

*Retail and Arts/Crafts Services

Although Jean Marie is internationally known for its arts and crafts, there is currently no retail arts and crafts outlet in

TABLE 2:
TOURISM ATTRACTIONS, FACILITIES & SERVICES.

RESOURCE	CHARACTERISTICS	COMMENTS
1. Accommodation	No commercial accommodation exists in Jean Marie. Visitors are billeted with local residents.	A transient centre/guest cabin is seen as a desirable, needed facility for the community. These facilities would be house-keeping facilities. Another proposal to address this need is the provision of 'bed/breakfast or tourist home' services.
2. Food and Beverage	No commercial services are available for food and beverage. Food supplies are available at the local store.	Basic community infrastructure is a priority over these types of services.
3. Retail Services	The Jean Marie Co-operative is the sole supplier of food, hardware and bush supplies.	The store is a member of the Arctic Co-op Federation.
4. Transportation	The community has an unlicensed runway, 549m x 15m. Although there is no scheduled air service, charter service is available from Fort Simpson. The community is also accessible by water and by a seasonal winter road, 35 km. to the Mackenzie Hwy.	The local airstrip will be upgraded in 1995. There is a community consensus that year-round road access should be provided to the community.
5. Other Community Infrastructure	Few basic support services are available in Jean Marie. Electricity is supplied by N. C. P. C.; mobile telephone, a lay medical dispenser and a public school is available. Local administration is provided via a sub-chief and community manager.	Protection, health care and other support services are available on a semi-regular basis from Fort Simpson. Community residents are members of the Fort Simpson Dene Band.
6. Visitor Infrastructure	Few facilities exist locally to either fill local or visitor needs. A small meeting room (20-30 cap.) is located above the Co-op store and the local school is used for community functions.	A new multi-purpose community hall is proposed for 1985. Local residents see the potential for the development of a campground near the airstrip where there is a good camping, picnic, swimming and interpretive area.

RESOURCE	CHARACTERISTICS	COMMENTS
7. Local Points of Interest	<p>Jean Marie arts and crafts have brought international acclaim to the community, especially the porcupine quill embroider.</p> <p>A three mile nature trails well used by residents and visitors alike. The Jean Marie barge offers the visitor interesting photographic and interpretive opportunities.</p>	<p>Unfortunately, there are no arts and crafts sales in the community - all goods are exported. Local residents see the need to establish an outlet for retail craft sales.</p> <p>The nature trail offers good hiking, cross country skiing, photographic and interpretive opportunities.</p>
E. Outfitting/Guiding Services	<p>Although no formal business structures exist in the community to provide these services, most residents maintain boats and motors. As such, day trips can be arranged with local individuals. This informal arrangement can be made for dog sledge outings.</p>	<p>The Co-op is the only commercial business in the community.</p> <p>There are 3-4 working dog teams in the community.</p>
9. Local Attractions	<p>The Jean Marie Family Reunion was held for the first time in July, 1984. The event attracted over 130 relatives and family friends to this weeklong event to participate in a variety of activities including log sawing and canoe races, feasts, dances and sports tournaments.</p>	<p>This event was well attended by regional families. Residents would like to see an annual summer event of this nature. Should the community pursue this development the name of the event should change.</p>

the community. Community residents would like to see a centrally located retail outlet established. Some residents suggest that this facility might be combined with a museum.

Food stuff, hardware and petroleum supplies are available at the Co-op store.

*Transportation and Other Public Services

The number one priority of community residents is the establishment of year-round road access to Jean Marie. Currently, the community is accessible by water, charter air service from Fort Simpson and by winter road.

Jean Marie has a limited level of public services available. Protection, and health care services are provided from Fort Simpson. Communication services are available via a mobile radio.

*Visitor Infrastructure

Although no visitor services (ie. information, campgrounds, community hall etc.) exist within Jean Marie, a new multi-purpose hall is slated for construction in 1985. Locations have also been identified for a community camping and picnic area as well as for a campground along the Jean Marie winter road.

There is a requirement for improved signage within the community designating the local Co-op, nature trail and abandoned barge site.

*Local Attractions and Points of Interest

An abandoned barge and 3 mile nature trail offer the visitor interesting hiking, cross country skiing and photographic opportunities. There is also the potential to combine hiking along the nature trail with an arts and crafts demonstration illustrating processes employed in porcupine quill dying, utilization of moose hides, etc.

Although Jean Marie does not have an annual community celebration, it did host a very successful Family Reunion in 1984. Local residents would like to see an event of this nature held annually. Limited local infrastructure somewhat limits the extent to which this type of celebration can be developed.

*Tourism Related Services

Jean Marie has some capability to provide day trips for summer visitors. No formal business structures beyond the local Co-op

exist to provide this service. Boats, motors and guides are available however, on an as-needed basis. Similarly, there are 4 dogteams in the village which are available for daily outings on the land if need warrants. Both types of services are subject to availability of supplies and a local host.

2.2.3 Organizational Skills/Human Resources

Table 3 addresses those organizational skills and human resources available and necessary for a strong, local tourism industry. In the absence of a community survey which details specific skill levels among the local population, general observations have been made with respect to these resources.

Jean Marie has a strong local base of traditional skills which can be utilized in the tourism industry. Additionally, skills acquired via participation in forestry and non-renewable resource camps are readily available for application in the tourism industry. Because a collective philosophy governs commerce in the community, it is suggested new business opportunities developed in the tourism sector might best be managed through existing community business structures.

2.3 Community Feelings About Tourism

Over the course of community work undertaken in Jean Marie River local groups and individuals were asked their opinion on tourism. The following points briefly summarize resident opinion about the tourism industry as a whole and about tourism as an economic activity of the community.

- Local residents are generally in favour of tourism development. There is mixed opinion however as to the extent or scale of development appropriate to the community.
- Because the community is in favour of establishing a local tourism industry, there is strong local opinion that development of year-round road access is necessary. Resident suggest that without year-round road access the community will miss out on tourism possibilities particularly during the peak summer travel season.
- A second development concern of the community is the availability of basic service and facility infrastructure. Accommodation facilities, communication services and a central arts and crafts facility are deemed as basic community requirements.

TABLE 3:
ORGANIZATIONAL SKILLS/HUMAN RESOURCES

TOURISM RELATED SKILLS/ ORGANIZATIONS	COMMENTS
1. Traditional/Cultural Skills	<p>At least 10-12 local women are highly skilled in the art of moosehair tufting and porcupine quillwork. This skill has been carefully maintained in the community and shows potential for the tourism industry ie. local craft sales and demonstrations. Limitation to the use of these skills vis-a-vis the tourism industry include the lack of a community facility to sell or display local crafts.</p> <p>One or two local men are skilled at handcrafting snowshoes and other items traditionally used in the bush. Limitations to the use of these skills in the tourism industry are noted above.</p>
2. Outfitting/Guiding/ Bush Skills	<p>Hunting, trapping, fishing and logging are basic economic pursuits in the community. As such, most local people are competent in the bush, a solid basis for any tourism development activity related to renewable resource/land based developments.</p>
3. Food/Accommodation Skills	<p>Approximately 6 local people have had experience in meal preparation and general camp maintenance. These skills have been acquired in forestry and non-renewable resource work camps. These skills can be readily applied to the tourism sector.</p>
4. Administrative/Business Skills/Structure	<p>Business and administrative skills are shared by at least 4 local residents and are applied to the community sawmill operations, Co-op store and general community administration.</p>

-The maintenance of a land based economy is important to local residents. It is equally important that this economy is viable. Given this concern, local residents are interested in supplementing their current renewable resource based economy with tourism activities.

-In supplementing the existing traditional economy with tourism development opportunities, local residents have a number of concerns which must be addressed. Specifically, it is important that: 1) these opportunities do not compete with existing resource use (ie. that they be essentially non-consumptive); 2) that these opportunities utilize local skills; and 3) that residents have ownership of and control over tourism development opportunities.

-It is generally agreed that no tourism activities should occur in traditional hunting and trapping areas or near burial grounds unless this activity is monitored/controlled by local residents.

-A tourism awareness program should occur in the community to assist residents to make good decisions about the industry. This program should address the real issues associated with the industry ie. what is the actual value of the industry to the community.

2.4 Existing and Potential Visitors to Jean Marie River

The following section identifies existing and potential travel to Jean Marie River from both a regional and non-regional perspective. Existing travel patterns are described within the context of those resources which have appeal to various market segments.

Information for this section has been drawn from interviews with local residents as well as through discussions with non-local operators. A review of travel data compiled on the region by both the private and public sector was also undertaken.

Regional Travel

Ascertaining accurate data locally on the numbers, activities and dollars expended as a result of regional movement is difficult to access as local resident contact with regional and non-regional travel comes largely from two sources: 1) Mackenzie River travellers and 2) business travel to the community.

*All seasons: A conservative estimate of government and business travel to the community on a regular basis was gathered from

persons working in local government affairs. It is estimated that approximately 6 government/private business people travel to the community each month. Few of these visitors overnight in the community, remaining for a few hours while a charter aircraft standsby for the return flight. Travellers by winter road are more inclined to overnight in the community. It is noted that much of the business travel to the community originates from Fort Simpson due to the community's administrative tie to the Simpson. This pattern is verified by the 1983 G.N.W.T. travel survey, which suggests that most resident travel is short in duration with most persons travelling to other urban centres or going fishing or camping. It is also noted that the ratio of inside to outside the N.W.T. trips by residents is approximately 4:1.

Due to the lack of accommodation and meeting facilities and limited accessibility, Jean Marie attracts few meetings and seminars. Regional and/or Band Council business meetings often occur in Fort Simpson.

*Spring and Summer: The summer brings increased visitation to the community. Mackenzie River canoe and small boat travel brings the bulk of this travel, much of which originates within the region itself. Beyond inter community travel on the river, local observers estimate some 40-50 canoes and small craft travelling on the river. Although an estimated 70% of river travellers stop at the community, little economic benefit is derived from these visitors as stop-overs are brief.

The Family Reunion attracted some 130 people to the community in July 1984. Essentially all visitors were from surrounding regional communities of Fort Simpson, Fort Providence, Yellowknife, and the Liard Valley.

A G.N.W.T. sponsored travel industry report on the N.W.T. (An Evaluation of the Impact of Summer Tourism on N.W.T. Businesses: Report of Findings) stated that "15% of all revenues received by N.W.T. tourism related businesses were estimated to come from the local N.W.T. related traveller." This same report suggests that the growth in N.W.T. tourism related businesses will come in part (approx. 13%) from vacationing N.W.T. travellers. Although no tourism related businesses per se currently operate in the community, some increase in regional travel may be expected upon the completion of a new community hall. The construction of a new multi-purpose hall in 1985 will enable the community to host more regional meetings and special events.

—Lutra—

Non-Regional Travel

The most recent background data available on non-regional travel (G.N.W.T. Summer Travel Surveys 1983, Canadian Facts) suggest the following trends in the travel industry:

- There were an estimated 44,000 visitors to the N.W.T. during the summer of 1983. This volume indicates little change from the previous year.
- The annual revenue generated by these visitors was some \$65 million. These revenues are estimated at approximately \$20 million above the previous year's revenues.
- Approximately 40% of non-resident travellers to the N.W.T. arrived via ground transport. The remaining visitors travelled by air carrier.
- Approximately two thirds of summer business and pleasure visitors visited the Fort Smith region.
- Visitors staying in hotels, lodges or motels came from Alberta (28%), the United States (26%) or Ontario (16%).
- Visitors arriving to visit friends or relatives in the N.W.T. arrived from Alberta (41%), Ontario (18%) and British Columbia (13%).
- The most popular activities undertaken by visitors were shopping for crafts, fishing and visiting museums and historic sites.

These trends do not include mass mode package tours, sport fishing or hunting. Our research revealed a growth in each of these three market segments in the N.W.T. tourism industry. A strengthening domestic economy and a greater variety of product offerings are the major variables affecting this growth.

2.5 Basic Needs for a Local Tourism Industry

Based on an analysis of community concerns, current levels of regional and non-regional travel, and community resources, the following have been identified as basic requirements which must be addressed with respect to tourism development in Jean Marie River:

- 1) Year-round road access must be available to facilitate "rubber-tire" traffic (mass mode and individual) to the community.

— Lutra —

- 2) Basic community services and infrastructure must be in place to accommodate the needs and interests of travellers.
- 3) Local residents must have a solid commitment to developing Jean Marie River as a desirable place for regional and non-regional visitors.
- 4) Local residents must clearly establish the type and level of visitation desired:

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PART THREE: JEAN MARIE COMMUNITY DEVELOPMENT PLAN

3.1 Introduction

This section will form the basis for developing a comprehensive community based tourism plan for Jean Marie River. This section is presented in draft form for the following reasons:

1) finalization is subject to completion and ratification of a regional approach to tourism development for the Liard Highway Corridor

2) finalization is subject to additional discussions and direction from Jean Marie River residents.

3.2 Tourism Approach for Jean Marie River

Within the context of the Liard Highway Corridor developments, the goals and objectives of Jean Marie River and the Big River Travel Association, the general approach to tourism development in Jean Marie River may best be, at least in the short term, limited or small scale tourism development until such time that road access and community services are in place to better address local tourism development opportunities. In consideration of this, the following long and short term development opportunities and programs are suggested.

3.3 Development Opportunities and Other Tourism Programs

The following is a preliminary listing of tourism development opportunities and programs which might be pursued in Jean Marie River. These opportunities will be discussed with local residents. Based on these discussions priorities will be determined and investigated in detail. Each opportunity and program is categorized under the four types of developments: 1) attraction/tour/event; 2) hospitality; 3) infrastructure; and 4) industry organization.

A. Type of Development: Infrastructure-Attraction/Tour/Event

Program Name: Community Trails Program

Season of Use: All seasons

Project Description:

-Completion and continued development of community hiking and cross-country ski trails to facilitate hiking, cross country and interpretative opportunities.

Program Components:

- Complete and upgrade the community nature trail to include brushing and clearing
- Develop appropriate signage and trail information materials
- Develop rest stops/picnic area and a shelter.

Responsibility:

- Community Recreation Committee and Band Council. Promotional assistance from Big River Travel Association.

B. Type of Development: Infrastructure

Project Name: Completion of All Weather Road Access

Season of Use: N/A

Project Description:

- Facilitate access to the community in all seasons.
- Facilitate the development of improved services to the community.

Program Components:

- Prepare a submission and lobby the G.N.W.T. Dept. of Highways for the development of this access.

Responsibility:

All community interest groups and individuals in conjunction with the Gov't of the N.W.T.

C. Type of Development: Hospitality/Information

Project Name: Tourism Awareness Program

Season of Use: N/A

Program Description:

- Jean Marie should be part of a regional program which develops a strong local understanding and appreciation of the tourism industry, benefits, concerns, etc.

Program Components:

- Focus on small workshops with northern resource people. a.v. materials and examples of small, successful northern tourism businesses.

Responsibility:

- Big River Travel Association, TIA, regional tourism officer, the Band Council and community residents.

D. Type of Development: Industry Organization

Project Name: Hospitality/Guide/Host Training

Season of Use: N/A

Project Description:

- Develop "hands-on" technical industry skills and communications skills to facilitate participation in guiding/outfitting opportunities among local interested people.

Program Components:

- Utilize the Universal Guide Training Program via Thebacha College.
- Ensure programs are delivered at the local level by skilled trainers.

Responsibility:

- Big River Travel Association, T.I.A., regional tourism officer and community residents.

E. Type of Development: Infrastructure-Industry Organization

Project Name: Tourism Support Structure

Season of Use: N/A

Project Description:

- Develop a central community contact and administrative structure and/or system to assist all local operators and provide information to visitors.
- Immediate consideration should be given to focusing on a support structure for the local arts and crafts industry.

Project Components:

- Establish a central community facility for the sale of local arts and crafts, provision of traveller information, etc.
- Conduct an information session to address the role of arts and crafts in the local tourism industry to include constraints and benefits

Responsibility:

Local crafts people, Band Council, Co-op with assistance from the G.N.W.T. Dept. of Economic Development.

F. Type of Development: Hospitality/Information

Project Name: Signage and Information Program

Season of Use: N/A

Project Description:

This is a multi-faceted program to upgrade and improve signage and information about Jean Marie River.

Project Components:

- better information at the border crossing ie. coloured destination map; points of interest, etc.
- informed personnel at the border crossing
- better community entrance and in-town signage specifying services and points of interest (ie. barge, trails)
- colourful signage and road turn off points
- development of a community brochure
- a community tourism information booth (see E above).

Responsibility:

G.N.W.T. Dept. of Highways, Dept. of Economic Development & Tourism, Dept. of Renewable Resources, T.I.A., Big River Travel Association, community groups and individuals.

G. Type of Development: Infrastructure

Project Name: Community Accommodation Facility

Season of Use: N/A

Project Description:

- Established much need commercial accommodation facility in the community.

Project Components:

- Undertake a study to determine the feasibility of establishing a commercial accommodation facility in the community considering housekeeping guest cabins, full service motel or 'tourist home' accommodation services.
- Act on study recommendations.

Responsibility:

- Band Council, Co-op, interested community residents

H. Type of Development: Attraction/Tour/Event

Project Name: Community Celebration Program

Season of Use: N/A

Project Description:

- Based on the success of the 1984 Family Reunion, establish an annual community celebration which has strong regional appeal.

Project Components:

- Develop a year-round Committee to develop this annual celebration
- Develop a slate of unique events and activities with travel incentives such as cash prizes and trophies
- Develop rapport with potential industry sponsors ie. Labbatts, Molson's, etc. as well as with Territorial sport and recreation associations

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- Develop a well rounded promotional program for the community
- Utilize all available community facilities and interest groups.
- Develop a pool of local volunteers.

Responsibility:

- Band Council and Recreation Committee and community service groups.

I. Type of Development: Attraction/Tour/Event

Project Name: Short Duration Outfitting Program

Season of Use: Spring, summer and winter

Project Description:

- Develop short duration outfitting opportunities which will appeal to existing business travellers and will encourage increased visitation to the community.

Project Components:

- Develop a short duration trapline tour by dogteam.
- Develop 1-2 day interpretative, fishing, camping and hiking tours of the Rabbitskin, Trout, Jean Marie and Spence Rivers.
- Incorporate as many traditional activities as possible into these short duration outtings ie. visit to fish camps.

Responsibility:

Regional tourism officer, Band Council, Co-op, Big River Travel Association, interested community residents.

J. Type of Development: Infrastructure

Project Name: Community Campground

Season of Use: Summer

Project Description:

- Given the development of an annual community celebration and the potential development of all weather road access to the community and the absence of accommodation facilities in the community or alternatives to it, it is desirable to establish community camp sites and picnic areas.

Project Compon cwt. %:

- Campground and day use development program.

Responsibility:

S.N.W.T. Dept. of Economic Development & Tourism, Band Council

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